



Trade Service Case Study

How a Digital Manufacturing Directory Service Optimized Product Data for Omnichannel Marketing

OVERVIEW

Trade Service imports product information for millions of SKUs from thousands of manufacturers and consolidates them into digital databases for marketplace syndication. Distributors and contractors in mechanical, electrical, plumbing, industrial, and automotive industries rely on their digital directories to populate e-commerce web shops, MEP estimating software, and ERP systems.

CSS Commerce was hired to develop and implement a standard product data structure in PIMCore to normalize and SEO-optimize imported product information from thousands of MRO manufacturers.

“There’s ORDER to our vast product line - getting a PIM was so needed and has helped us expand quickly.”

Project Manager - Trade Services

APPROACH

- **Create Product Data Structure into PIMCore** - CSS Commerce was to create a normalized product data structure to achieve multiple client objectives. CSS developers were to code the new structure into PIMCore, the Product Information Management (PIM) platform chosen by Trade Service
- **Import Data into PIM, MDM and DAM** - Go from Trade Service's Excel spreadsheet to PIMCore's Product Information Management (PIM), Master Data Management (MDM), and Digital Asset Management (DAM) files
- **Develop and run an automated data quality app** - Do it in PIMCore to flag incomplete or unstructured product information and correct to standard
- **Create SEO-optimize product data** to target mechanical, electrical, plumbing, industrial, and automotive industries by:
 - fortifying imported product descriptions with customer- and industry-relevant search terms
 - refining product attributes for better site search
 - creating short and long product descriptions to expand keyword potential
 - keyword-optimizing product features and benefits
 - adding meta descriptions to each product
 - optimizing SEO keywords for digital assets like images, pdfs, videos, technical documents, and service manuals
 - creating drill-down functionality for an improved user experience and more focused product recommendations
- **Create more Up- and Cross-Selling** - Set up and optimize reduced-price product kits and bundles to create more up- and cross-selling opportunities
- **Define pricing parameters** - like MSRP, customer-specific pricing, bulk purchase discounts, product kits and bundles, and promotional vouchers in the PIMCore rule engine
- **End-to-end system integration** - enabling cross-departmental transparency and uniformity to improve communication and collaboration between supply chain, product management, sales, and marketing teams



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Trade Service
A TRIMBLE COMPANY

RESULTS



Standardized Product Database

Trade Service has a standardized product database to offer customers an optimized source of MRO manufacturer information across all product lines for on- and off-line omnichannel marketing initiatives and digital marketplace syndication.



Standardized Product Pricing Across the Board

MRO distributors and MEP contractors gained a trusted, standardized source of product pricing for sales, service, and estimating purposes. Manufacturer changes are updated automatically to Trade Service and distributed to customers in real-time across all digital channels including e-commerce web shops, apps, vendor portals, and marketing collateral print files.



Eliminated 'Null' Search and Enhanced Advanced Search

CSS developers refined product attributes, expanded descriptions, installed drill-down functionality, and added industry-relevant terms to improve site search across all categories to reduce lost sales from "item not found" results. Predictive search functionality improved cross- and up-selling opportunities with product suggestions, related items, stock-out alternatives, and discounted product kits.



Gave Consideration to Industry Specific Product Descriptions

SEO-optimization of manufacturer product descriptions with industry-relevant terms like alternative brand names, tool nicknames, jargon, and meta descriptions expanded site search and SERP potential.



Legacy System Integration

System integration to legacy software provided end-to-end value chain analytics for improved visibility and greater executive oversight.

CONCLUSION

- A key feature to look for in a PIM solution is the ability to automate the flow of data throughout the value chain. Unified and SEO-optimized product data makes omnichannel marketing more efficient by creating a centralized source of truth for all product related data and digital assets. Marketing can also pull real-time product and pricing data to populate e-commerce websites, landing pages, brochures, digital catalogues, newsletters, email promotions, social media, and trade show collateral. Sales have 24/7 mobile access to products, pricing, and technical information to answer customer queries and close more sales.
- CSS uses a component-based development framework to create flexible, scalable, and integrated B2B eCommerce solutions for manufacturers and distributors of complex and high-volume products. The PIMCore platform can be easily integrated with front- and back-end systems like legacy ERPs, Magento, Salesforce, Microsoft Dynamics, and Shopware.

About Trade Service

Trade Service is the most reliable source of data for contractors, distributors, dealers and manufacturers in the MEP, ICT-Low Voltage and Automotive industries. Since 1931 when they published a pricing book for electrical contractors, they have now expanded into multiple industries and grown into a complete source of business data for contractors, distributors and manufacturers alike. More than 20,000 plus customers rely on them for one or more products

<https://www.tradeservice.com/company/about-us>

About CSS Commerce

Based in the US, we have your B2X eCommerce solutions and service you need for your OmniChannel and shopping solutions. We are expert software integration specialists in building your platform, interconnecting all your data needs with special focus on advanced predictive search and conversion on your site.

Our specialty is in the 3 pillars of online success: Commerce, Product Search and Supply Chain Visibility. These 3 pillars provide an end-to-end look at the commerce value chain. We work with leading midsize and enterprise manufacturing and distribution companies on their B2X and digital transformation strategies, solution selections and implementation.

Open your world to the latest in B2X!



eCommerce Content Service



TRA-SER for Contractors



TRA-SER for Distributors



Supplier Xchange for Distributors



TRA-SER for Distributors



Supplier Xchange for Distributors

Trade Service | Case Study on PIM/Data Integration and Implementation