

PXM maturity self-assessment

This self-assessment helps evaluate your company's Product Experience Management (PXM) maturity. It is designed for organizations that want to identify the next steps in their PXM journey.

Preliminary assessment

	Yes	No	Notes
Does your organization use PIM software?	☐	☐	
Does your organization use DAM software?	☐	☐	
Does your organization have an ecommerce website?	☐	☐	
Does your organization sell through dealers, distributors, marketplaces, and/or retail?	☐	☐	

Integration & centralization

	Yes	No	Notes
Is product data centralized and accessible across departments?	☐	☐	
Is your PIM integrated with ERP, MDM, and other back-office systems?	☐	☐	
Is your PIM integrated with your DAM system for rich media management?	☐	☐	

Automation & workflow

	Yes	No	Notes
Are product data updates automated from source systems to PIM?	☐	☐	
Do you have automated workflows and approvals for content enrichment?	☐	☐	
Are manual data entry tasks minimized across the product lifecycle?	☐	☐	

Syndication & channel readiness

	Yes	No	Notes
Can you syndicate product content to all necessary channels (dealer portals, distributors, on-demand product catalogs) automatically?	☐	☐	
Is your product content tailored for different channel requirements?	☐	☐	
Do you support localization and translation workflows for global markets?	☐	☐	

DAM alignment & content readiness

	Yes	No	Notes
Is your DAM integrated with PIM for seamless asset access?	☐	☐	
Are digital assets (images, videos, documents) consistently tagged and linked to products?	☐	☐	
Do you have governance for asset quality and usage rights?	☐	☐	

Stakeholder adoption & business value

	Yes	No	Notes
Are all relevant teams (marketing, sales, product, IT) using the PIM effectively?	☐	☐	
Is there executive sponsorship and cross-functional alignment for PXM?	☐	☐	
Can you measure business value (e.g., time-to-market, content accuracy, channel growth) from your PIM investment?	☐	☐	

Scoring guide

14-19 yes

PXM Powerhouse. You have a scalable, integrated ecosystem. Your PIM and DAM systems are delivering measurable business value, and your teams are aligned and engaged. Now's the time to optimize for speed, personalization, and competitive advantage.

10-13 yes

PXM in Progress. You've laid the groundwork, but gaps in integration, automation, or adoption are holding you back. Focus on streamlining workflows, aligning stakeholders, and building toward a unified product experience strategy.

<10 yes

PXM Initiator. You've taken the first steps, but your product data systems and processes are still siloed. Implement and integrate PIM and DAM into your tech stack. Align stakeholders around the long-term value of PXM.



Ready to take the next step?

Scan the QR code to schedule a free 30-minute call with a PXM expert. We'll review your self-assessment and help you map out next steps.