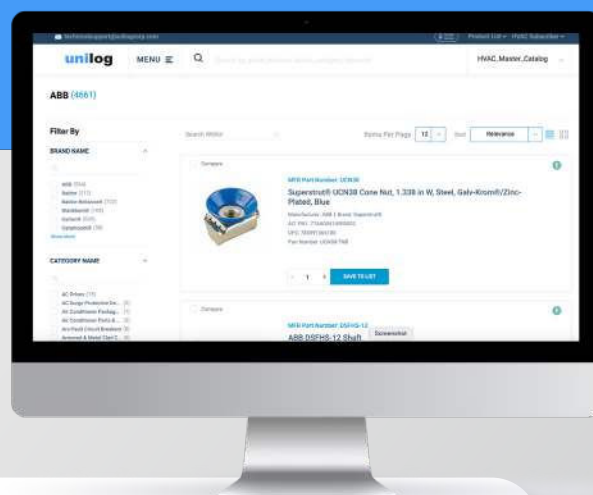




Purpose-built for manufacturers, the CX1 PIM product information management solution allows you to manage your product content and send it everywhere your customers make purchasing decisions.

Grow Your Manufacturing Business with **Connected Product Content and Commerce**

What Manufacturers Can Do with the CX1 PIM



Build and Share Great Product Content

Better content increases conversion rates and grows AOV. The CX1 PIM allows you to build and manage product specifications, copy, images, video, and associated spec sheets and manuals for your entire SKU library.

Syndicate Data Quickly and Easily

Manage all your data feeds and syndication channels in one system so you can quickly and easily deliver content to all your distributors, buying groups, key customers, and trading partners. Simply choose the SKU subsets, attributes, and delivery method to send accurately enriched SKUs instantly.

Tailor Content by Audience

Tailor your content to the needs of your audiences with custom taxonomies, market-specific copy, and pricing to make your products shine in non-owned eCommerce channels.

Empower CSRs and Field Sales Reps

Increase the effectiveness of your CSRs and field sales reps by equipping them with an unrivaled knowledge base of product information including copy, specs, alternate part numbers, up-sells, cross-sells, pricing, images, videos, data sheets, manuals, and schematics.

In today's expanding digital commerce landscape, focusing just on your eCommerce site is not enough. You need to enable your distribution partners to sell on your behalf, which requires great product content that's quickly and efficiently delivered to them the way they want it.

The CX1 PIM lets you do just that.

Start with a Marked Advantage

- Implement the CX1 PIM with your SKUs and start syndicating product content in a matter of weeks

Succeed with Unilog

- 2000+ customers including Boeing, MSC, HD Supply, Wesco, Rockwell Automation, and Toto
- ISO-27001 certified
- 25 years of data management experience in the Industrial Supply, Plumbing, PVF, Construction, HVAC, Safety, Sanitation, Electrical, Farm & Ranch, and Pharmaceutical industries
- Unrivaled, enriched product content for more than 10 million SKUs

➤ CUSTOMER TESTIMONIALS

"We look for partners who demonstrate integrity in their operations, have a portfolio of proven success, and create solutions with market-leading functionality. Unilog checks all those boxes. They've also proven they can integrate with other business applications, like our ERP system and tax compliance software. That was a key factor in our partner selection process."

Darla Lentz

Chief Information Officer
Distribution International

"In short: Better content drives more customers to your site, which translates into higher revenues and greater profits."

Grant Movold

Manager, Systems & IT
Marks Supply

Unilog is the leader in connected product content and commerce, delivering the platform, content, and connectivity businesses need to succeed in the digital arena. Our connected suite of solutions helps wholesale distributors, manufacturers, and specialty retailers sell more, stay relevant, and reduce their cost to serve.

For more information, visit UnilogCorp.com

unilog

Ready to Learn More?

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