

Practitioner's POV

Double Down on Ecommerce Growth: Learn The Best Practices of Integrating PIM and DAM

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More Information:
www.striketru.com

ON THE PANEL

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MODERATOR

Connect with the Experts

We're super excited to announce the first of many upcoming interactive Zoom talks that will bring together subject matter experts to discuss all things Data & Ecommerce.

Double Down on Ecommerce Growth: Learn The Best Practices of Integrating PIM and DAM
Integrated PIM and DAM systems have taken center-stage in digital & ecommerce strategies. When implemented properly, the benefits of combining these two solutions represents enormous potential for an online business.

Acquaint yourselves with StrikeTru's founders & subject matter experts on a candid fireside chat as they deliberate over a practitioner's point of view on the typical approaches to managing ecommerce product data and digital assets and the best practices of integrating PIM and DAM.

Save my seat

Looking ahead.

What's in store for us in 2022? How can merchants prepare for and leverage rapidly evolving ecommerce trends in 2022? Read on to find out the answers to this question and more!

Featured Guest Blog

Build the Right Ecosystem to Unlock & Accelerate Digital Transformation



An explosion of product choices and digital channels, combined with a super-informed consumer, has resulted in the traditional concept of the marketing funnel failing to capture all touchpoints and buying 'moments'. Rising expectations for deeply personalized content and channel-agnostic shopping has highlighted the need for PIM software that interoperates and integrates with an enterprise's commerce technology stack.

As a result of these trends, PIM customers are looking for solutions and providers that can help them build the right ecosystem of value to create winning digital customer experiences.

Read now

Partner of the Month

"We are proud to be in partnership with MediaValet and look forward to building on the joint client success stories we have created together."
Dolon Basak, VP Marketing & Client Relations



PIM and DAM: Are They Better Together?

So, do they work together? Although a DAM and PIM share similar benefits, they each serve a different core purpose. In this post, we'll review the definition of PIM and DAM, the key differences between the two, and how they can work together to help your company thrive. Read the blog to learn why having both a PIM and DAM in place gives your company a steep competitive advantage in a variety of ways.



Learn more

In Pictures

The year-end team dinner in Hyderabad, StrikeTru's India HQ.



akeneo Widen + Akeneo integration

See it in action

Featured Connector

Integrating Akeneo PIM & Widen DAM allows marketers to infuse product information such as size, color, materials and other specifications with marketing information automatically, boosting efficiencies across cross-functional teams & accelerating omnichannel commerce.

Client Wins

Versa Products Selects StrikeTru & MediaValet to Accelerate Digital Transformation With Integrated PIM & DAM Solution

The proposed solution will include:

- StrikeTru's smallPIM solution based on Akeneo PIM open-source platform, and MediaValet's DAM platform
- Product introduction in Epicor Kinetic ERP, and automated product transfer to PIM
- Product Data Enrichment (including Localization) and Management in StrikeTru's smallPIM
- Digital asset management in MediaValet DAM, and automated asset transfer to PIM and ECC
- Automatic transfer of customer-ready product content from PIM to ECC



Read the full story



IGUS GMBH has selected StrikeTru's Widen DAM Connector for Akeneo PIM

Excited to announce our latest client win!

Keep watching this space for more updates.

About Us

StrikeTru is an expert commerce and data service provider. From content to creative to tools, we offer a suite of services to help brands and retailers modernize commerce environments. We bring together technology, high-touch implementations, proprietary accelerators, and comprehensive product data services to fast-track superior digital experiences.

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