

# amAZE

Product Experience Management Platform

**BOOST ECOMMERCE SALES WITH  
ENRICHED PRODUCT EXPERIENCES**



Powered by

**Blue Meteor**

Amaze PXM is a first-of-its-kind intelligence powered SaaS that gives businesses end-to-end control of their product data, experience design, and digital assets in a centralized location. The one-stop-shop brings together merchandising design, product attribution design, product content, and enriched content creation on a single platform accessible from anywhere.

We understand manufacturers face continuous challenges in sending product data to various channel partners (with varying requirements) that help with selling products. Distributors, on the other hand, face an entirely different set of problems when dealing with product data coming in from various sources. Amaze PXM helps both, manufacturers and distributors, effectively transform data to meet their unique requirements & needs; helping them drive sales with best-in-class product experience.

What forms the backbone of the platform is something more than technology. Amaze PXM is a result of over two decades of experience across industries and a strong understanding diverse customer buying journeys. A mix of best-in-class technology backed by a customer-first, experience-based approach, Amaze PXM brings together the best of both worlds.



## CUSTOMER EXPERIENCE IS PARAMOUNT

63%

of online buyers look for other sellers when the product they're looking for is hard to find or unavailable on an ecommerce platform

55%

of online buyers look for alternatives when there is insufficient or inaccurate information on products

65%

of online buyers say that finding their products quickly and intuitively is an ever-growing area of importance for them





## USE AMAZE PXM FOR A PRODUCT-EXPERIENCE-CENTRIC APPROACH

The Amaze PXM platform superimposes all mission-critical factors that contribute to the digital customer experience. Get your content right the first time, every time. Leave no stone unturned ensuring all-round quality data & success for your customer experience endeavors. It helps you to:

### **Boost Item Onboarding & Time-To-Market**

Centralized data and well-designed processes speed up time-to-market which means that customers can see your ever-growing and evolving range of products or services

### **Centralize digital assets.**

By centralizing product data and digital assets, the platform helps your team run a tight ship. It allows them to get more done in less time.

### **Lower Ownership Costs.**

With hosting, support, and upgrade costs covered under the Amaze license, the total cost of ownership is only a fraction of On-Prem or Single Tenant Cloud solution.

### **Provide A Refined Customer Experience.**

When customers find what they want, and all their questions are answered intuitively, the buying journey is one they remember and vouch for. This helps reduce returns, cart abandonment, and average order size. Strong experience encourages retention and loyalty.

### **Generate Greater eCommerce Sales.**

Comprehensive, consistent, and enriched product information inspires buyer confidence and has a direct effect on sales. Improved time-to-market helps generate this revenue faster and improve overall sales.

### **Differentiate Your Services.**

While several businesses may have similar products and services across the board, it's usually the product experience that makes all the difference. The Amaze platform helps your business stand apart for all the right reasons.



## HOW AMAZE PXM HELPS BRANDS & MERCHANTS WIN

1. Centralize all product content
2. Customize according to unique channel requirements
3. Update products in real-time as channel requirements evolve
4. Syndicate to end partners



**Internal  
Systems**



**Product  
Experience  
Management**



**Retail  
Endpoints**

Market place

Website

D2C





## HOW AMAZE PXM HELPS RETAILERS AND DISTRIBUTORS WIN

1. Onboard new products and sell them on eCommerce faster
2. Develop detailed customer-centric product data
3. Engage buyers with intuitive browse and search experiences
4. Leverage product experience to drive sales, and build customer trust and loyalty



**Inconsistent, poor  
quality product  
data**



**Product  
Experience  
Management**



**Accurate,  
consistent, and  
engaging product  
experiences  
for customers**

## HOW WE ACHIEVE THIS

### CREATE

Create and edit product content on a single platform



CREA



### OPTIMIZE

Intuitively finetune browse and search functions so customers always find what they are looking for

OPTIM

### DAZZLE

View digital assets from the customer's perspective and manage them effectively to boost buyer confidence



DAZZ



### SYNDICATE

Increase operational efficiency and introduce new products to the market at lightning speed

SYND





## AMAZE INTELLIGENCE

Harness the industry's first intelligence-powered PXM to hit the ground running

### Amaze Intelligence helps accelerate catalog onboarding

With a gathered data repository coming from over 90 million products across industry verticals, Amaze Intelligence lets you build new categories faster than ever before.

**90+** million

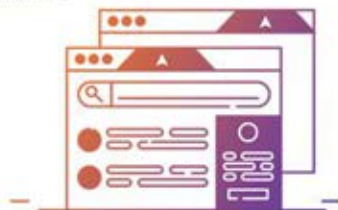


### Amaze Intelligence is smart!

As a sophisticated recommendation engine, it gives contextual and relevant suggestions for product categories to ensure that category and attribute development, setting up of governance rules, and normalization is not just fast, but also accurate

### ...And it's flexible!

Amaze Intelligence helps you identify missing or incorrect information and make necessary refinements



UPDATING...

### Amaze Intelligence never stops learning!

With inbuilt machine learning capabilities, Amaze Intelligence is always learning and improving to give your brand a truly digital DNA



## KEY FEATURES

1. MULTIPLE CATALOG CREATION & MANAGEMENT
2. TAXONOMY & CATEGORIZATION
3. ATTRIBUTE CREATION & META-TAGGING FOR THIRD-PARTY INTEGRATIONS
4. SCHEMA BUILDING & SCHEMA CONSTRAINT IMPLEMENTATION
5. VALIDATION MANAGEMENT TO ENSURE HIGH QUALITY CONTENT
6. SKU BUILDING FROM INTERNAL & EXTERNAL SOURCES
7. SKU CROSS-LISTING ACROSS APPLICABLE CATEGORIES
8. PRODUCT FAMILY BUILDING
9. EASY SKU SEARCH FUNCTION
10. SMART ADVANCED SEARCH FUNCTION
11. WORKFLOW MANAGEMENT
12. QUALITY CATALOG METRICS REVIEW AND BULK CHANGE FUNCTIONALITY
13. DIGITAL ASSET BUILDING
14. PDP VIEW FOR CUSTOMER POV



## OUR CUSTOMERS

Amaze PXM has helped leading companies drive sales and realize their digital commerce aspirations with best-in-class product experience management.



Developed by Blue Meteor Inc, Amaze PXM is a culmination of two decades of experience in the product content industry. We have worked with some of the world's leading Fortune 500 companies to create best-in-class product content and customer experiences. We continue to help organizations harness their true digital potential by providing them with a comprehensive platform to manage item authoring, content distribution and eCommerce experience design.



**COMPREHENSIVE  
MARKETING  
INCORPORATED**



**INDUSTRIAL  
SOURCE  
INCORPORATED**



**U.S. Electrical  
Services Inc.**








Increase E-commerce sales through



Product Experience Management Platform



**Create**  
Content Creation



**Optimize**  
Browse & Search Design



**Dazzle**  
Digital Asset Management



**Syndicate**  
Automate Onboarding & Distribution

**Try AMAZE**



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