What is Product UX?

Delivering a **digital product experience** and **marketing expertise** that drives meaningful revenue gains.

Customer Insights

Data driven insights, testing and validation form the foundation for online product merchandizing and investments in Content or other UX components.

Experience Design

From the Search Bar through add-to-cart, a rich & curated product experience establishes a trustworthy and efficient journey that widely outperforms "out of the box" online catalog designs.

Product Content

Leveraging world-class product content expertise, apply scaled best practice treatments to create a winning content-centric product experience within an economic investment model.

Digital Merchandising

Leveraging data and insights, capture an increasing share of customers' wallet, while efficiently growing average order values.

CODIFYD

Good Product UX unlocks your organization's expertise via a meaningful, well-designed interface and rich content.

Product UX Aligns:

Buyers and Procurement

Commerce

Product Management

Marketing

Digital Product Knowledge

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To learn more about Product UX or discuss digital transformation, contact Codifyd at info@codifyd.com (312) 243-1140 or visit www.codifyd.com

About Codifyd

Codifyd was born with the vision of making product content the driving force behind an exceptional digital commerce experience for B2B customers. Today, the world's leading distributors and manufacturers trust Codifyd as their go-to provider of product content services and technologies. Codifyd's product content design, development and enrichment strategies - enabled by smart technologies - pave the path for an outstanding research-to-purchase experience for commerce users, leading to significant revenue growth. For more information on Codifyd, visit www.codifyd.com and follow @codifyd on Twitter and LinkedIn for original content and industry updates.