Ntara Unveils PIM and DAM ROI Guarantee at Shoptalk 2026

First-of-its-kind ROI guarantee program provides service credits of up to 20% of implementation fees if ROI targets aren't achieved within 24 months


Ntara wordmark logo

NASHVILLE, TN, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Ntara, a product experience management (PXM) agency specializing in enterprise product data and digital asset systems, today announced a first-of-its-kind program that places a financial commitment behind return on investment (ROI) for qualifying product information management (PIM) and digital asset management (DAM) implementations.

Ntara CEO Andy Didyk announced the program on stage at Shoptalk Fall at Music City Center in Nashville, where Ntara will be on-site throughout September 29–October 1.

Under the ROI Guarantee, Ntara and its clients establish a defined ROI baseline and measurable targets during project discovery. Beginning at go-live, Ntara tracks progress against those targets quarterly. If the agreed-upon ROI isn't achieved within 24 months, qualifying clients receive a service credit worth up to 20% of their implementation fees.

The program comes as boards and executive leadership apply greater scrutiny to technology investments and their business impact. PIM and DAM remain critical components of omnichannel commerce, yet up to 40% of companies that implement them aren't sure their investments ever paid off, and only 20% see measurable ROI within two years, according to recent data.

"Companies shouldn't be two years into a PIM or DAM investment and still wondering whether it paid off," said Andy Didyk, CEO of Ntara. "The technology alone doesn't determine ROI. You have to define what success looks like from the beginning, build the right strategy around it, and measure whether you're actually getting there. It takes a proven methodology and the experience to apply it. We've spent more than 27 years doing this work — including stepping in

to rescue implementations that weren't delivering — and that experience is exactly what gives us the confidence to put a guarantee with real financial commitment behind it."

Ntara's methodology establishes ROI targets during discovery based on each client's business objectives, which may include measures such as reducing manual work, accelerating time to market, lowering content and agency costs, improving product data quality, and increasing adoption. Those targets inform implementation decisions and are tracked after go-live to determine whether the investment is producing the expected business impact.

One engagement with consumer products company Kimberly-Clark demonstrates the measurable impact of that approach: more than $10 million in agency cost savings from asset reuse, a 700% increase in monthly active users compared to its legacy DAM, and more than 2,300 hours saved annually.

"Ntara's ROI-focused approach to software implementation was critical to the successful deployment of our new DAM," said Daniel Winstead, Associate Director, Content Platforms, at Kimberly-Clark. "By putting ROI at the center of our approach from the start, it enabled program teams to report critical milestones in conjunction with incremental ROI benefits – maintaining momentum and investment from our business leaders."

To qualify for the ROI Guarantee, projects must represent a new PIM or DAM build, a full lift-and-shift replatform, or an enterprise-scale modernization project built on an Ntara Preferred Partner platform: Inriver, Akeneo, Aprimo, or Bynder. Additional platforms evaluated on a case-by-case basis.
Product companies can learn more about the ROI Guarantee, including eligibility requirements and FAQs, on the official program page. Ntara will also showcase the guarantee at Henry Stewart's DAM and PIM New York events, held October 1-2, 2026.

About Ntara
Ntara is a leading PXM (product experience management) consultancy that helps manufacturers and brands modernize their digital ecosystems. With deep expertise in PIM, DAM, and ecommerce strategy, Ntara delivers end-to-end solutions that unify people, processes, and technology, empowering clients to streamline operations, enrich product content, and drive consistent, high-performing product experiences across every channel. Learn more at ntara.com.

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