

Salsify PXM for Amazon Australia

Streamline your product onboarding and syndication process with Salsify PXM in Australia and beyond.

In 2017, Amazon entered the Australian market which turned the retail landscape upside down. Up until then a handful of regional heavyweights had been dominating the industry and set the rules.

The arrival of Amazon was like a wake-up call for local retailers to step up their game or risk being left behind. Amazon, known worldwide for its relentless focus on customer experience, setting the bar high and challenging everyone to step up.

This said Australia's adoption of Amazon's advanced features like A+ content and others might not be on par with established regions like Germany and the US just yet, presenting an opportunity for brands to benefit from being early adopters.

Get ahead with RG.Experience

RG.Experience is guiding brands through the complexities of Amazon's ecosystem helping to get the best out of the marketplace possibilities while keeping content efforts at bay through automation and a clear content strategy. Our team of syndication experts are helping brands to benchmark themselves against their direct competitors and build an efficient content strategy to get ahead.

Salsify: Your Syndication Solution

RG.Experience has partnered with Salsify a leading PXM solution to provide our customers not just the strategy & theory but as well a tool & processes to maximize internal resources and create content for Amazon Australia faster and more collaborative utilizing proven features & processes from other regions.



amazon.com.au

2017

Amazon entered the Australian market with limited assortment and much to learn

50 % YoY Increase

Amazon doubled down in ANZ with a total revenue of > 2.6 bn USD in total

3rd biggest Retail Channel

As in many other regions Amazon is a force to reckon with and is positioned #3 after local retailers like Apple and JB Hi-Fi

> 950M USD in Net Sales

In 2022 most of AMAZON's revenue is still coming from classical product distribution but also from the advertising network (7.3%)

> 200 Million SKUs in ANZ

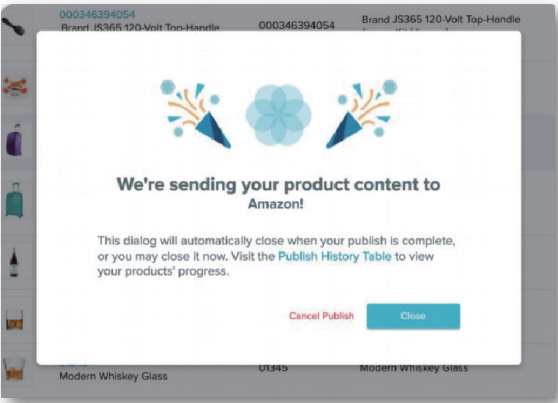
200 Million products listed from 1st & 3rd party sellers on Amazon's marketplace

DO MORE WITH LESS – SALSIFY BENEFITS



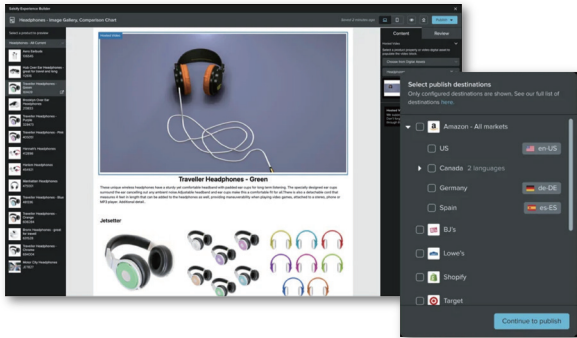
Real-Time ASIN Generation

ASIN Creation is a painful multi-step process requiring to follow the AMAZON onboarding template to the letter. Salsify allows to streamline the new SKU creation process via personalized workflows ensuring Amazon standards are followed and users can identify if all mandatory information are maintained.



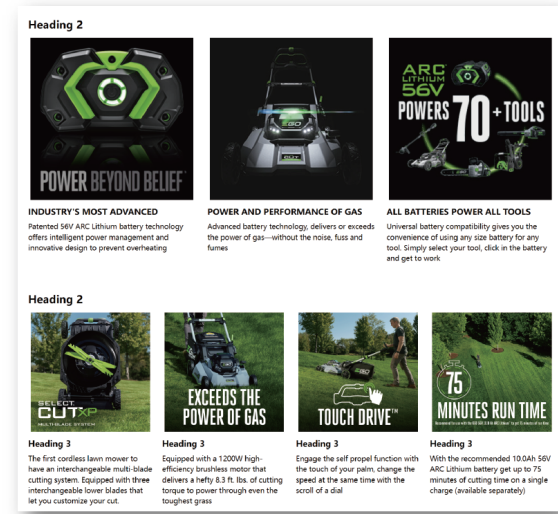
Submit faster with clear processes

Benefit from Salsify's workflow functionality and build collaborative processes & use Data Quality guidelines to reduce the feedback cycles with Amazon when submitting your content.



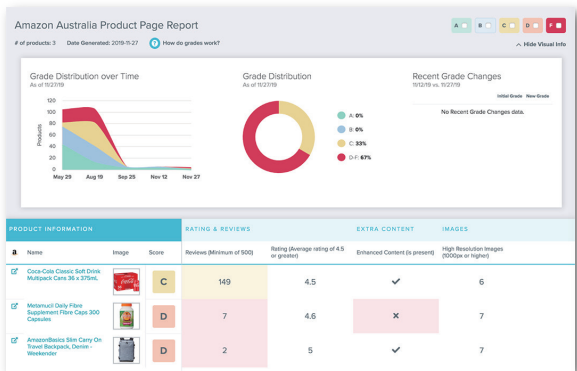
Beyond Basics - Seamless Integration into A+

Build an A+ Content strategy and an optimized content creation process to generate A+ content quickly and more affordable to beat your competition in telling your product story more vivid and engaging.



Direct Amazon Australia Connections

Connecting your product catalog in Salsify to Amazon and other key ANZ retailers with direct connections for vendor and seller central workflows.



Benchmark & Test & Automate

Closing the loop on your product experience management and content syndication by ensuring what you publish is what actually shows for consumers with Activation Insights & Insights Reporting.



RG.Experience | Strategy – Process – Tool and beyond

As key PXM delivery partner for Salsify, RG.Experience is providing a strategic approach to help customers to analyze and improve their product onboarding process to onboard, syndicate and sell products across all channels faster.

Salsify at a glance | Intuitive & User First

Salsify is providing a Product Experience platform to streamline your product onboarding process beyond all your owned & marketplace channels:

PXM Product Experience Management		SXM Supplier Experience Management	PXM Network
PIM	Activation	- 12.5k Brands	- 900+ Channel
Enhanced Content	Catalog Sites	- 1.2M downloads /Year	- 250+ Retailer
Automation	Insights & Digital Shelf Analytics	- 5.4M+ SKUs	- 5.6+ Mil SKUs
GDSN Connect	PXM Platform (API & More)		

CHERVON



About RG. Experience

RG.Experience is a Leading Digital Transformation Agency based in Shanghai, Hong Kong & Melbourne with a strong focus in a holistic Product Experience Approach.

We are empowering Industrial Leaders to balance European best practices with the efficiency and speed needed to compete with local competition in the Asian market.

Contact us

<https://rg-experience.com/>



SALSIFY

About SALSIFY

Salsify was created to empower brands and retailers to win on the digital shelf. Salsify's PXM platform enables brands to centralise, connect, and automate all the product content needed to efficiently deliver superior product experiences and achieve digital shelf leadership in their category.

Salsify acquired SKUVantage in 2021 - expanding its global reach and taking advantage of SKUVantage's strong network of retailers and brands in the ANZ market.

Contact us

<https://www.salsify.com/en-au/pxm-skuvantage>