

SHARPENING A TECHNOLOGY GIANT'S EDGE IN GLOBAL ECOMMERCE

We help Acer optimize and enhance its product data and get a consistent message out fast to 56 markets in 27 languages.

The client

Acer is one of the world's leading manufacturers of notebook and desktop PCs, servers and storage, LCD monitors, projectors, smartphones and tablets.

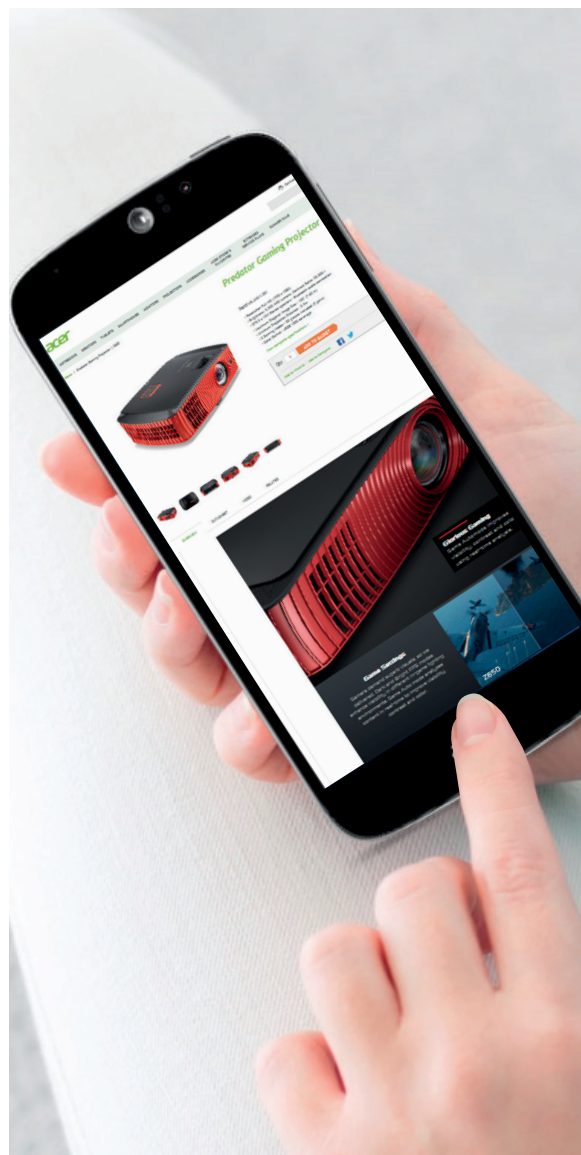
Situation

Acer's global headquarters and local operations were managing a wealth of product data of varying quality and in a range of languages and formats. Because the content came from so many different sources, it was difficult to compile and standardize it for the purpose of sharing it with retailers. This made it difficult for the company to communicate technical information and marketing content to its customers in a consistent manner.

What's more, Acer's ecommerce platform depended heavily on manual intervention in building and uploading content. As a result, updating the company's own websites and those of its key channel partners was a laborious process that slowed down its time to market with important new content.

Approach

We normalized and standardized Acer's global product data and helped it create a consistent, search-optimized data taxonomy it could use across the world. We continue to support the company in translating its product data into local languages and nomenclature for 56 markets and 27 languages. This provides our client with efficiencies in aggregating, managing and formatting product content.



Our hosted solution plugs directly into Acer's marketing application programming interface, enabling the company to transform flat marketing information and images into rich, correctly-formatted content. If product data changes, our solution can update the content in near real-time so that Acer's thousands of retail partners have access to the latest sales information. Our client can easily manage its content on its own sites and any updates are reflected across multiple selling channels via our syndication network.

Outcome

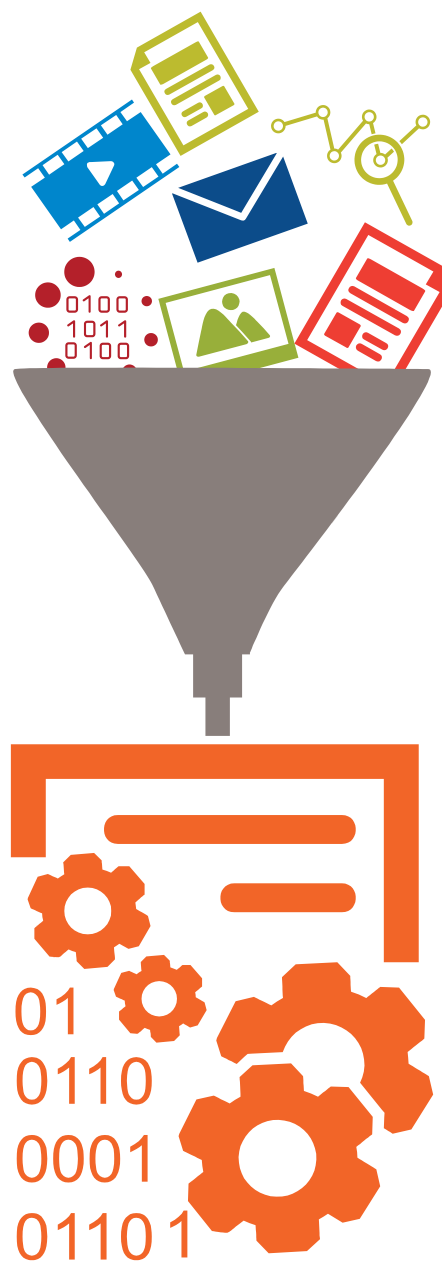
Acer now has consistent, structured and high-quality content for each market and language that is optimized for search and parametric filtering. This helps ensure the company can quickly get to market with timely content that drives online product engagement and sales.

"As a leading provider of advanced electronics, we have unique needs in product content and ecommerce across the global markets where we participate. GfK has proven to be a valuable long-term partner of ours by continuing to understand our unique needs and the changing landscape, and by delivering solutions that support our initiatives and growth."

Andrea Caletti
Head of Global Web Operations, Acer

Your contact partner is there for you:

T +1 888 608 1212
etilizeinquiry@gfk.com



About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.