

inRiver Joins the Shopify Plus Technology Partner Program to Help Brands Drive More Revenue

E-commerce Businesses Can Now Leverage inRiver PIM on Shopify Plus

CHICAGO, IL, USA, December 6, 2018 /EINPresswire.com/ -- [inRiver](#), the leading provider of SaaS-based product information management (PIM) solutions, today joins the Shopify Plus Technology Partner Program to help brands and e-commerce teams seamlessly leverage a central set of enriched product information across any and all channels to drive more revenue.



The need for fully integrated, relevant, and robust product content across all channels is imperative to driving revenue in today's omnichannel world. Shopify Plus and inRiver partners and customers can now leverage the power of both solutions via an existing VL OMNI inRiver Shopify Plus Connector.

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Jamie Sutton Head of Technology Partnerships, Shopify Plus

The inRiver solution provides enterprise-level product information management capabilities to Shopify Plus merchants with a multi-tenant SaaS model. This provides unprecedented flexibility for merchants leveraging the Shopify Plus platform helping them optimize conversions and exceed customer expectations.

Use cases for the inRiver + Shopify Plus merchants include:

- Eliminating the manual process to deliver and enhance product information via spreadsheets.
- Simplifying management of content via marketing dashboards built for marketers with a flexible data model.
- Providing a single source of truth for any and all product information across departments or teams.
- Simplifying creation of printed sales materials and catalogs.
- Improving customer experience via robust, complete and consistent product stories across any channel.

“While the e-commerce landscape is constantly in flux, the need to deliver accurate product information for consumers remains a constant,” says Jamie Sutton Head of Technology Partnerships, Shopify Plus. “The inRiver solution makes launching and driving e-commerce revenue accessible and powerful for Shopify Plus merchants globally.”

“The power of the inRiver solution enables the world's best brands to quickly and easily go to

market with robust and accurate product information,” said Joe Golemba, VP, North America Alliances & Services for inRiver. “Merchants can drive more revenue when product information is accurate and available across channels. We are excited to provide this solution to Shopify Plus merchants around the world.”

To learn more about the inRiver solution for Shopify Plus, visit here

<https://www.inriver.com/partners/shopify-plus/>

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