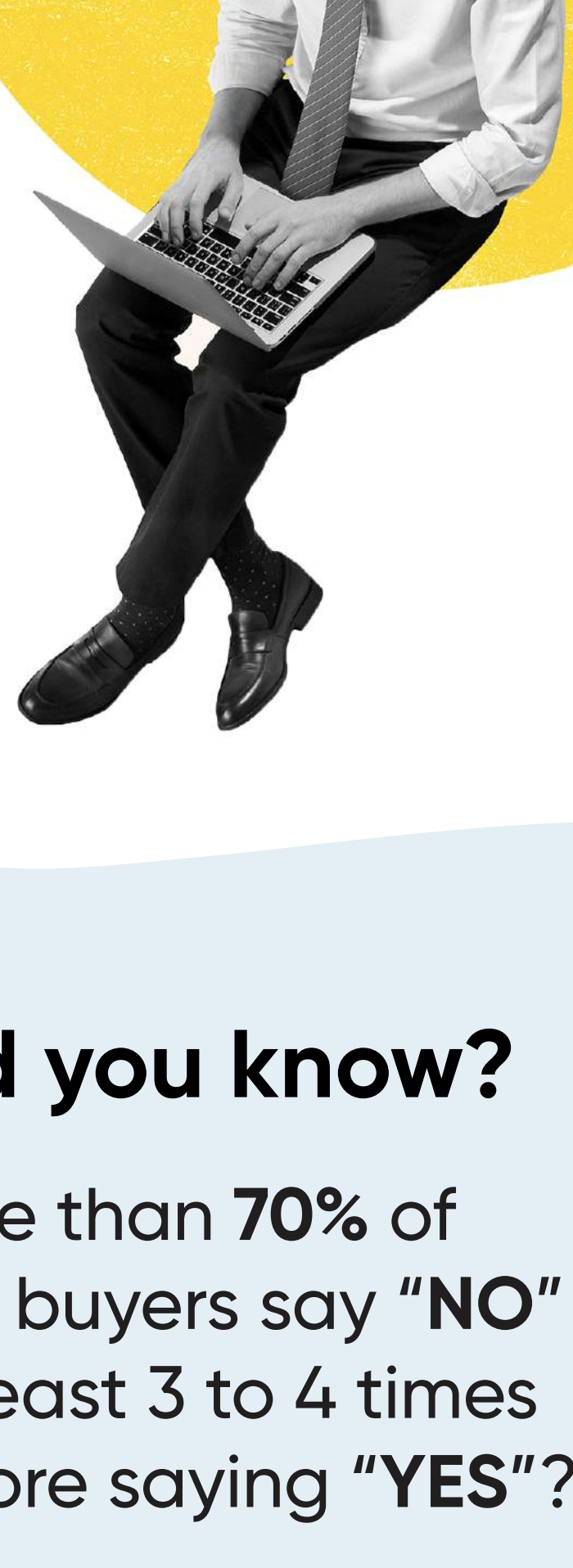
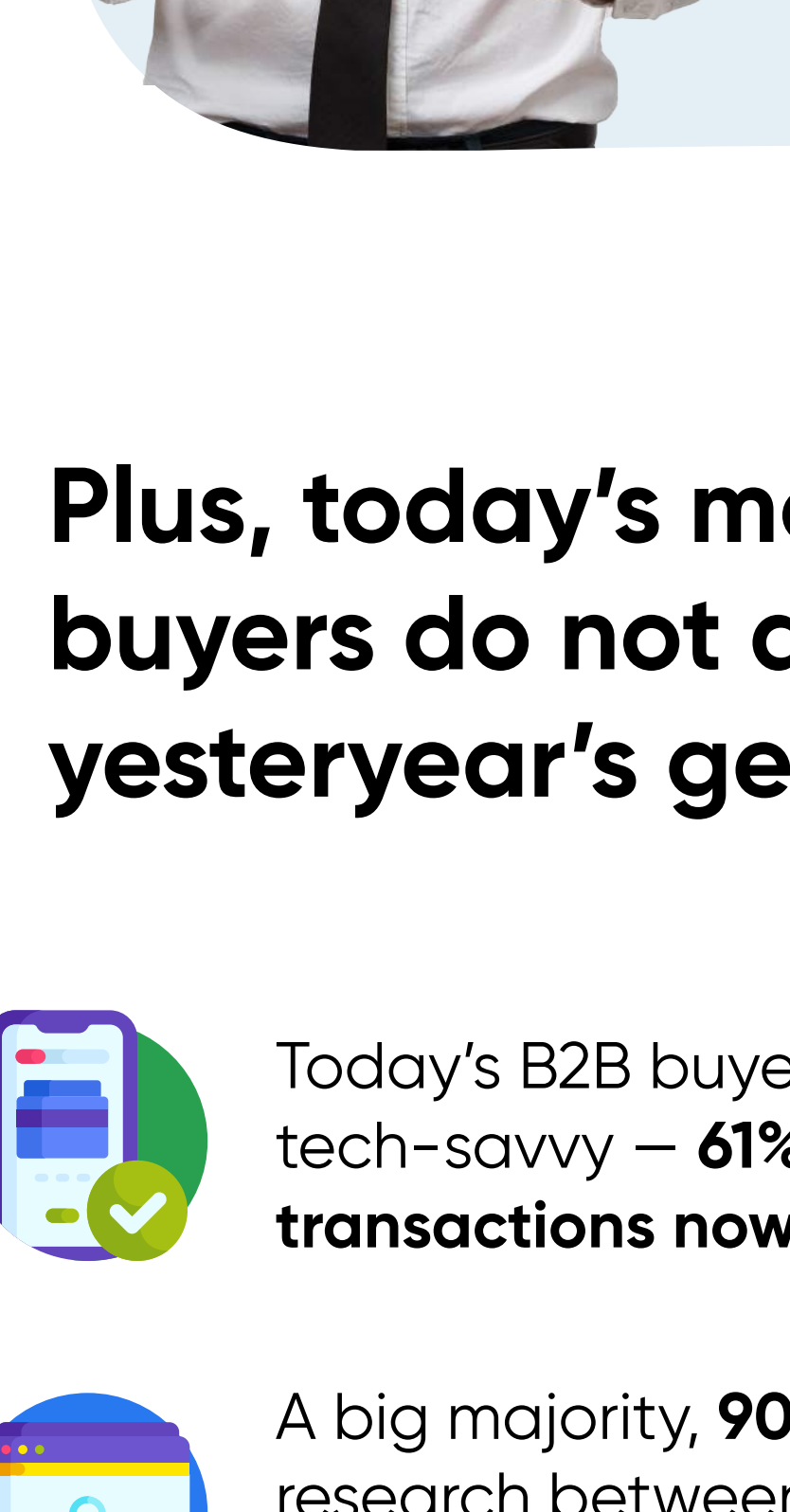


# 7 Steps to Solve B2B Product Information Problems



OMG!



## Did you know?

More than **70%** of B2B buyers say “NO” at least 3 to 4 times before saying “YES”?

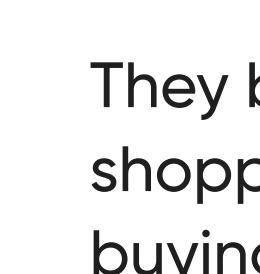
**Plus, today’s modern B2B buyers do not act like yesteryear’s generation.**



Today’s B2B buyers are increasingly tech-savvy — **61% of all B2B transactions now start online.**



A big majority, **90%**, of B2B buyers research between **2 to 7 different websites** before making a purchase decision.  
- *Dialogtech*

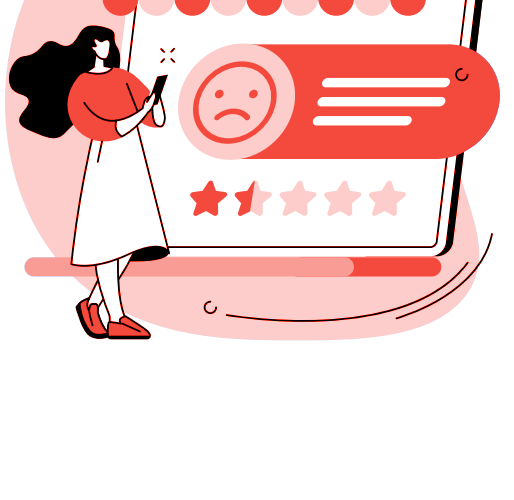


The majority of B2B decision-makers **never respond to cold outreach.**



## On top of that...

They behave just like B2C shoppers although the B2B buying process involves multiple decision-makers and a complex and long buying cycle.

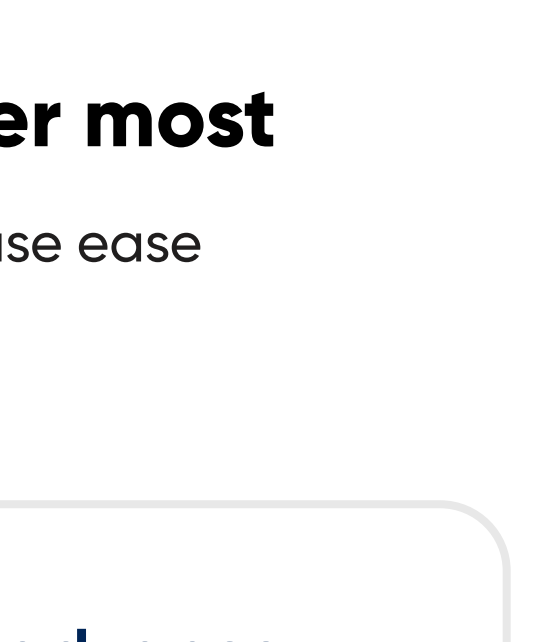


## What do they want?

Right from the first interaction, modern B2B buyers want the same experience as B2C shoppers: personalization and ease of use.

## What do they expect?

They expect product catalogs, descriptions, pricing, and product selection to be organized according to their specific requirements.



## What they don't like

They don't like any surprises. So a single poor experience at this early stage of buying cycle can repel them from your brand.

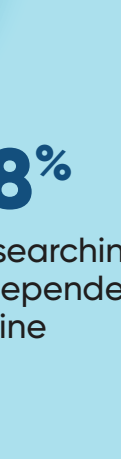
## And...which elements matter most

Gartner says information drives purchase ease and high-quality sales.

### Information that helps customers advance drives ease and high-quality deals



Change in likelihood of purchase ease experienced



Change in likelihood of high-value, low-regret deal

Gartner.

## PIM: A Great Enabler of Making Quality Product Information Available for B2B Buyers

A PIM system offers specialized features and tools to help B2B enterprises eliminate data silos, minimize B2B eCommerce challenges, speed time-to-market, and deliver engaging product experience across multiple channels.

Here are 6 ways PIM can help solve your B2B product information challenges:

**1 360-Degree View**  
Build 360-degree view of your B2B products for a personalized experience.

**2 Multilingual Support**  
Manage product information in multiple language and different currencies.

**3 Digital Commerce**  
Deliver product data with different formats for multichannel marketing and commerce.

**4 Operational Excellence**  
Improve operational efficiency for supply chain optimization or order fulfillment accuracy.

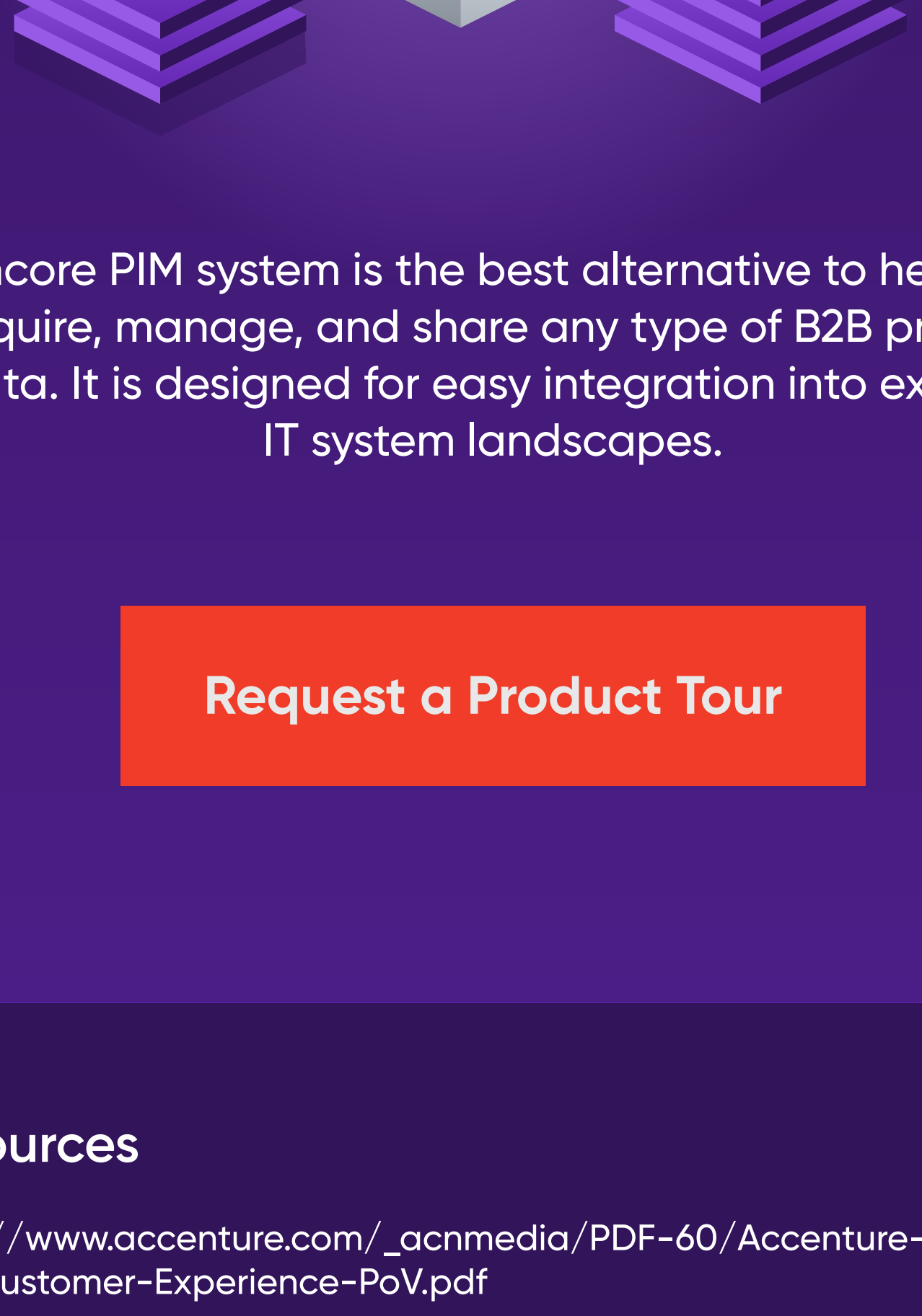
**5 In-depth Insights**  
Empower product data intelligence and get reliable insights for faster decision-making.

**6 Data Governance**  
Apply PIM best practices for information governance and data management.

**7 Product Optimization**  
Optimize product content to better target and engage customers.



## Pimcore PIM System for Any B2B Product Data



Pimcore PIM system is the best alternative to help you acquire, manage, and share any type of B2B product data. It is designed for easy integration into existing IT system landscapes.

[Request a Product Tour](#)

### Resources

[https://www.accenture.com/\\_acnmedia/PDF-60/Accenture-Stratgy-B2B-Customer-Experience-PoV.pdf](https://www.accenture.com/_acnmedia/PDF-60/Accenture-Stratgy-B2B-Customer-Experience-PoV.pdf)

<https://www.dialogtech.com/>

<https://www.gartner.com/en/sales/insights/b2b-buying-journey>

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