



# inRiver Cited as a Strong Performer by Independent Research Firm

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*Results from PIM Vendor Evaluation Cites inRiver's Highest Revenue Growth and Powerful Web Client*

CHICAGO, IL, UNITED STATES, June 18, 2018 /EINPresswire.com/ -- Today, inRiver the leading provider of multi-tenant SaaS-based product information management (PIM) solutions, is cited as a strong performer by independent research firm. inRiver was among the select companies that Forrester invited to participate in its evaluation, The Forrester Wave™: Product Information Management Solutions, Q2 2018.

According to the report's evaluations of 10 vendors, "inRiver's Product Marketing Cloud is ideal for the marketing-led business team that needs to focus on content creation and visualization."

As global brands must deliver exceptional customer experiences across channels, omnichannel marketing capabilities become what sets high-performing brands apart from the competition and product content is a large component of this. The rise of the PIM market is driven by different factors, but as the reports states, "digital business pros trust PIM solutions to empower their teams to create and enrich the product content they need to drive all their digital and physical channels."

Why should global brands choose inRiver? Quotes from the report's profile of inRiver:

"The company's PXM focus is evident in its richly featured content creation tools, which let business users easily create shoppable media so consumers can "shop the look" or "shop a room."

"In addition to a powerful web client, inRiver supports live editing of the product content stored in the PIM system via an Excel plug-in that also enforces data governance rule in real time within the spreadsheet."

"inRiver's multilingual UI is ready to support international marketing teams with native language speakers around the globe."

"The company excels at supporting the needs of global retailers."

Over 1000 global brands like Braun, Elfa, Ethan Allen, Home Depot, Kenwood, L'Oreal, Tops, Toyota, and World Market drive more revenue with inRiver.

To see more on the report visit [here](#).

To learn more about inRiver PIM solutions, [book a demo](#) today or read our latest blog post to see [Why Context is King](#) when it comes to driving more revenue from your ecommerce channels.

## About inRiver

inRiver is the market leader for simplifying Product Information Management (PIM). We help B2C and B2B multi-channel commerce and marketing professionals tell perfect product stories. Our powerful inRiver Product Marketing Cloud radically facilitates the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. More than 900 brands around the world rely on inRiver Product Marketing Cloud for efficiently controlling the product (information) flow for their globally recognized brands.

inRiver was founded in 2007 and is today a well-recognized, award-winning, and rapidly growing company with an extensive partner network (PRIME). The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam and Stockholm.

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