Elevating Visual Merchandising with PIM

Together, Smart Merchandiser and Syndigo solve for the last mile where products come alive on web pages.
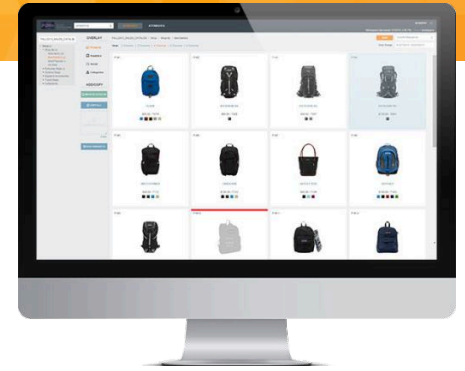
Smart Merchandiser™ by Zobrist

+

Syndigo

All in one: PIM & visual merchandising

The partnership between **Smart Merchandiser and Syndigo** solves a critical need in the eCommerce ecosystem: connecting comprehensive product information management (PIM) with dynamic visual merchandising capabilities.

Syndigo's PIM platform serves as the foundation for all product data, while Smart Merchandiser adds the visual merchandising layer that brings products to life on the storefront. **Together, they create a seamless workflow between product data management and the customer-facing visual experience.**

Key benefits for Syndigo customers

- **One unified experience:** Move seamlessly between PIM and visual merchandising

- **Smarter decisions:** Make choices based on analytics, inventory, and customer insights

- **Enhance productivity:** Customers report a 70% increase in productivity

- **Unleash sales growth:** Average 20% boost in digital sales revenue

- **Optimize resources:** Reduce manual workloads by up to 50%

Top eCommerce teams win with Smart Merchandiser

20%
higher conversions
across categories in their
eCommerce stores

70%
boost in productivity
of their digital merchandising
teams

0
missed sales
due to over or out-of-stock
situations

Trusted by:

THE NORTH FACE

Timberland

VANS

JANSPORT