

First US Conference Dedicated to Product Information Management (PIM)

inRiver launches US PIMpoint event – helping drive more revenue for eCommerce and Marketing teams

CHICAGO, IL, UNITED STATES, June 27, 2018 /EINPresswire.com/ -- inRiver the leading provider of SaaS-based product information management (PIM) solutions today announced the date of the first US PIMpoint Summit, the largest event in the world focused on the growing international product information management market to be held in Chicago, October 4, 2018.



PIMpoint has become the premium global omnichannel marketing event, and now we are raising the bar bringing it to North America.”

Thor Johnson, CEO, inRiver

If you work in digital marketing or ecommerce, the rise of the PIM is no surprise, as the world and buyers have become omnichannel. Top brands, retailers, and distributors need to effectively and efficiently create, publish, and optimize product information consistently to drive more revenue. Faster time to market for distribution

and syndication across all channels can only be accomplished through a centralized solution. If not, the customer experience is poor and engagement suffers. The adoption of PIM solutions is reaching a critical mass in the market.

“The inRiver community is one of the best and most vibrant in the industry,” said Charles Dejardins, Partner, Absolutnet. “PIMpoint offers an opportunity to elevate the PIM market, increase learning and global networking with the people driving revenue for their organizations.”

"I'm looking forward to my first PIMpoint event, sharing how to empower Zombie Loyalists with the inRiver community and ultimately, inspire a new way of thinking to drive better results in marketing, sales and across the organization," said [Peter Shankman](#), author and keynote speaker.

Key highlights of PIMpoint America include:

- Analyst Bruce Eppinger from Forrester - Insights and best practices on customer experience
- Author Peter Shankman – Marketing and PR expert on creating Zombie Loyalists. Book signing by Peter
- Exhibit hall – Showcase leading people, process and technology that make up the inRiver community
- Networking – Fun Chicago-style mix and mingle with over 300 attendees

“We are thrilled to bring together customers, partners and thought-leaders in the industry to share best practices and to extend our extensive community,” said Thor Johnson, CEO, inRiver. “PIMpoint has become the premium global omnichannel marketing event, and now we are raising the bar bringing it to North America.”

Keynote speakers include Bruce Eppinger from Forrester, and Peter Shankman, author of *Zombie Loyalists*. In addition, attendees will learn first-hand from inRiver customers and partners who will share their personal product information management challenges and

solutions.

The exhibit hall gives attendees a chance to “ask the expert” and demo leading complimentary solutions and technologies from our partners. Panel sessions on stage with marketing experts focus on key topics including content onboarding and creation, omnichannel strategies and syndication.

Registration is open [here](#). Watch the [promo trailer](#) to see all the #PIMpoint has to offer attendees.

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 1000 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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