Rithum™

MARKETING FOR BRANDS CAPABILITY OVERVIEW

Transform & deliver your product feeds

We don't just list your products. We improve your product content.

Looking for an efficient, automated way to expand your global reach without straining internal resources? Through one centralized inventory database, you can send clean, error-free feeds across multiple channels, allowing you to scale with ease, reach more audiences and make more sales.

38%

of US shoppers have abandoned a cart because the product has limited or unclear information.

Rithum Global Consumer Behavior Survey, 2023

Become more agile by transforming your product data in Rithum

Rithum's product feed and data transformation technology ensures your product data is optimized, mapped correctly and delivered across a wide variety of e-commerce and advertising channels, as well as custom destinations that you define. We can help your data reach more destinations, faster — and in the correct format.

Provide high-quality data on demand

Product data quality, delivered in a timely manner, has a direct impact on the performance and effectiveness of your digital marketing campaigns. With more and more digital marketing, retail media, social and selling channels requiring high-quality product data, managing multiple destinations and feed formats has become increasingly difficult and time-consuming.

600+
global channels

2B+
daily product needs

25+
years of experience

Rithum™

How does this work in a multichannel selling environment? Our feeds solution helps you transform your product data to meet the requirements of merchandising, marketing and advertising platforms. Furthermore, our Managed Services team can help ensure that the data does more than simply exist — our granular approach examines the details to identify potential improvements. Then, our platform delivers that data in a variety of formats and tracks the success of feed delivery to each intended destination.

We provide a strategic partnership to assist you in:

- Assortment strategy: Determine the optimal product spread based on channel requirements and best practices
- Content strategy and compliance: Transform, enhance and optimize your product data in order to maximize exposure and compliance
- Delivery and monitoring: Identify the best delivery strategy for your product content and monitor ongoing feed production
- Quality assurance: Ensure no opportunity is missed through regular feed and data audits and timely error resolution

"Accurate product descriptions are the most influential type of content when consumers worldwide are shopping online."

— eMarketer

Problems with your product data? Plug into the network power of Rithum, the centralised platform connected to the world's leading end-to-end e-commerce network. Whether you want a self-service model or strategic help from our Managed Services team, Rithum's technology provides the stability of an elite global partner with personalised, agile solutions to spark and sustain growth.

WHY RITHUM?

10 transactions per second processed with our network power

2.4 billion+ products supported daily via our platform

40,000+ retailers and brands use our products and services

#1 channel management provider since 2013 according to Digital Commerce 360

CURIOUS ABOUT HOW IT WORKS?

Let us show you. Request a free demo from our team today.

REQUEST A DEMO

Rithum™