SALSIFY   CASE STUDY

American Bath Group Uses Salsify Workflows To Scale Product Experiences for Thousands of Products

The leading bathware manufacturer develops a new content management process to improve content completeness and accuracy.

About American Bath Group

American Bath Group (ABG) provides a comprehensive offering of bathware products, including showers, tub showers, bathtubs, shower bases, shower doors, wall panels, jetted whirlpools, jetted spas, vanities, kitchen sinks, and utility sinks, through a broad portfolio of recognized brands.

ABG sells products through commercial, wholesale, ecommerce, and retail channels to a diverse base of builders, plumbers, general contractors, and individual end users.

AMERICAN ★ BATH GROUP

THE CHALLENGE

ABG faced challenges in managing product experiences across more than 30 brands, each with a unique go-to-market strategy. The team found managing the logistics of their thousands of products and collaborating effectively difficult — implementing any changes across the global teams was a historically daunting task.
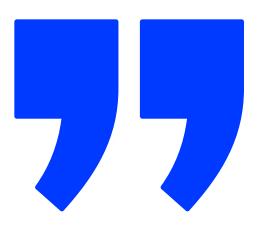
The inconsistent management of product data was a critical pain point. While some brand teams found efficacy using a product information management (PIM) solution, others relied on manual, ad-hoc methods, such as onboarding SKUs one at a time with best-guess data entry.

This resulted in major inefficiencies, especially when expanding to new retailers. Product data was often scattered or only available on a single retailer's platform and couldn't be scaled across other retail endpoints.

ABG needed a scalable, standardized solution to ensure all required data was captured, structured, and readily available for dynamic onboarding to any retailer.

> By making Salsify the central data repository, teams could easily access accurate, up-to-date product data, eliminating inefficiencies caused by scattered data and manual workarounds. The structured workflow, together with investment in employee training, enforced accountability and significantly improved efficiency.
>
> **— Randy Clough**
> **Director of MDM, American Bath Group**

THE SOLUTION

To address these challenges, ABG conducted a comprehensive process evaluation.

"We identified key gaps in ecommerce data governance, particularly a lack of structured data ownership and enforcement," says Randy Clough, director of master data management (MDM) at American Bath Group. "We needed guardrails in place to enforce data standards. We evaluated and selected Salsify as the best solution to help us make significant changes to this process."

To streamline data input, ABG created "data contracts" — structured import files defining product information ownership.

An automated workflow was created in Salsify to manage the end-to-end data process: Data entry teams complete data contracts, which trigger notifications to the PIM team for import into Salsify. These notifications then alert the product content management teams to begin onboarding SKUs to external destinations.

To ensure successful adoption, ABG invested heavily in team training. During the rollout, the team conducted more than eight live and online training sessions and developed more than 30 detailed training documents that employees could reference at any stage of the process.

These resources provided clear, step-by-step guidance, empowering cross-functional teams to navigate the new workflows with consistency and confidence.

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Through the implementation of the data contract process with Salsify, ABG achieved significant business results.

With Salsify, we've been able to see major business improvements both in our process and our performance on the digital shelf. We're thrilled.

— **Randy Clough**
Director of MDM, American Bath Group

THE RESULTS

SKU Onboarding Increased 4 Times Year-Over-Year

"We were able to achieve this milestone without additional personnel, demonstrating efficiency gains purely through process optimization and organizational alignment," Clough says.

SKUs Meeting Data Standards Grew From 0 to 15,000 in the First Year

"This was a remarkable achievement given the complexity of generating digital assets and adapting to evolving retailer requirements," Clough says.

Teams Achieved Alignment on the Importance of Complete and Accurate Product Data

"Shipping weight — which was previously filled in for only about 15% of our 140,000 products — is now completed for over 80%," Clough says. "This highlights a successful shift in mentality around product data within the company."

Continual Business Improvements and Lasting Digital Shelf Performance

ABG also established a cross-functional team that meets twice monthly to review progress, implement adjustments, and proactively address potential challenges.

With these processes and governance structures in place, ABG has laid the foundation for the future of its product data management.

By standardizing workflows and centralizing ownership, the company is now positioned to leverage its product data more effectively in an ever-changing digital environment.

This flexibility enables ABG to adapt quickly to evolving retailer requirements, expand into new channels, and continue delivering accurate, complete product experiences at scale.

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