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Reasons Savvy Companies Should Embrace Product Digitization



Digitization is breathing new life into processes that had once been convoluted. Efficiencies abound, but there are a few areas that have yet to fully catch up — products and packaging.

Every day, millions of products without a digital presence are shipped around the world. Their status, authenticity, and recyclability are difficult to determine without a sufficient digital presence.

Here are five ways product digitization can help:

1 Product Insight Across The Supply Chain

Physical products can only provide so much information. When the product is on its journey between the manufacturing facility and the consumer, companies may be in the dark about what's happening to or with their products. When you digitize your products by giving a physical item a digital presence, you will enable scanning capability and data collection including information about status, location, authenticity, and more. The knowledge then becomes important data points, many of which brands didn't have access to before — over a quarter of senior business decision makers (BDMs) in the U.S. said that lack of visibility into product lifecycle is a limitation of their digital transformation efforts.

2 Detailed Product Insight All In One Place

Having these data points is only one piece of the product digitization puzzle. Not only can businesses gain this information, but they can find it all in a centralized location. One of the biggest obstacles in the past has been decentralized data that makes it hard for collaboration across departments or with partners. For example, the data the shipping facility has is often different than that of the retailer. When you aggregate this data into one location, every department can get a holistic view of the product and gain actionable intelligence to solve big problems.

3 Address The Things That Affect Your Products The Most

Product digitization has helped businesses address some of their most pressing product-based issues, from counterfeiting to suboptimal recyclability. Using a digital identity, including secure QR codes or a covert, digital watermark applied to the product or its packaging, businesses can:

- Verify product authenticity to ensure product safety and reduce counterfeiting
- Track their products at every stage to prevent diversion or product loss
- Comply with recycling regulations and limit fees
- Optimize package design for increased recyclability or improved throughput
- Gain post-purchase data about consumers to better market to them

4 Reach Customers With Targeted Marketing Using Consumer Insights

Nearly half of the BDMs surveyed said that being able to access customer data and insights digitally would be beneficial to them. Also, roughly the same amount said they feel product digitization will help them get direct communication with their customers. BDMs know there's a need for better customer communication and want access to consumer data to be able to properly communicate with and market to them. Additionally, when businesses get consumer and product data, and their team can access it across the board, they naturally improve operational efficiencies, something else they are longing for.

5 Streamline Operations For Greater Performance And Increased Revenue

Fifty-four percent of BDMs said that greater operational efficiency would be the top way their organization would benefit from product digitization in the future, while 55% said they feel an increase in revenue would be the top benefit.

Given the capabilities of product digitization and how some companies believe it could drive revenue and greater performance, it's no wonder that many forward-thinking companies have already started to embrace product digitization and giving their physical products a digital life.



Learn more about how the Digimarc Illuminate platform can jump start your product digitization efforts and [schedule a demonstration today.](#)