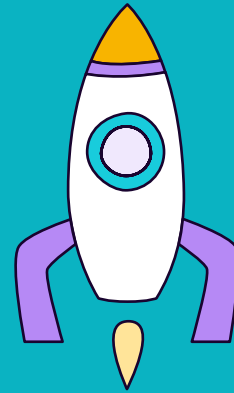


# How PIM Adopters are Outperforming Their Competition

A study on how SMBs that use PIM are out-performing their peers—and everything you need to know to take advantage of the benefits of PIM.



# What you'll learn in this white paper

In this white paper, we'll explore how small and medium sized retailers, manufacturers, and ecommerce companies that have already adopted PIM are outperforming those who haven't when it comes to sales, operating margin, market reach, customer satisfaction, and beyond.

You'll also learn the eight key reasons why leading SMBs are adopting PIM as well as how to choose the right one to finally take advantage of the benefits that the innovators have been enjoying for years.



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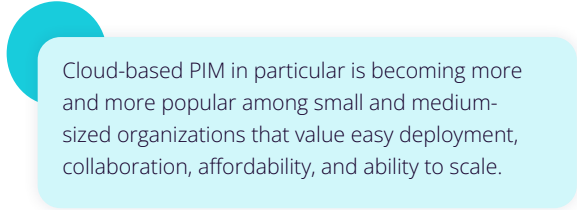
# The explosive growth of the PIM market

Ecommerce companies all over the world are increasing their investments in advanced digital technologies. As a result, the product information management (PIM) market has exploded far beyond what we've imagined. In 2022, [the market growth reached \\$12.2 billion](#), and five years from now, that number is expected to double.

With the ever-growing need to offer online shoppers great customer experiences and boost internal productivity, team collaboration, as well as simplified product content syndication, businesses are increasingly adopting PIM software into their daily operations. On the other hand, other businesses have added it to the top of their wishlist. According to the [MarketsandMarkets report](#), the adoption rate of PIM is higher in large enterprises than it is in small-to-medium sized companies (SMBs). But smaller businesses need to have a fair chance at competing against ecommerce giants, and PIM helps to make this a reality. Fortunately, there are PIMs that are designed specifically for SMBs.

Retailers, manufacturers, distributors, resellers, and other smaller ecommerce players that have already made the investment continue to maximize their growth potential. They're able to securely store and manage all of their product information more efficiently, which gives

them a clear competitive advantage over those that aren't. PIM is a centralized software platform used to store, manage, and deliver product data including descriptions, SKU numbers, pricing, images, and more to a variety of different channels.

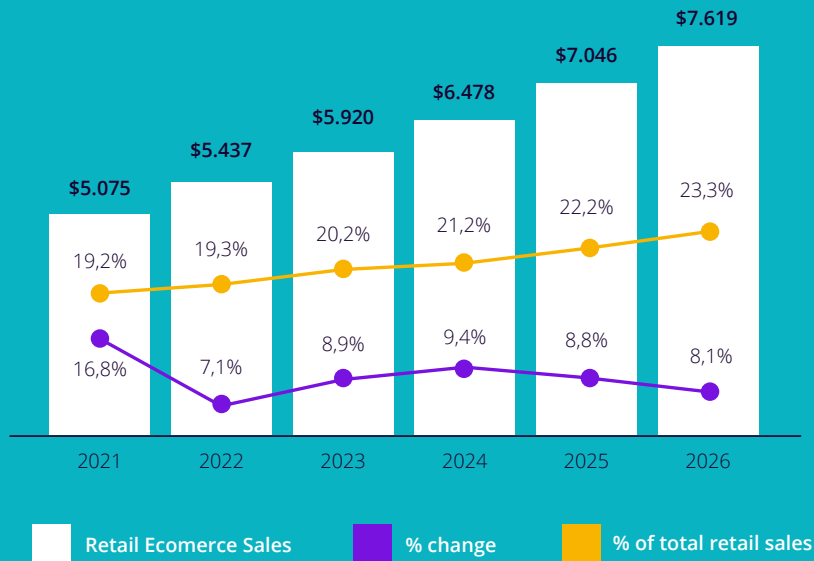


Cloud-based PIM in particular is becoming more and more popular among small and medium-sized organizations that value easy deployment, collaboration, affordability, and ability to scale.

Retailers, manufacturers, distributors, resellers, and other smaller ecommerce players that have already made the investment continue to maximize their growth potential. They're able to securely store and manage all of their product information more efficiently, which gives them a clear competitive advantage over those that aren't. In fact, [research](#) has found that companies that have implemented PIM enjoy an average of 25% of the annual business improvement.

## Retail Ecommerce Sales Worldwide, 2021-2026

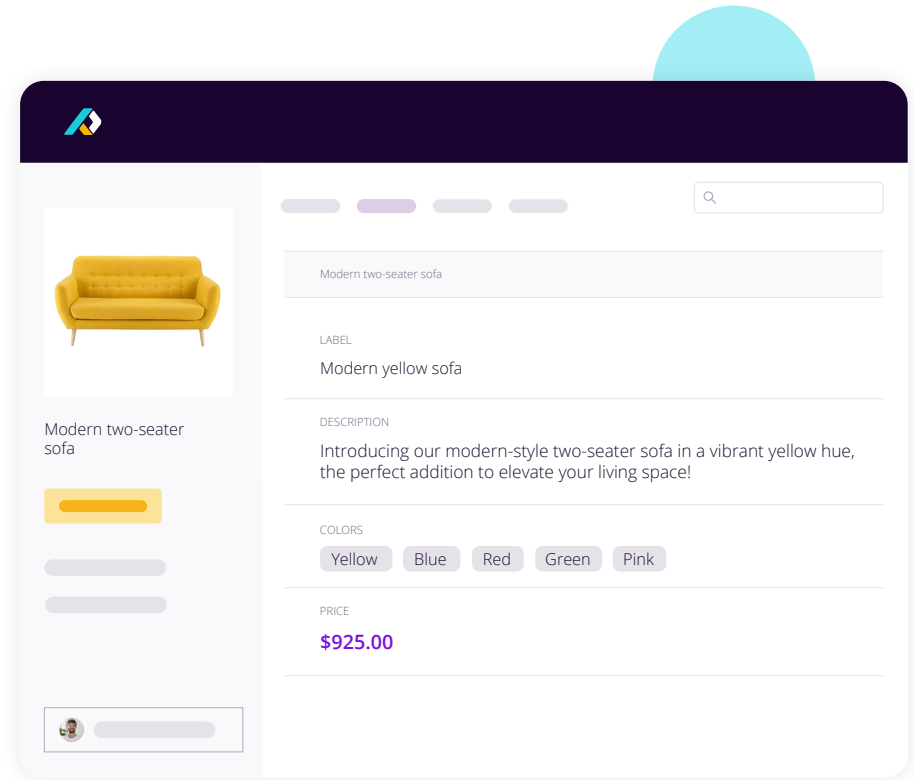
trillions, % change, and % of total retail sales



Source

The PIM market is gaining traction thanks to its ability to provide improved information management and storage all while reducing the time and cost associated with creating, publishing, managing, and storing product data.

There is no doubt that the age of digital transformation has brought with it a growing need for centralized data management—and cloud-based, user-friendly PIM has become the foremost solution for SMBs around the world.



# Growth and success among early PIM adopters

Innovative organizations that have led the way in adopting PIM early on are reaping huge benefits that their non-PIM counterparts are unable to unlock. Getting to market twice as fast, doubling sales, and outpacing their peers when it comes to accessing business critical data are just some of the immediate advantages these companies enjoy.

Keep reading to learn more about what PIM can do for businesses that are ready to make the investment, and how to choose the best solution and get in on the action yourself.

## PIM innovators achieve rapid product, sales, and market growth with PIM

In our studies on PIM users across industries, we've found that the average manufacturing and distribution business in the retail space that adopts PIM can expect to grow their presence on leading ecommerce platforms—such as Google Shopping, Amazon, eBay, and more—by 300% in just a few years.

We've observed the same businesses quadrupling their number of products and growing their product categories 6 times within a few years of moving to PIM.

In addition, businesses that have implemented PIM platforms into their day-to-day operations are able to grow their average cart size by 21%, boost conversions by as much as 20%, reduce backorders by 85%, and double their year-over-year (YOY) sales just two years after adopting PIM.



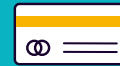
Platforms  
**300%** ↑



Products  
**4X**



Cart size  
**20%** ↑



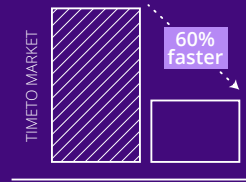
Sales  
**2X**

## PIM users in the improve time to market 2x faster than non-users

Yearly, organizations with PIM are able to meet their speed, volume, and quality goals for new product introductions (NPIs) 84% of the faster time whereas businesses without PIM hit their goals only 79% of the time. And year over year, PIM adopters grew their capability to hit these goals by a whopping 10%— while non-users only increased the ability to meeting their NPI goals by 6%.

Meeting and exceeding NPI goals is vital because getting fresh products to market quickly is one of the most impactful factors in beating out your competition. In fact, companies that are able to get to market quickly tend to have a more modern and relevant product mix, leading to fewer low selling or obsolete products cluttering up their catalogs and storerooms.

Compared to businesses that don't use PIM, businesses with PIM are able to:



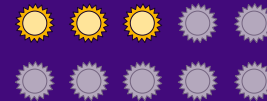
Get to market up to 60% faster by decreasing the time it takes to onboard product information from several hours to just a few minutes



Improve upon their go-to-market strategy nearly 2x faster every year



Create customer quotes 67% faster (going from an hour down to only 20 min)



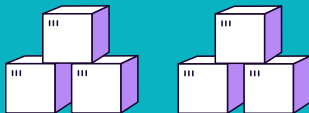
Translate product information 70% faster (from 10 days to just 3)



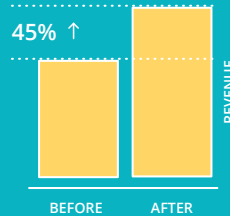


## PIM INNOVATORS CASE STUDY

Just one year after adopting a product information management platform, one formerly paper-based office product manufacturer and distributor:



**Doubled** its sales



Grew its revenue by **45 percent**



Expanded its customer portfolio



## PIM users experience better revenue growth and satisfaction

Year over year, businesses that invest in PIM see their investment pay off with double digit organic revenue growth (11%, to be exact) and a 10% increase in customer satisfaction.

On the other hand, businesses that try to meet their ever-increasing product information management needs *manually* only observe a little over 8% YOY growth in organic revenue and 6% in customer satisfaction.

And speaking of satisfaction, businesses with PIM also see that their internal teams are more satisfied with their workflows and workloads—leading to overall better productivity and efficiency.

PIM users achieve better employee satisfaction and productivity than non users by:



Cutting the workload for product information managers in **half**

~~15~~ steps → 6 steps

Decreasing the product enrichment process from 15 to just 6 steps



Completely eliminating the need to exchange time-consuming emails to collect and share product data (going from an average of 25 emails to 0)



Enabling teams to 3x their output with automation

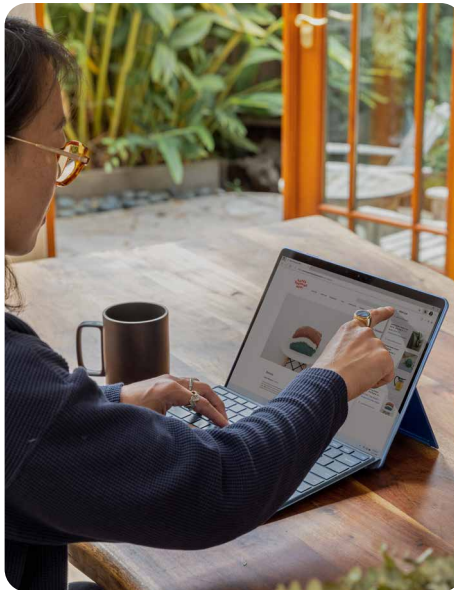
## PIM data is 2x more accurate than manual data—resulting in 5.5x better operating margins

An effectively-used PIM enables brands to publish data that's 95% accurate. That's a 45% improvement over the average, non-PIM business where an entire half of their are savvy and competitors are a mere click away. As one survey conducted by a leading ecommerce software company found, a **staggering 98% of shoppers decide against making a purchase when they notice incomplete or inaccurate product content.**

Data accuracy is extremely important in today's digital landscape where consumers accuracy that PIM users are able to achieve fewer returns, reduce their chargeback rate, and actually grow their operating margin instead of losing money on it every year.

When product information errors do occur, PIM adopters can correct them 18x faster than non-adopters

This is thanks to the way modern PIMs are able to automatically propagate corrections across sales channels instead of forcing users to update everything manually.



Superior PIM data empowers businesses to achieve:

**25%** Fewer returns

**67%** Lower chargeback rate

**25%** Yearly growth in their operating margin *(as compared to the 2% loss that non-PIM users face)*

## PIM INNOVATORS CASE STUDY

One U.S.-based national distribution, marketing, and logistics solutions provider in the kitchen, home, and personal care space found that two years after adopting PIM, they've:



Grown their organization by 10% year over year

### 10% Growth



Went from generating 25% of its business to 40% of its business from ecommerce

### 25% → 40%



Shifted a majority of their time from PIM tasks to getting products to market and closing sales

### Optimized Time Utilization

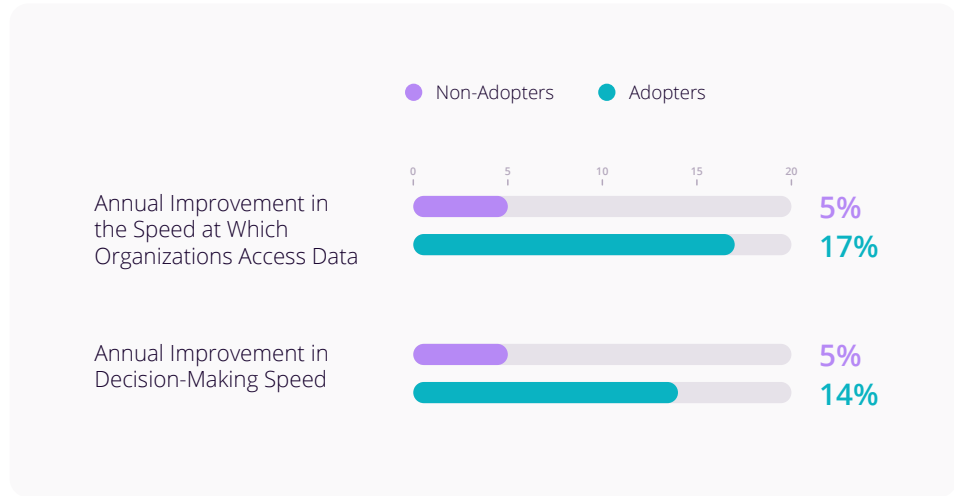


## PIM leaders experience fewer costly product failures

PIM users save more time, money, and resources when it comes to external failure costs than their competitors that don't use PIM.

Organizations without PIM lose 4.4 % of their revenue to these external failures—and that's before factoring in the hard-to-measure negative impact that poor product information has on customer loyalty and referrals.

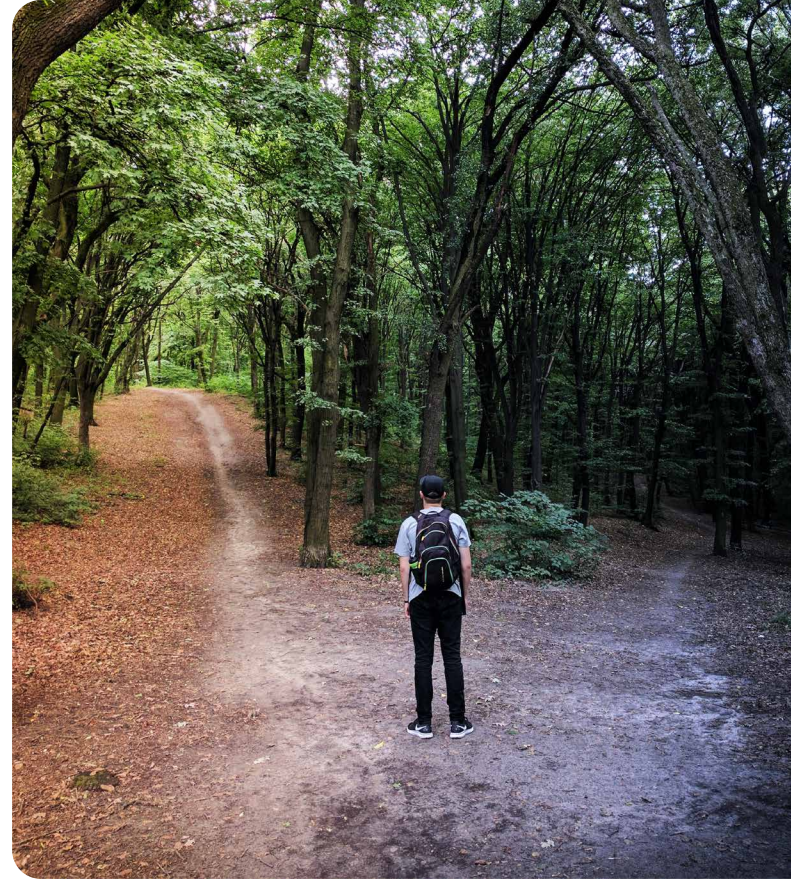
However, with a PIM tool, organizations can cut these losses to just 3.5% by using the accurate, complete, and helpful product data that PIM helps create.



## PIM users **outpace non-users** when it comes to accessing data and making decisions

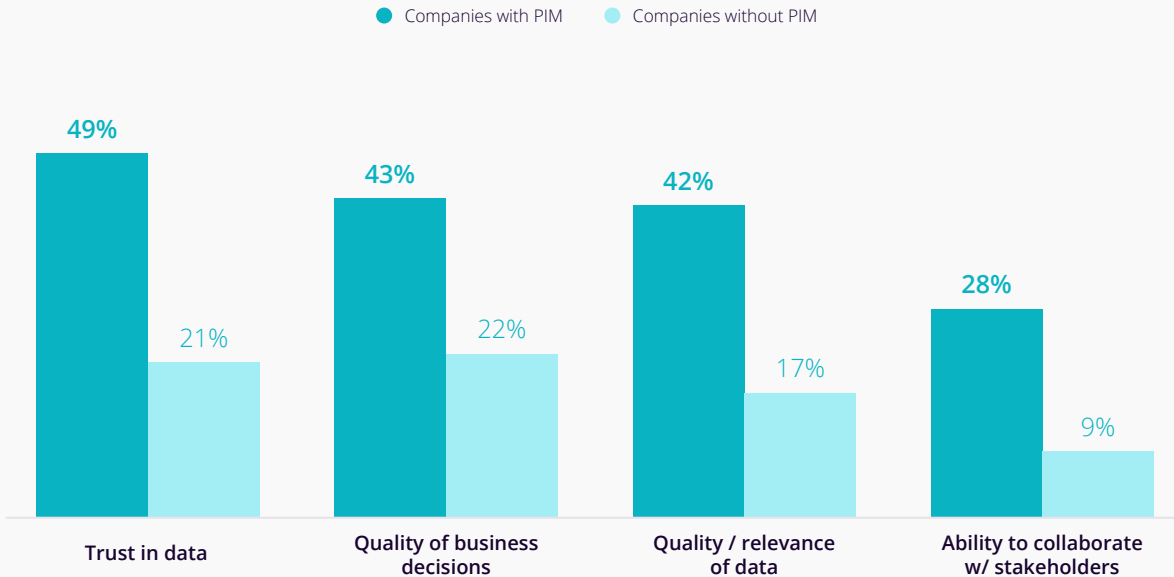
PIM adopters that use high-quality and error free PIM-generated data in their business intelligence and analytics tools are able to access their data and make educated decisions more quickly than organizations that choose not to adopt PIM. Year after year, PIM users are able to access data 3.4 times faster and make decisions 2.8 times faster than non-users.

PIM also helps each different business department trust and use data in a way that allows the entire organization to function effectively and efficiently.





## PIM Boosts Trust in Data, Quality of Business Decisions, and Collaboration





## PIM INNOVATORS CASE STUDY

Two years into working with a PIM platform for the first time; one European LED lighting designer, developer, and distributor:



Entered into new, foreign markets thanks to their PIM's translation services

### New Markets



Doubled its number of offices

### 2X Offices



Increased its ecommerce team by 200%—and continues to expand

### 200% Growth



# 8 Reasons now is the time to get in on PIM

Product information management tools used to be reserved for enterprise companies that needed—and could afford—a static product database and the team to manually manage it.

But now, things are different. Businesses of all sizes need an effective and agile PIM system. We've compiled the biggest reasons why leading retailers and manufacturers are flocking to modern PIMs that are easy to integrate into any ecommerce stack.

## 1. Product Information Management isn't just for enterprise anymore

We've all been there. Launching incorrect product information just to spend hours adjusting and relaunching it wastes a lot of time and money.

**Just a single product data error can cost a business anywhere from \$50 to \$80 to fix. Worldwide, inaccurate product data costs the ecommerce industry over \$100 billion USD every year.**

Companies who don't want to lose profit are adopting PIMs to make sure that no faulty or incomplete product information is ever published.

A common mistake small and medium sized businesses make is assuming a PIM isn't yet necessary due to the size of their team or the amount of products they sell. If this is you just keep in mind that in the near future, you'll likely be kicking yourself for not starting sooner.

Managing even 100 products manually can quickly become overwhelming as soon as you start growing your attributes, channel optimizations, and images to compete in today's market. Each sales channel has their own set of requirements, and regulations that add to the data load. Can you imagine how big of a project that will be when you start to grow your product catalog as well? Before you need it, is the perfect time to start replacing those confusing spreadsheets and that non-specialized cloud storage tool and get into the habit of using PIM.

## 2. Omnichannel is becoming more demanding every day

Omnichannel marketing is no longer a trend. In fact, the majority of consumers shop in multiple physical and digital channels. And in addition, omnichannel shoppers spend more on each transaction, generate more overall profit, and are more valuable over their lifetime than single-channel shoppers.

On top of being present on various sales and marketing channels, accuracy needs to be

your priority. Half of consumers have reported sending a product back because it didn't match its description—yet data shows that companies are still struggling to keep up due to their outdated, manual processes.

The need for tools that automate the syndication of optimized product content has never been more pressing. Therefore, an ecommerce management plan without a PIM is incomplete. Omnichannel demands for more

data, better content, and an ever increasing number of sales channels and listings ensures it.

**80% of companies today don't feel confident in their product data—yet 73% still don't have it under control because it's difficult and costly to spend the time cleaning it up.**



### 3. Controlling product information is no longer a one-person job

It's not uncommon for an online product to have as many as 200 attributes—meaning ecommerce managers and marketers have thousands if not millions of data points to create, optimize, and maintain.

Product content management is no longer a one-person job. The increasing demand calls for resources that can keep up. That's why leaders are turning to PIM platforms to serve as a single source of truth. A platform that allows translators, copywriters, product managers, and others to collaborate seamlessly without the hassle of managing multiple spreadsheets and file storage systems.

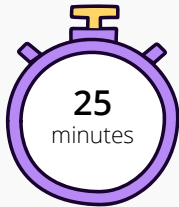
A product attribute is a characteristic that defines a particular product and many include:

- + Name
- + Brand
- + Size
- + Color
- + Weight
- + Volume
- + Quantity
- + Material
- + Age Suggestion
- + Personalization Options
- + Uses
- + Price
- + Type
- + Style
- + Manufacturer Part Number (MPN)
- + Global Trade Identification Number (GTIN)
- + Quantity
- + Language
- + Shipping Info
- + Availability
- + Category
- + Care Instructions
- + Usage Instructions
- + Related Products

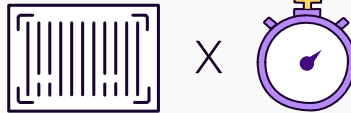
### 4. Full-Stack ecommerce systems are too difficult to scale

Good ecommerce managers are constantly tweaking pricing, adjusting messaging, adding new product descriptions, and making numerous other updates to optimize sales. Clunky, outdated ecommerce systems are simply too difficult to work with at that scale—and forget about doing it all manually in this day and age!

Modern, agile businesses are adopting PIM platforms that integrate directly with their webstores so they can make any changes at any scale while having the confidence that they won't break or cause downtime on important product pages.



PIM expert and author Abraham Jorij found that companies spend about 25 minutes per SKU when they need to manually update data



1,000 SKUs x 25 minutes each  
= 25,000 minutes



That's over 17 days spent just updating product information!



PIM cuts the time spent updating product information by **80%**

## 5. More and more major selling platforms are calling for PIM

Insiders at places like Google Shopping and Amazon reveal that it's only a matter of time before they require all product data be sent via a certified data partner like a PIM platform.

In fact, this practice is already common for retailers in verticals that are governed by industry standards including the European Technical Information Model (ETIM) and others.

## 6. DAM and ERP aren't purpose-built to help you succeed

Digital asset management (DAM) tools deal with all the digital assets an organization owns and enterprise resource planning (ERP) tools focus on managing all of a business' key processes. While both are great systems to have in place, when it comes to creating product information that generates real revenue, neither can beat a modern PIM platform that's purpose-built to create, optimize, and measure the success of your ecommerce products.

That's why modern businesses are investing in PIMs that don't just store packshots, spec sheets, 360-degree images, TIF files, videos, augmented reality experiences, and more—but make them searchable and exportable. With a PIM software, all your assets can be linked directly to your products so they are easy to find and set up for distribution.

If they're working for you, keep using your ERP and DAM systems—just don't forget to integrate them with your PIM platform so you can keep feeding your entire organization awesome and accurate product content that comes from one powerful source of truth.

## 7. The market isn't going to wait for you

To put it simply, technology and ecommerce are developing at a rapid pace.

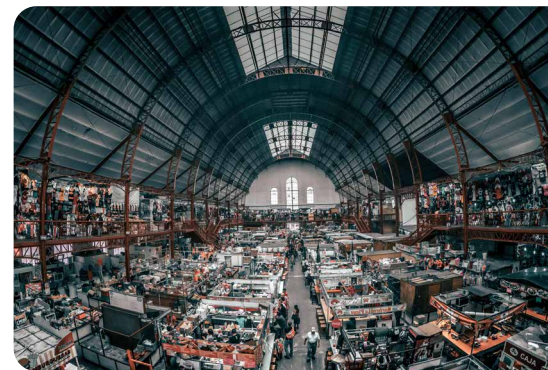
In 2022, companies around the world spent [\\$4.4 trillion on digital transformation \(DX\)](#).

By 2023, this number will reach \$4.6 trillion, which is a 5.1% increase from the previous year. These numbers show the growth that has taken place since 2016 when Forrester's Digital Transformation Forum officially introduced DX as a key element of the modern business's playbook.

With digital transformation spending on track to grow % every passing year, it's safe to say

it's not just a trend but a new era of digital business.

If an organization doesn't want to take the time to go digital now, chances are it will always be struggling to catch up. PIM provides retailers with an easy first step into the world of digital retail by enabling them to connect with modern business technologies and digital sales channels where they can leverage their product content and data in exciting new ways.



## 8. Data is more important than ever—and so is the way you manage it

Predicting consumer spending. Personalizing the shopping experience. Forecasting demand. Analyzing the customer journey so you can make it even better next time. What do all of these things have in common? They're all excellent ways to improve the customer experience, encourage loyalty, and boost your bottom line—and, they can only be achieved by businesses that have to right tools to collect, analyze, and pull insights from their data.

This is where PIM can provide a lot of leverage for ecommerce organizations. With the right analytics-enabled PIM platform, organizations will be able to store, manage, grow, and of course analyze their data banks so that they can provide the information and experiences consumers love.

### Predictive analytics have the power to:



**Lower inventory costs by up to 40%**



**Grow sales by 20%**



**Boost inventory turnover (the number of times a company has sold and refreshed inventory) 3.5 times**

# How to select the best PIM for your business

Finding the right PIM platform can certainly be a daunting task. Here, we've pulled together a detailed breakdown of the leading providers, a useful scorecard, and other resources to help you find the perfect fit for your organization.

## PIM Scorecard

Here's how to use this scorecard to narrow down the options and find the just-right PIM platform:

- 1 Replace all the providers placeholders with the names of the PIM platforms you are considering.
- 2 Use the attributes listed or include the PIM features that are most important to you.
- 3 Using the "Weighted Score" column, assign each attribute a level of importance between 1 and 5. Multiple attributes can have the same weighted score if they are equally important.
- 4 Now you're ready to rate each provider on each attribute. We recommend using a scale from 1 to 10.
- 5 Now tally each provider's score—don't forget to multiply each attribute by its weight!—to get a total.
- 6 Remember, this scorecard is a template. Feel free to modify it to meet your needs.



# PIM Scorecard

CATEGORY	ATTRIBUTES	WEIGHTED SCORE (1-5)	PROVIDER A	PROVIDER B	PROVIDER C
<b>CORE ATTRIBUTES</b>	Product Handling and Editing				
	Variation Handling				
	Language Handling				
	File Handling				
	Attribute Handling				
	Import Function				
	API				
	Workflows				
<b>IMPLEMENTATION</b>	Catalogs (PDFs, Lookbooks, Price Lists, etc.)				
	Feeds/Integrations/Channels				
	Onboarding Process				
<b>USER EXPERIENCE</b>	Training Resources				
	Ease of Use				
	Look and Feel				
<b>CUSTOMER SERVICE</b>	In-Tool Guidance				
	Customization				
	Reactive Support (Chat, Phone, Ticketing, etc.)				
	Self-Help Center				
	Hours of Operation				
<b>PRICE</b>	Response Time				
	Dedicated Account Management				
	Onboarding Fee				
	Training Cost				
	Price Transparency				
<b>TOTAL SCORE</b>	Easy-to-Understand Pricing				
	Total Price				



# 10 questions you should ask when selecting a PIM system

- 1 What do I want my PIM system to achieve?
- 2 Is the PIM system on-site or on the cloud?
- 3 Does the PIM system come with standard or customizable exports?
- 4 Will the PIM system allow me to upload and manage digital assets?
- 5 What types of support packages are offered with this PIM tool?
- 6 Where do I publish and distribute product data?
- 7 Where do I get product data from?
- 8 How complex is my product information?
- 9 What workflows do I need my PIM system to support and what processes can I develop to maximize its success?
- 10 How closely does my PIM system need to integrate with my ERP and/or other Systems?

# Which top PIM provider is right for me?



As more modern online brands and retailers break into the ecommerce game, feature-heavy PIM software with complicated workflows and expensive add-ons is becoming a thing of the past. You want something that's flexible and easy to use, easy to learn, and easy to add team members to as your business grows.

To help you choose the PIM solution that makes the most sense for your ecommerce business, we put together a comparison of the five top PIM systems: Salsify, Akeneo, Syndigo, Sales Layer, and Plytix.





**SALSIFY**

Salsify is a Product Experience Management (PXM) platform that centralizes product information like images, videos, and more to deliver customer experience across a variety of channels. The Salsify ecosystem provides analytics on content performance and is available through custom-priced packages based on the required capabilities.

### **Salsify's features**

- + Supports the entire commerce ecosystem
- + Get direct retailer feedback on your content
- + Import product content from anywhere and adapt it to meet channel requirements
- + Digital catalogs and product performance recommendations
- + Applies machine learning on over 30 million products to drive insights and improve performance

### **Salsify's cost**

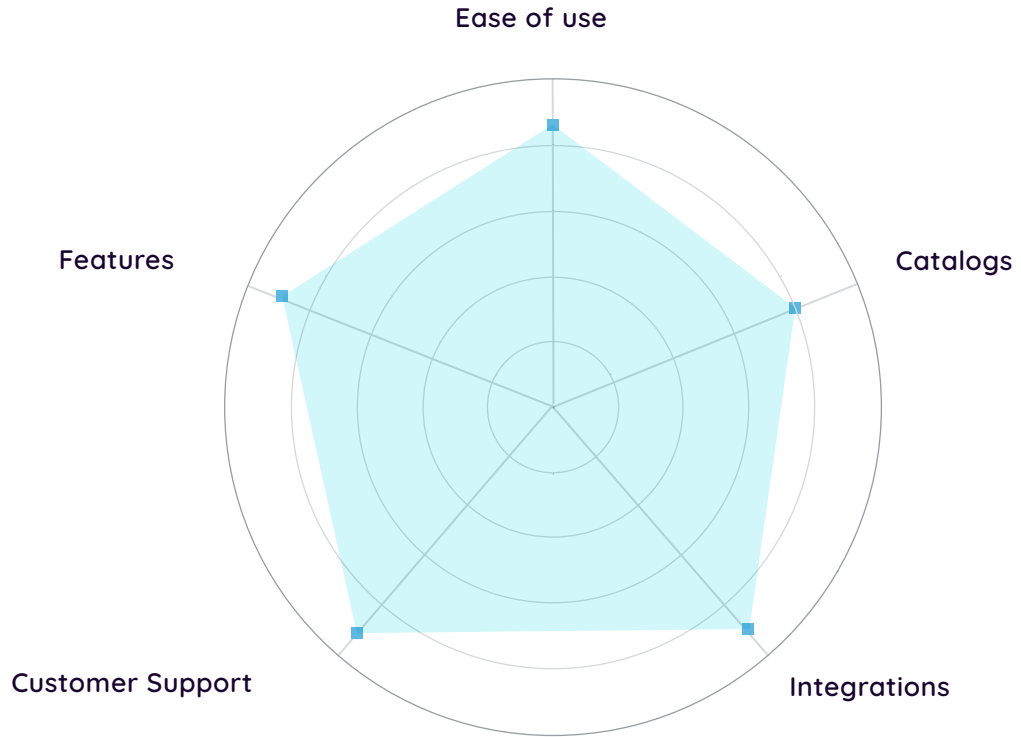
- + Annual subscription cost depends on features, but can run up to tens of thousands of dollars
- + May require an additional, costly onboarding package
- + Additional users and data are expensive

### **Salsify's ideal customer**

- + Extensive marketing departments with the need to manage the entire product experience
- + Enterprises with extra time and money to spend on onboarding and regular upgrades to add additional data and users



SALSIFY





Akeneo is a highly extensible and customizable open source PIM system designed for retailers using multiple channels. It comes with an import engine to streamline data onboarding from virtually any source and utilizes a product grid to put info in order while helping you execute advanced catalog searches. Define data attributes, complete product sheets, translate your information, add media files, and keep track of modifications with Akeneo.

### **Akeneo's features**

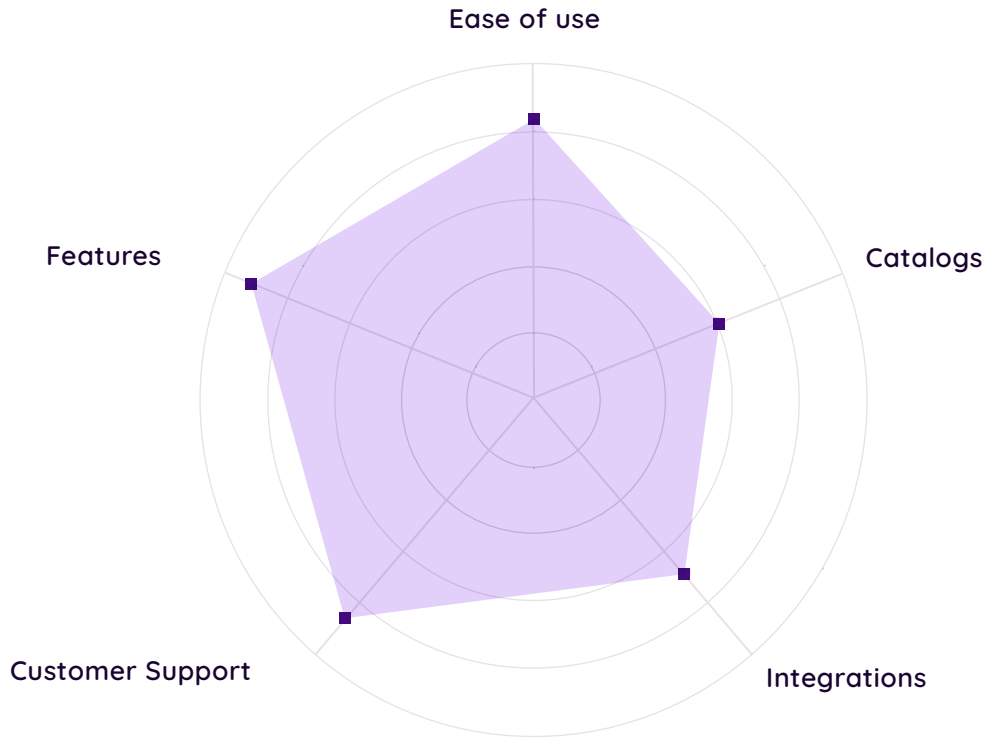
- + Edit and translate your data
- + Control data to ensure quality and completeness
- + Choose directly what data to export, how to export it, and when
- + Advanced rights management and rules engine
- + Product asset manager
- + Marketplace and API connectors

### **Akeneo's cost**

- + Free trial and "Community" edition with limited features
- + Several more costly annual subscription options offer more features
- + May require an additional, costly onboarding package

### **Akeneo's ideal customer**

- + Enterprises with extra time and money to spend on onboarding and regular upgrades to add additional data and users





Syndigo is a Content Experience Hub that allows manufacturers, distributors, and retailers to manage and distribute their product information and digital assets in one comprehensive platform. This single-source network helps ecommerce businesses manage and syndicate their content, be it product information, images, or digital media, with their ecommerce and store partners.

### Syndigo's features

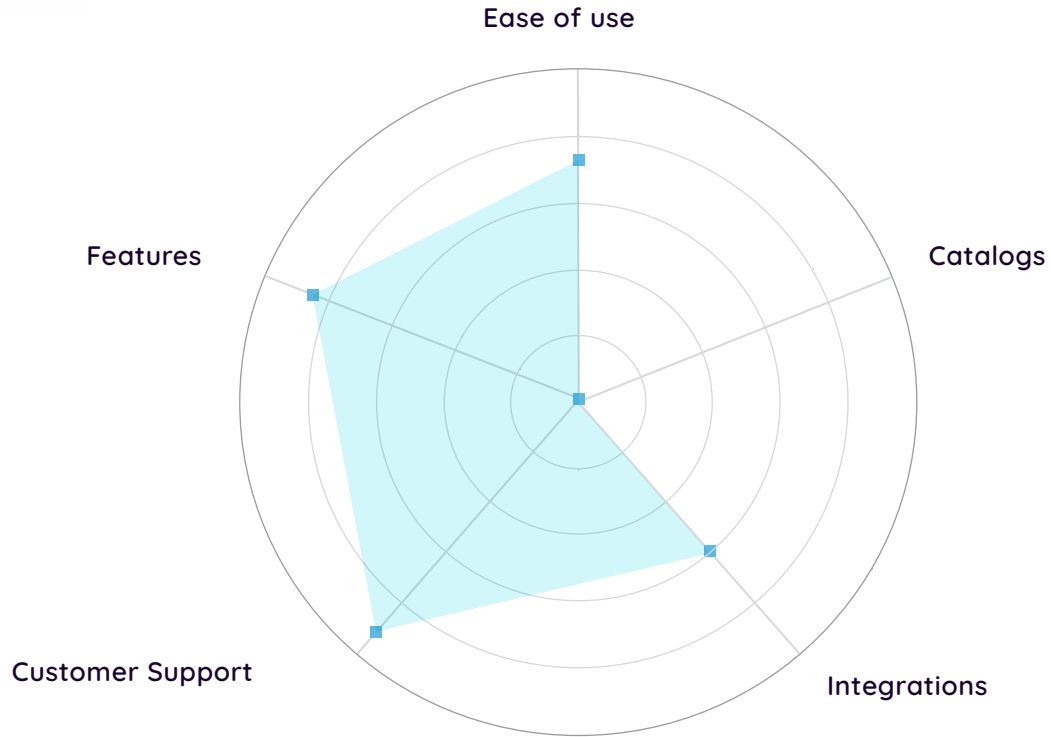
- + Allergen tracking
- + Asset categorization
- + Asset library
- + Asset sharing
- + Catalog creation
- + Content creation
- + Content library
- + Content management
- + Cost management
- + Customizable branding
- + Customizable templates
- + Customization
- + Data quality control
- + Digital asset management
- + Document management

### Syndigo's cost

- + Pricing is obtained when contacted directly.

### Syndigo's ideal customer

- + Large enterprises in manufacturing, retail, distribution, food services, automotive aftermarket, restaurants and operates, and the healthcare industry can benefit from using this PIM.







Sales Layer is a SaaS-based PIM that provides simplicity to product information and product experience customization. The PIM software is designed to help you store thousands of SKUs, connect easily to marketplaces, distributors and manufacturers, and ensure the flow of data is seamless. It provides a single source of truth where you can easily centralize, organize, and connect your data.

### Sales Layer's features

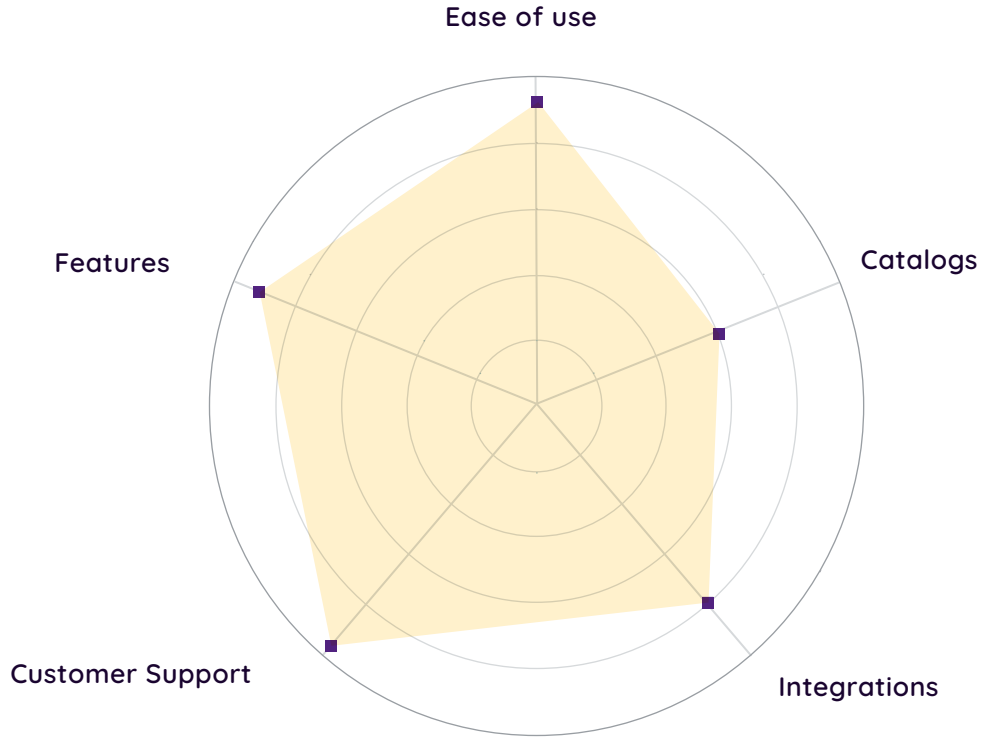
- + Analyze and improve product content
- + Simplifies the process of getting your multichannel strategy ready
- + Centralize all your product information, images, and assets
- + Easily share and create online product catalogs
- + Enrich data by streamlining data and enforcing consistency
- + Allows collaboration with a plug-and-play connector

### Sales Layer's cost

- + Offers a 30-day free trial and guided demo to help you get started, and to see which package suits you best
- + Annual subscription cost depends on your business needs and size
- + Pricing is based on the amount of SKUs, users, and connectors you need
- + The most affordable option has limited features and is ideal for small businesses
- + Training options: in person, live online, and documentation (cost included with purchase)

### Sales Layer's ideal customer

- + All businesses, big or small that have the extra cash flow to get the additional features that are needed to benefit from their PIM.





Plytix is a ready-to-use PIM for SMBs and growing online brands and retailers who want to manage, optimize, and distribute product content from a cloud platform. Plytix provides a single place of reference from which teams can collaborate to organize and distribute product data to multiple channels. Link unlimited images, videos, PDFs, and other files to products without duplicate content. Plytix features monthly and annual pricing with unlimited users and data.

### **Plytix's features**

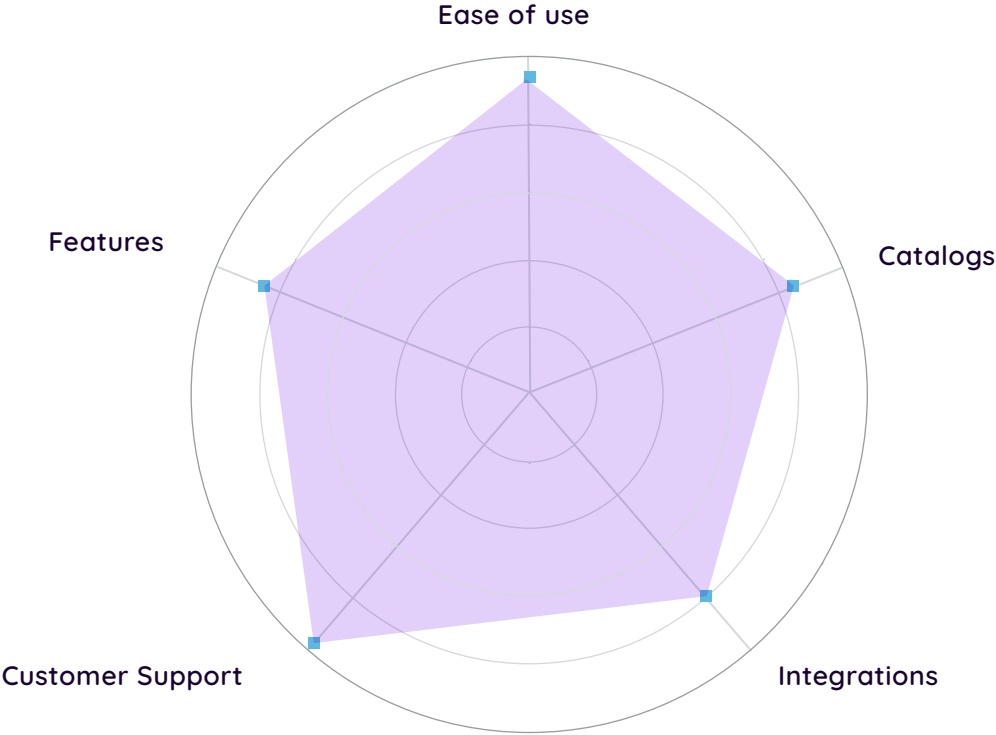
- + Specialized PIM solution for online brands and retailers
- + Smart import mapping helps expose data buried in spreadsheets
- + Interactive download center for digital catalogs
- + Catalogs can be shared via public link or embedded onto a website
- + Automated catalogs and product feeds
- + Unlimited asset storage enables documents, videos, and multimedia files to remain linked to products

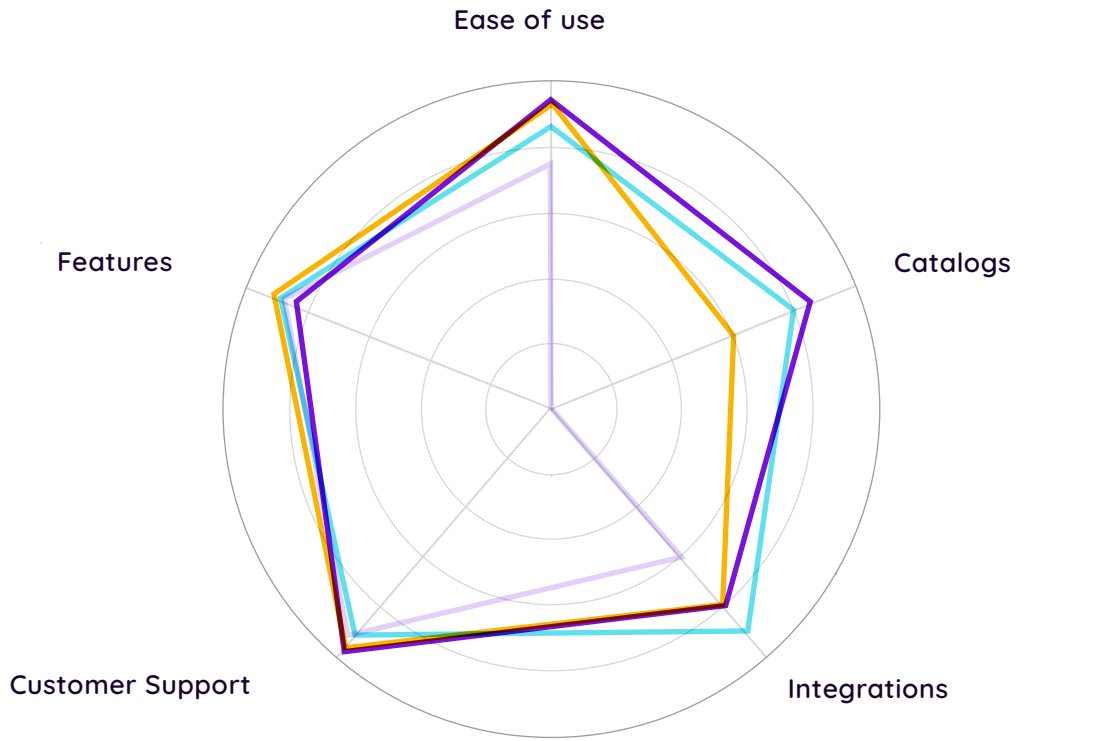
### **Plytix's cost**

- + Affordable monthly and annual subscriptions
- + Pricing includes unlimited users and file storage
- + Onboarding package is optional

### **Plytix's ideal customer**

- + Ecommerce managers, marketers, salespeople, and customer support reps in SMBs
- + Small and medium-sized brands and retailers that are focused on affordable, easy-to-use tech to power their ecommerce growth





- Plytix
- Salsify
- Akeneo
- Sales Layer
- Syndigo

# Summary

Whether you're the do-it-all CEO, the marketing lead with too many hats, or the sales or IT leader looking for a better way; you know it's time to adopt modern PIM software.

Outperform your competitors. Improve your business metrics all across the board. And finally catch up with those early PIM adopters who are already enjoying the benefits of smart, modern, and laser-focused product information management software.

Hi, I'm Trever!



**If you have more questions about PIM or thinking of taking the leap, [book a demo](#) with us today. You'll get to speak to a real human, like me. I'll answer your questions and help guide you to find the best PIM for your business.**



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