pivotree™

Pivotree™ SKU Build

✓ 60% faster time-to-market

✓ 75% lower cost to build

✓ 99.7% accuracy

Fuel eCommerce Growth Without the High Cost of Data Enrichment

Pivotree SKU Build is a service that provides the product data you need to grow your eCommerce revenue without the high cost of sourcing and enrichment. Powered by data experts and assisted by AI, SKU Build provides high-quality channel ready SKUs rapidly and at scale, directly integrated with your commerce systems.

☑ **Improve category revenue and conversion rates** with frictionless data onboarding.

☑ **Accelerate time to market** for new SKUs with faster delivery of integrated channel-ready data.

☑ **Reduce costs and risk** with consistent, accurate product data.

Case Study:
Large Industrial Distributor

Need:
Onboard 350,000 product SKUs from multiple suppliers

Result:
60% faster time-to-market*
75% lower cost to build*
99.7% accuracy*

*Results based on an existing Pivotree client. Your results may vary

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Improve eCommerce competitiveness

Data analysts and expert taxonomists deliver best-practices data modeling and AI and ML-assisted product data transformation that eliminates product attribute gaps and inconsistencies from suppliers.

We automatically classify and enrich product data to your specifications so that you can easily expand into additional categories and markets.

Save time and internal effort

Through automation, high-quality SKU and attribute data are delivered directly to your Product Information Management (PIM), Master Data Management (MDM), and eCommerce systems.

Add new products and suppliers seamlessly to grow your business faster without increasing staff workload.

Gain unlimited scalability to reduce time to market while eliminating the need for data acquisition and curation processes, and vendor portals in the PIM.

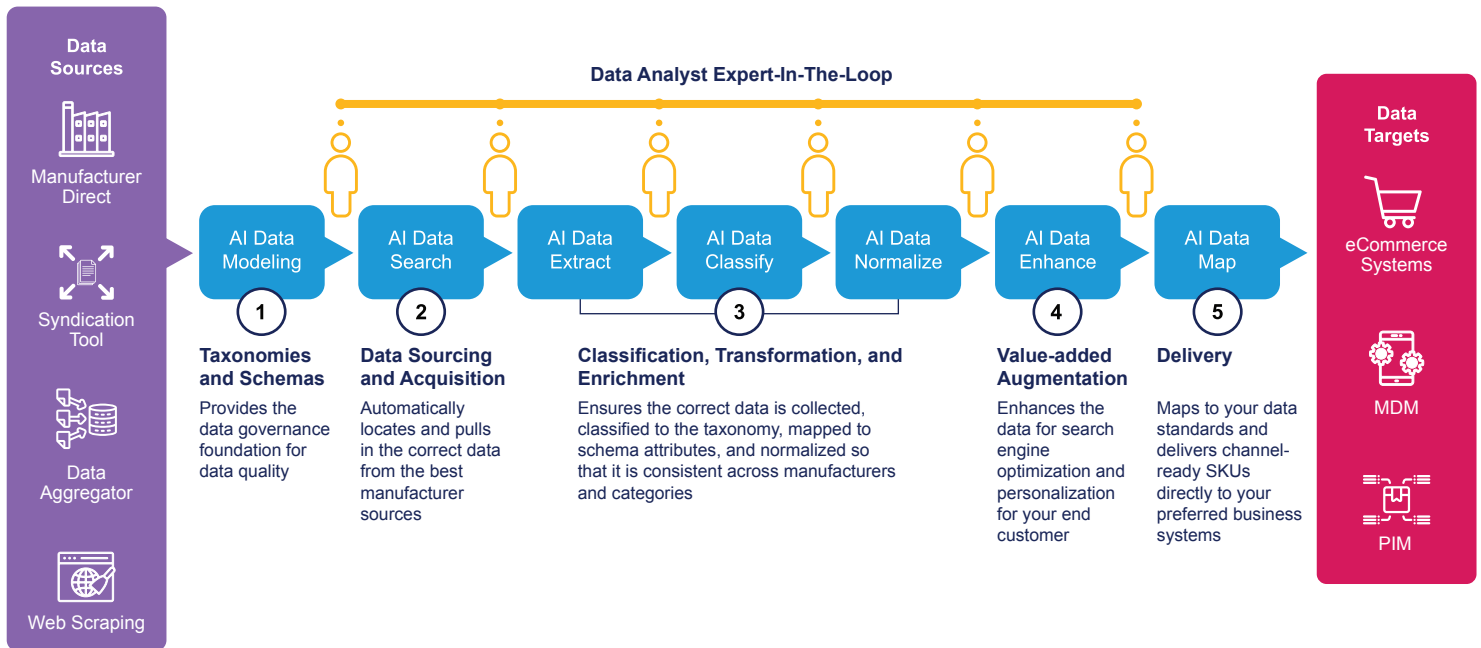### Eliminate system costs and reduce risk

With skilled data analysts and automation you can eliminate the total cost of ownership (TCO) for your product data acquisition and the risk of system failures.

Requires no hosting, maintenance, upgrades, or staffing to maintain.

Reduces time, effort, and risk when deploying PIM and MDM systems by improving data quality and eliminating the need for complex workflows and vendor portals to onboard data.

Get Superior Product Data Accuracy at a Lower Cost

SKU Build delivers product data optimized for your commerce channels at a dramatically lower acquisition cost than most internal and outsourcing options. Data analysts leverage AI at every step to deliver speed and scalability.

Data Sources

- Manufacturer Direct
- Syndication Tool
- Data Aggregator
- Web Scraping

Data Analyst Expert-In-The-Loop

AI Data Modeling → AI Data Search → AI Data Extract → AI Data Classify → AI Data Normalize → AI Data Enhance → AI Data Map

1 Taxonomies and Schemas
Provides the data governance foundation for data quality

2 Data Sourcing and Acquisition
Automatically locates and pulls in the correct data from the best manufacturer sources

3 Classification, Transformation, and Enrichment
Ensures the correct data is collected, classified to the taxonomy, mapped to schema attributes, and normalized so that it is consistent across manufacturers and categories

4 Value-added Augmentation
Enhances the data for search engine optimization and personalization for your end customer

5 Delivery
Maps to your data standards and delivers channel-ready SKUs directly to your preferred business systems

Data Targets

- eCommerce Systems
- MDM
- PIM

There are three key components of SKU Build which can be purchased separately depending on your business needs:

Data Modeling
Establishes the foundation for SKU Enrichment

Data Modeling establishes a taxonomy and schema definition to use for all product data attributes. The data models are built by Pivotree taxonomists using AI to ensure consistency and data governance across the board. Clean, complete, consistent, and clear product data increases search results, findability and product comparisons which increase revenue. This is an essential foundation for SKU Enrichment.

Data Transformation Automation
Corrects, standardizes and augments data

Data Transformation Automation corrects gaps, inconsistencies, and errors in your current product descriptions and attributes aligned with the taxonomy and data schema. It includes adding missing attributes, normalizing metrics, standardizing attribute labels, augmenting data to improve SEO, and personalizing product descriptions for the intended audience.

SKU Enrichment
Curates, transforms, and delivers channel-ready data

SKU Enrichment is the ongoing process of acquiring "raw" content, curating, and enhancing it using the data transformation described above, and then delivering channel-ready SKUs. This completely eliminates the need for vendor portals, and data acquisition and curation processes for organizations that have implemented a PIM to manage their product data.

Say goodbye to unhappy customers, long deployment times, and labor-intensive product onboarding.

Say hello to accurate, complete, channel-ready data when and where you need it, with no administration costs.

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