



Goodbye 2021, Hello 2022.

Although the past year has been marked with seemingly unending crisis, we have so much to be thankful for - most of all YOU! We're thankful for all of our customers & partners, thank you for being a part of our journey thus far. Now, after that good dinner, it's back to business as usual for us here in Houston, Texas - our HQ!

As we wave goodbye to what will forever be remembered as the year of pandemics and vaccinations, what remains as a common element as we go into 2022 is the necessity to respond to customer needs at warp speed. We hope you enjoy gaining insights from this edition and ensure your ecommerce business is ready for 2022!

Latest from our blog

Top 7 Challenges in Product Data Management for Ecommerce



How can brands adapt to the future? What will define the consumer's path to purchase in the post-Covid19 world? How to meet consumer demand on the digital shelf? How to accelerate time to market and drive sales? How to accelerate the shift to a new normal as customers surge to digital channels? How to overcome product data management challenges for eCommerce success?

We believe that structured product information and efficient product data management is the answer to all the questions above. In this blog, we explore details of 7 such challenges and learn about StrikeTru's recommendations to address them for a smooth and profitable ecommerce project.

[Read now](#)

News in Photos

The StrikeTru team went on the road pre-Thanksgiving week to have one-on-one meetings with past, present & future clients spread across the country. Take a look!

Picture (L): StrikeTru in Chicago at Baird & Warner's HQ
Picture (R): StrikeTru meeting with Birlasoft



Featured Connector of the Month ★

Akeneo PIM for ARI eCatalog - Powersports Dealers need a solution to easily aggregate, prepare, & sync product content to ecommerce & other sales channels at scale, daily! StrikeTru's ARI Connector solution is designed to establish a link between Akeneo PIM and the ARI database of powersports parts information, minimize content acquisition management and integration costs, and accelerate sales.

[See it in action](#)



Client Wins

Pitbull Audio Selects StrikeTru and Akeneo to Address Product Data Accuracy and Boost Ecommerce

"We are excited to partner with Pitbull Audio, to give them expanded control & automation capabilities by remodeling their data. Making product data management easier for organizations of all sizes and industries is among our top priorities," said Vik Gundouju, Partner at StrikeTru



[Read the full story](#)

StrikeTru's smallPIM - Best for scalability



Feed bulk product data through unlimited channels for a transparent monthly cost.

[Find out more](#)

smallPIM featured among the 10 Best Open Source Product Management Softwares in 2021

We've been featured on The Product Manager blog! Don't miss these insights on some of the best open source product management softwares, what each tool does best and how it can work for you.

About Us

StrikeTru is a digital services firm helping businesses of all sizes grow their ecommerce sales. From product data collection, to product information management, and product data syndication, StrikeTru is a one-stop-shop for fast-growing companies looking for affordable cloud-based product data solutions.

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