

## **Email #1**

Subject: The Power of PIM (Product Information Management)

Hi (Name),

Did you know that PIM transforms the way you deal with product data?

With PIM, you can centralize all your product data and digital assets into a single hub. That means you can enrich, optimize, and create the online experiences your customers love—without switching between platforms.

We have the world's most powerful [PIM solution](#), and we're passionate about helping companies like (company name) boost productivity and increase sales.

With super powerful automation, unlimited integrations and a user-friendly interface, the Pimberly platform gives you the power to master your digital commerce strategy.

Would it make sense to discuss this further? Hit reply and let me know!

## **Email #2**

Subject line: Transform your digital commerce strategy with PIM

Hi (Name),

Pimberly can totally transform your digital commerce strategy by:

- Accelerating time to market with powerful automation tools
- Giving you the power to expand easily to new channels and markets
- Creating amazing product experiences your customers will love
- And more!

Want to see Pimberly in action? Check out our [1-minute video](#) to see how the world's most powerful PIM platform works.

Afterward, you'll want to schedule a personalized demo. That way, you can explore all the features designed to get you the best results from your product data.

When's a good time to set this up?

## **Email #3**

Subject: 6 Questions to ask before buying a PIM system

In a crowded and competitive market, you need to have a super-efficient tech stack to grow your eCommerce strategy.

Finding the best way to manage your product data is a key part of that process. That's where PIM comes in.

But before you choose a PIM solution, ask yourself:

1. How much control will I have over my product data?
2. How easy is the software to deploy?
3. Will I be able to sell more products and increase revenue?
4. Will it improve the searchability of my products?
5. Will I be able to expand my business into new marketplaces?
6. How much does PIM cost?

This [blog](#) answers all six questions, *and* highlights how PIM can transform the way you deal with product data.

When's a good time to chat about this in more detail?

#### **Email #4**

Subject: Why you don't want to miss Marketplace opportunities

Hi (Name),

Marketplaces accounted for 62% of global online sales in 2020. And that number is only expected to rise. With billions of visits each month, marketplaces offer eCommerce opportunities you can't afford to miss.

When you take your growth strategy to the next level, you'll benefit from:

- International expansion
- Existing Marketing models
- Improved product visibility
- Increased customer trust

This [blog](#) gives you everything you need to know about getting started and/or expanding into new online marketplaces.

Let me know when's a good time to chat about this in more detail.

#### **Email #5**

Subject: How to dominate the Amazon Marketplace

Amazon is not only the first choice for many consumers—it's the only choice. When it comes sales, Prime subscribers have a 70% higher conversion rate than the top 500 eCommerce sites.

If you haven't already, you need to get on board. It's a major opportunity to [take your digital strategy to the next level](#).

Want to find out how we can help? Let me know when's a good time to chat.