eCommerce
Product
Content
Experts

ALTiUS

Applying Intelligence

Poor eCommerce Product Data Risks

▲ **Limited Product Findability**

▲ **Disconnects visitor and your products**

▲ **Visitors go to competitors**

▲ **Company loses sales**

POOR DATA THREAT !

OPERATIONAL

▲ Increase in Bounce Rate due lack of information

▲ Bad user experience

▲ Piled product inventory

CHANNEL

▲ Increased stocks

▲ Issue in financial management

▲ Unorganized product lists

SALES

▲ Higher Cost of Procurement

▲ Higher Cost of Sales

▲ Limited Sales leading to very Low Margins

RETURN OF ITEMS

▲ Risk of ordering the wrong products

▲ Increased customer returns

▲ Additional costs of logistics

ALTIUS
Applying Intelligence

OFFICES
Michigan, USA
Coimbatore, India

OUR TEAM
300+ Experienced Professionals

ECOMM EXPERIENCE
Over 300 Projects

SKUS BUILT
25 Million+

CUSTOMERS
Distributors & Manufacturers
across the globe

MROSTOP
MAINTENANCE, REPAIR AND OPERATIONS EXPERTS
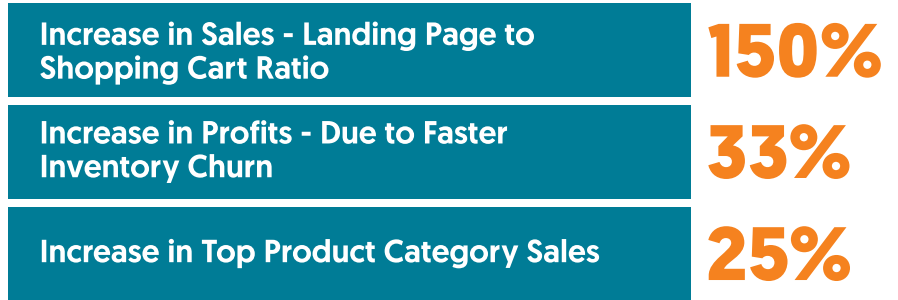
Mandy Dunlow
Product Data Manager
MRO Distributor

"Altius pulled the **product data from the manufacturers site** and **built a database** in the approved format. We **loaded the new data into our platform** and applied SEO to the line of products. Within 45 days, sales of that higher margin product line had **increased by over 100%** allowing us to recover the complete costs of the data **improvement within 3 months!**"
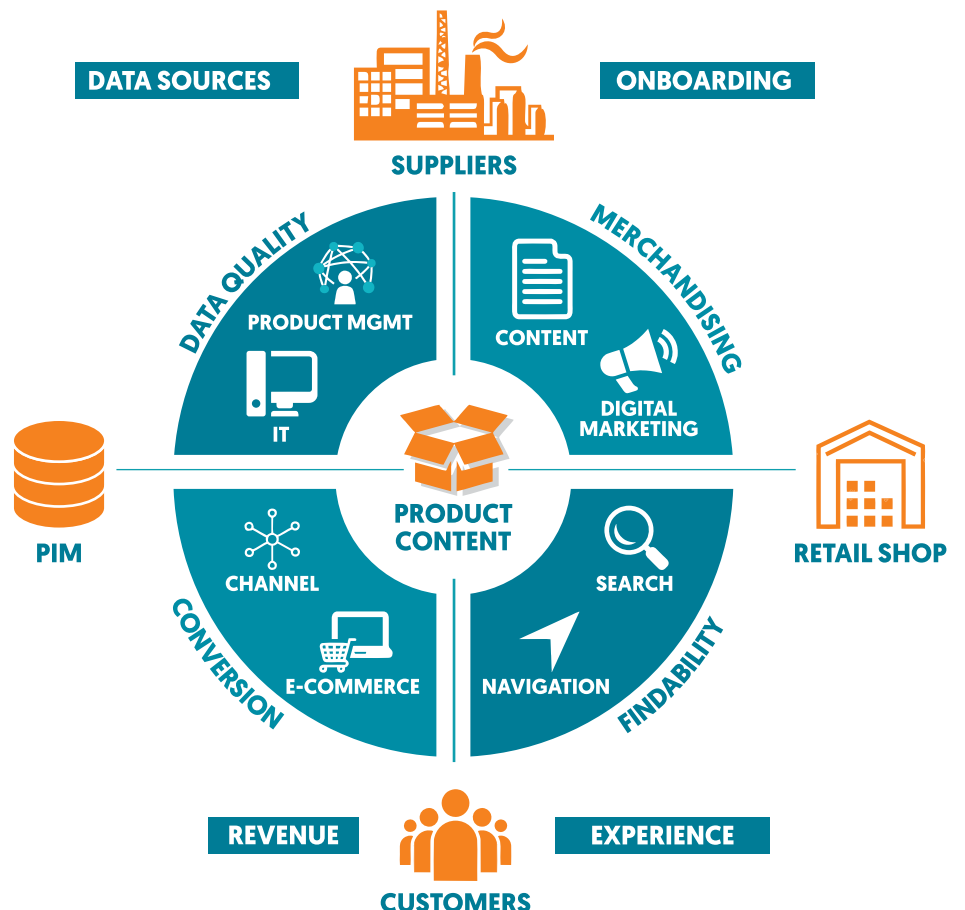
Smart Data for a Smarter eStore

We deliver outstanding product content that:

◢ Improves product findability
◢ Provides great B2B online customer experience
◢ Increases revenue of B2B commerce

Increase in Sales - Landing Page to Shopping Cart Ratio	**150%**
Increase in Profits - Due to Faster Inventory Churn	**33%**
Increase in Top Product Category Sales	**25%**

Our enriched product content solutions offer:

◢ Quick onboarding of New Products
◢ Quick product update across channels
◢ Enhanced product information management

DATA SOURCES   **ONBOARDING**

SUPPLIERS

DATA QUALITY   MERCHANDISING

PRODUCT MGMT   CONTENT

IT   DIGITAL MARKETING

PIM   **PRODUCT CONTENT**   **RETAIL SHOP**

CHANNEL   SEARCH

CONVERSION   E-COMMERCE   NAVIGATION   FINDABILITY

REVENUE   **EXPERIENCE**

CUSTOMERS

About **ALTIUS**

Altius is a leading **Product Content & Data Partner.** Our services focus on building large volume enriched product information enabling you to expand your **"Product Aisle by the Mile"** and improve **Product Findability** in your eCommerce stores.

We have helped some of the **world's largest B2B eCommerce companies** improve their sales conversion by more than 38%.

We bring cutting edge tools and techniques along with requisite Domain expertise to build and serve **enriched product information** to demanding customers.

ALTIUS eCommerce Product Content Services

- ◢ Strategic Product Content Model
- ◢ Categorization and Attribution
- ◢ Data Normalization and Standardization
- ◢ Product Content Build
- ◢ Insite Searchability
- ◢ New product Introduction

ALTIUS Differentiators

- ◢ Best practices from building Product Content for 25 Million Items
- ◢ Team with 1000+ Man years of experience
- ◢ 15+ years exclusive focus on B2B eCommerce Projects
- ◢ Inhouse Subject Matter Experts for various verticals
- ◢ Projects executed for SMEs to Enterprises with revenues exceeding 8 Billion Dollar

INDICATIVE SAMPLE OF 150+ CUSTOMERS

ALTIUS
Applying Intelligence

Offices:

USA
31700, West Thirteen Mile Road, Suite 205,
Farmington Hills, MI - 48334
Tel : 1-312-625-5507

India
56-C, Bharathi Park,2nd Cross Road, Saibaba Colony,
Coimbatore - 641 011
Tel : +91 98430 44253

sales@altius-ecom.com

www.altius-ecom.com