

# Close the Loop

Durch  
Kundenfeedback die  
aktuelle Product  
Experience  
verbessern



# Your speaker today



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VP Sales EMEA Central  
Akeneo



- ✓ Über 15 Jahre Vertriebserfahrung in der Technologiebranche
- ✓ Leidenschaft für Product Experience Management und der Mission, Unternehmen in Europa beim Aufbau außergewöhnlicher Produkterlebnisse zu unterstützen.
- ✓ Experte für Change Management und die Neuausrichtung von Vertriebsorganisationen



# Agenda

1

Einordnung PX Insights in die Akeneo Product Cloud

2

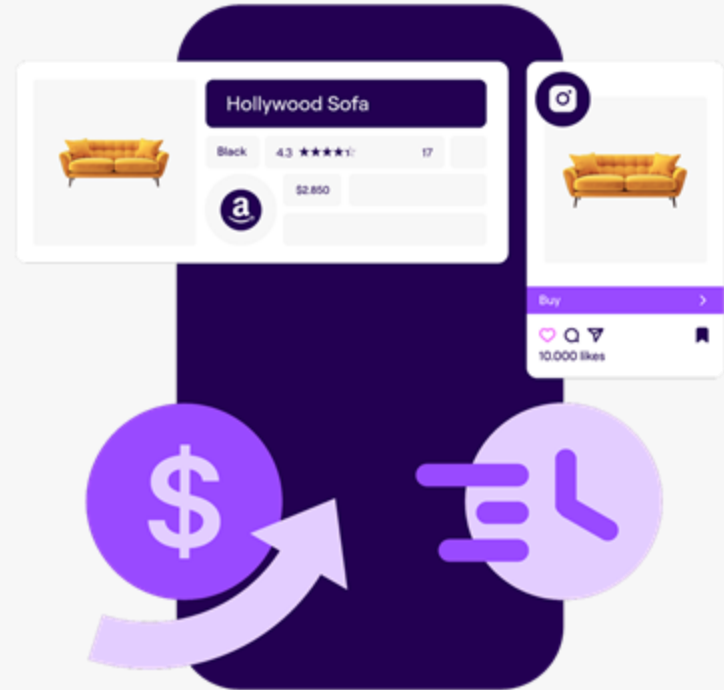
Pitch

3

PX Insights in der Praxis (Use Case Leatherman)

4

Ausblick: What's next



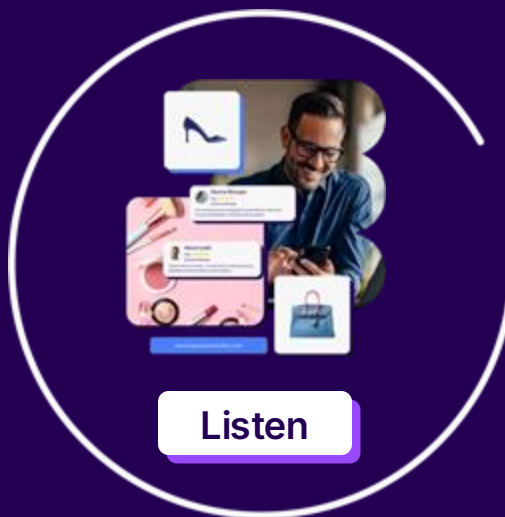
# PX Insights is the newest component of



PX Insights closes the loop between product data and customer experience, bringing real customer signals into Akeneo PIM to optimize content, merchandising, and performance.

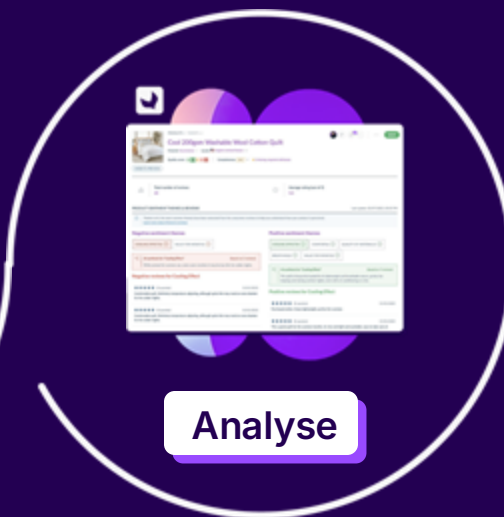


# The Feedback Loop



## Step 1

**Customer Interactions at  
Sales Touchpoints  
(Ratings & Reviews,  
Search)**



## Step 2

**Insights Feed into  
the PIM**



## Step 3

**Enriched Product  
Experiences Across  
Channels**

# Value Proposition

**PX Insights helps clients monitor and act on product visibility issues directly in Akeneo PIM.**

**With the new Google Shopping Optimization Dashboard, teams can instantly detect blockers like pricing mismatches or out-of-stock ads, take action faster, and avoid wasting budget.**

**It's all about aligning product data with campaign performance—at scale, every day.**



# Optimize Product Visibility with PX Insights

 Gain instant visibility into issues impacting your Google Shopping performance



**Connect Product Data with Performance:** bridge the gap between product content and channel performance by embedding Shopping Signals directly in Akeneo Product Cloud.



**Centralized view of Google Shopping issues:** instantly identify blockers—like ad eligibility, pricing mismatches, and missing attributes—across your product catalog, all in one dashboard.



**Prioritize What Matters:** focus your efforts where they count most: sort issues by type and volume to take targeted action faster.



**Actionable Insights at Scale:** go from insight to resolution with direct access to affected product lists, recommended actions, and supporting documentation.



**Boost Ad Visibility and Campaign ROI:** Fix the hidden issues that are hurting your Shopping performance to increase product discoverability, reduce wasted spend, and improve return on ad spend (ROAS).

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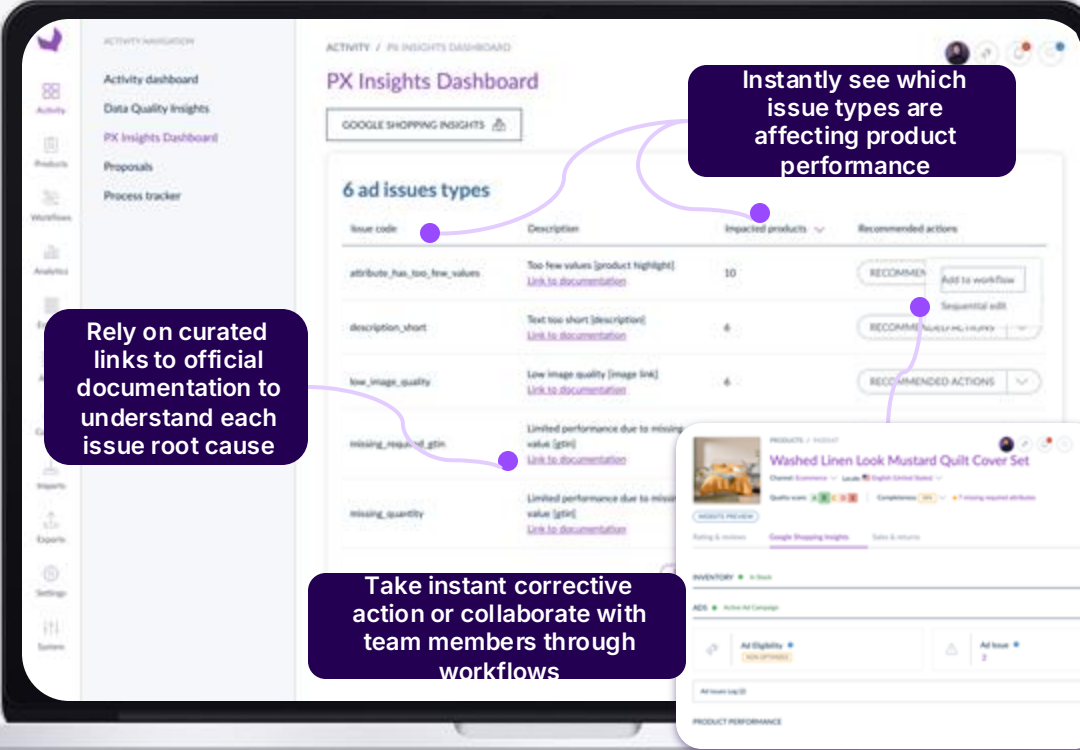
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Growth Package

Advanced Package

Premium Package



**Instantly see which issue types are affecting product performance**

**Rely on curated links to official documentation to understand each issue root cause**

**Take instant corrective action or collaborate with team members through workflows**

Issue code	Description	Impacted products	Recommended actions
attribute_has_too_few_values	Too few values [product highlight] <a href="#">Link to documentation</a>	10	RECOMMENDED ACTIONS: Add to workflow, Sequential edit
description_short	Text too short [description] <a href="#">Link to documentation</a>	4	RECOMMENDED ACTIONS: Add to workflow, Sequential edit
low_image_quality	Low image quality [image link] <a href="#">Link to documentation</a>	4	RECOMMENDED ACTIONS: Add to workflow, Sequential edit
missing_required_gtin	Limited performance due to missing value [gtin] <a href="#">Link to documentation</a>		
missing_quantity	Limited performance due to missing value [qty] <a href="#">Link to documentation</a>		

**Washed Linen Look Mustard Quilt Cover Set**

Channel Commerce | Launch | Right United States | Quality score: 100% | Compliance: 100% | Missing required attributes

ADVERTISING | IN STOCK

AD | Active Ad Campaign

Ad Eligibility | Ad issue

PRODUCT PERFORMANCE

# PX Insights Ratings & Reviews





# Value Proposition & Key Messaging PX Insights



# Value Proposition

**PX Insights connects with both Yotpo and Bazaarvoice—and even custom systems via Public API—making it easy for our clients to unlock actionable insights from reviews, regardless of their tech stack.**



# Broader Ratings & Reviews Access

with Bazaarvoice app + Public API



**Expanded Reach:** Now compatible with over 150 of our customers! PX Insights connects natively to both Yotpo and now Bazaarvoice—two of the largest review platforms in the world.



**Effortless Activation:** Both integrations are plug-and-play, requiring zero IT involvement to get started. It's as easy as installing an app.



**Ultimate Flexibility with Public API:** For clients using another provider—or a custom-built solution—our Public API handles it all: from ingesting the data, to reconciling it with your PIM catalog, to applying AI sentiment analysis, and embedding the insights directly in Akeneo.

Take direct actions in Akeneo PIM using GenAI, Rules, and Workflows.

Unify and analyze reviews to uncover actionable opportunities for product enrichment.

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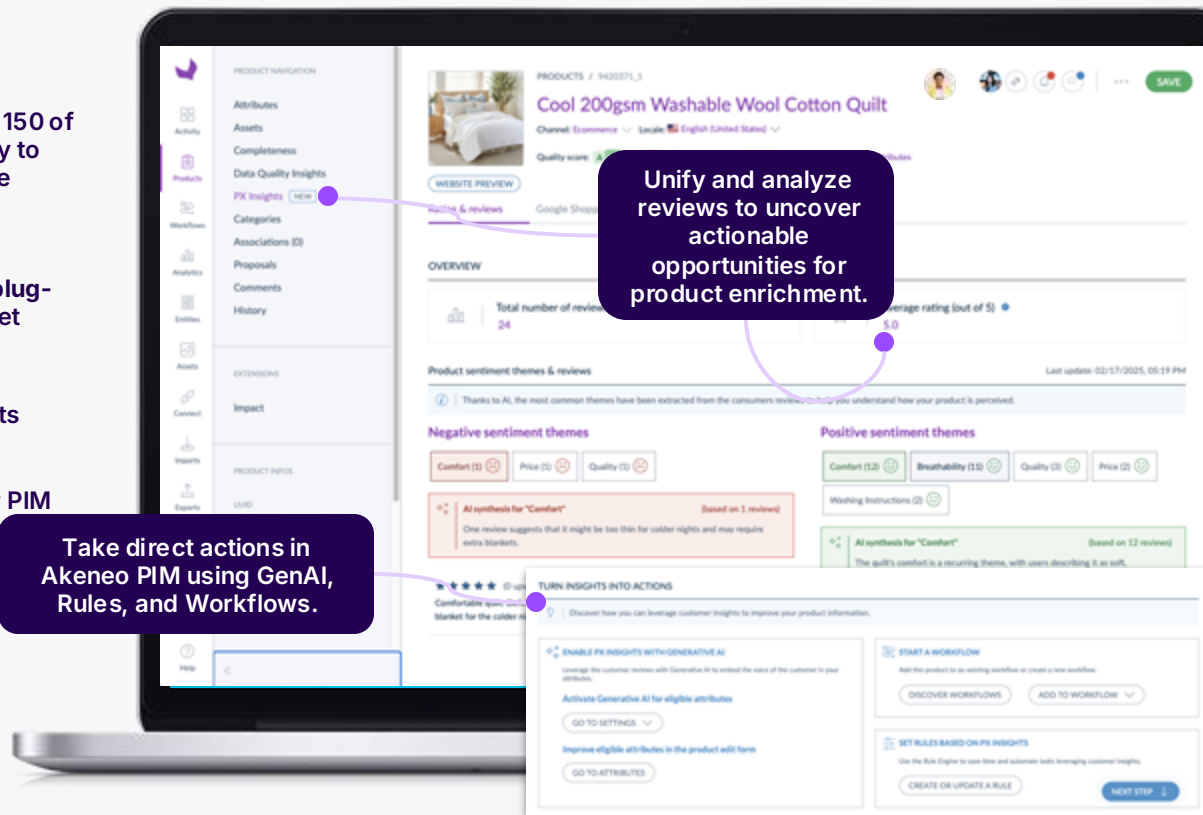
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# More capabilities delivered

Compare customers reviews with PIM data to identify concrete areas of improvement



**Data-Driven Product Enhancement:** Uncover discrepancies between customer reviews and PIM data to refine product attributes, ensuring alignment with real user experiences.



**AI for Deeper Understanding:** Leverage powerful AI capabilities to extract key insights and suggestions from your reviews with out of the shelf use case.



**Actionable results:** Act directly from your dashboard to enhance product details, improving clarity and accuracy to help decrease returns and improve discoverability.

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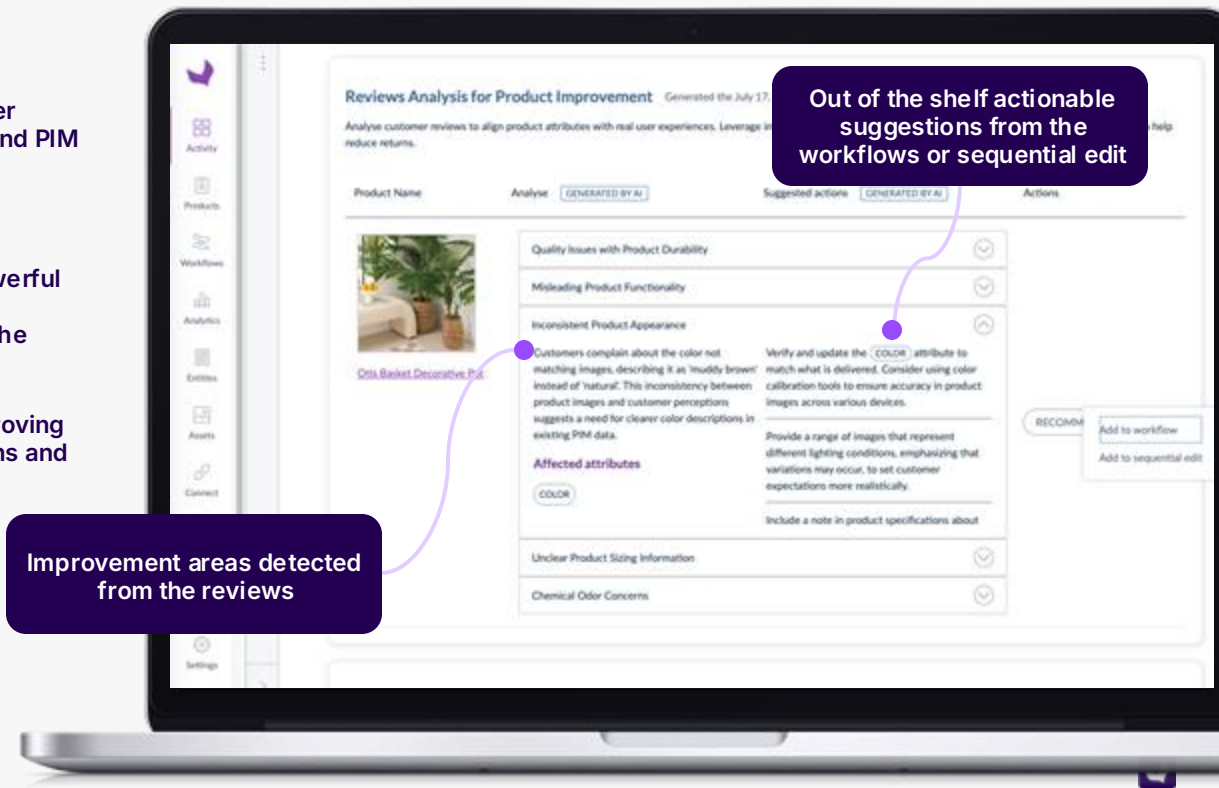
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# Value Proposition & Key Messaging PX Insights



# Value Proposition

**AI Discovery Optimization gives your clients visibility and influence over how their products appear in AI-powered shopping assistants like GPT Shopping.**



# AI Discoverability Optimization

## Shape How AI Recommends Your Products



**Boost AI-led product discoverability:** Understand how your products show up in ChatGPT-like shopping assistants and optimize their presence.



**Act on AI search rankings directly in Akeneo:** Get a transparent AI search rank and tune your data accordingly.



**Differentiate with early AI-commerce readiness:** Be among the first to control your brand's presence across LLM-powered retail journeys.



**Uncover optimization opportunities:** Get actionable suggestions on how to improve your product content to increase visibility in AI-driven shopping experiences.

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**ACTIVITY / PX INSIGHTS DASHBOARD**

**PX Insights Dashboard**

AI Analysis | Ratings and Reviews | Google Shopping Insights

**AI Search Analysis** Generated on 02/02/2025

Analyze your product's visibility and representation on ChatGPT. Gain actionable insights and tailored suggestions to enhance product discoverability and optimize performance for key AI channels.

Role: Manufacturer Country: FR English

Product name Analysis **GENERATED BY AI**

**AI Search Rank** 3

Search Query "Best quilt cover sets with a washed linen look in mustard color"

**Overall Summary**

The Washed Linen Look Mustard Quilt Cover Set by Lunatime is currently underperforming on AI search platforms compared to its competitors, primarily due to incomplete product data and inconsistent presence across major sales channels. To improve its AI ranking, the product should prioritize up-to-date and comprehensive descriptions by enhancing product data detail and strategic placement within key online marketplaces.

**Key Points**

- Inconsistent Branding Across Platforms**  
The product lacks a uniform brand presence across its listed sales channels. While some channels have detailed listings, others are incomplete, contributing to a confusing brand image that can weaken AI-driven search rankings.
- Incomplete Product Specifications**  
The product's AI search performance is hindered by missing specific details such as precise material composition, care instructions, and availability options. Competitors often provide these details, which supports better AI comprehension and ranking.

**AI Product Recommendations**

- Next Mustard Duvet Cover Set**  
Crafted from pure French linen sourced from Normandy's golden flax, this duvet cover offers a soft, textured feel that improves with age. Its temperature-regulating properties ensure comfort throughout the year. This duvet cover features tie closures and is pre-washed to minimize shrinkage. Available in double size (200 x 200 cm).
- Next Mustard Duvet Cover Set**
- Next Mustard Duvet Cover Set**

**AI Search Analysis** **CHOOSE PRODUCTS** **SELECT**

Analyze your product's visibility and representation on ChatGPT. Gain actionable insights and tailored suggestions to enhance product discoverability and optimize performance for this key AI channel.

**Tailor Your Analysis**

Optimize your AI insights by selecting your primary role. We'll adjust the analysis to align with your specific needs as a manufacturer or distributor.

☐ Manufacturer ☒ Distributor

**Sales Channels**

Provide your primary sales channels. This helps the AI analyze your product's performance directly on these channels.

Add new sales channel here

**ADD NEW SALES CHANNEL**

**Clearly visible ranking that tells you where your product appears in AI responses**

**Show how specific attributes may be driving or limiting visibility**

**Simulate real consumer prompts, choosing from typical buyer queries**



## Unlocks New Markets with PX Insights

### Challenges

- Product content was built on internal assumptions, not informed by real customer usage or sentiment.
- Reviews were collected via Yotpo, but not fully leveraged to improve product experience or visibility.
- No seamless way to connect customer feedback with product data in the PIM.

### Goals

- Tap into review insights to improve product enrichment and SEO.
- Better understand customer needs and behavior to refine messaging and content.
- Create a feedback loop that helps teams continuously optimize products based on real-world usage.

### Solution

- Connected Yotpo reviews directly to the product record via PX Insights.
- Used Akeneo's GenAI and Collaboration Workflows to review and enrich content based on what customers care about most.
- Enabled a data-informed product strategy by bridging the gap



### Results

**Tapped into new markets** through real customer feedback, leading to a shift in marketing and messaging strategy.

**Enhanced product content** in Akeneo using review insights, boosting **SEO, metadata, and discoverability** across eCommerce channels.

**Identified and engaged a new customer segment**, unlocking additional market potential.

Read  
Full  
Story



# What's Next for PX Insights?



## More data sources and use cases

Add integrations for new tech partners for existing and new use cases.



## Actionable Insights Recommendations

Proactively recommend actions to take against products based on PX Insights.



## Closed Loop Feedback

Show customers the ROI for the improvements made to products thanks to PX Insights.



# Thank you.



# Questions?

