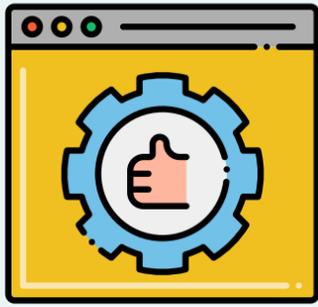


# Increase EOL Sales with PIM

Increasing End-of-Life Sales with Product Information Management (PIM) tools is an effective method of clearing your previous seasons stock. The ability to quickly and easily set up new sales channels, along with powerful automations, mean you can extend the reach of your products, all while reducing your time to market to gain vital extra selling days. With PIM, shifting those remaining units is easier than you can imagine!

## Key stats you need to know



Dedicated Clearance sections on eCommerce sites can increase conversion by **25%**



Online marketplaces accounted for around **67%** of global eCommerce sales in 2021

## Using PIM to sell EOL Stock



### Sell EOL stock at the right price:

Using workflows and lifecycle stages enables you to determine what prices should be applied when your EOL stock levels reach a certain point. This means you can generate higher revenues when clearing End-of-Life stock.

### Be ready to launch in a matter of clicks

All your promotional materials for your EOL clearance sale can be uploaded and stored in your PIM well ahead of time, so you can quickly set you sale live and gain vital extra selling days when it matters the most.



### Quickly & easily set up new sales channels

Setting up new sales channels with PIM is super quick and easy, and you can list your EOL stock on as many different sales channels as you like. This means you can get your products in front of a much larger audience.



### Create a separate online store

List all your EOL stock on a different eCommerce site to protect your brand image.



### Create a dedicated "SALE" landing page

Make it easy for customers to find all your EOL stock on your site.



### Offer kits and bundles

Give customers the option to add complimentary products to their order to get the most from their purchase, or offer 3 for 2, with the cheapest being free.



### Increase profit margins

Sell the maximum of your EOL stock at the optimal price, and have the option to easily revert stock back to initial list price if large volumes are being sold.