

Streamlining content collaboration

How Mattel saves hundreds of hours maintaining product information and effectively collaborates with 150 retailers



Challenge

Mattel is a leading global toy company and owner of one of the strongest portfolios of children's and family entertainment franchises in the world.

They needed a better way to manage their portfolio of over 3500 SKUs across 150 retailers as it was extremely difficult and time-consuming to maintain and distribute the right content at all retailers seamlessly, especially during seasonal periods.

Mattel required a reliable partner to help them streamline their product information, asset distribution and internal content management efforts in order to solidify their eCommerce presence and resolve day-to-day tasks more efficiently.

Solution

Mattel worked with Convert Group's Customer Success team as one unit in order to organise, collect and optimise product content within eRetail Content's PIM and DAM solution Content Sharing.

Using Content Sharing to create an internal database helped Mattel locate and easily navigate through their assortment and efficiently manage all of their SKUs.

In addition, the platform enabled the swift distribution of material to numerous retailer partners, granting them access to the latest version of the product information, digital assets and marketing campaign material associated with each SKU and/ or product line.

Results

By working closely with the Customer Success team, Mattel was able to build the perfect content hub using Content Sharing.

Under one common source of data truth, Mattel now hosts over **3.500 unique SKUs** and over **600 digital assets** that are easily accessible, upgradable and shareable.

This allowed Mattel to turn over **625 hours** of unproductive labour into targeted work for better strategy and business planning.

Retailers now automatically receive updates on new content information and seamlessly access product assets and campaign material in just a few clicks. Over **14 campaigns** have been created and shared across their network of **150 retailers**.



625 hours saved maintaining SKU content



3.561 SKUs currently maintained under a single hub



97 PSD, 490 PNG, 17 PDFs and **3 MP4** files stored in our DAM



150 retailers receive updated product content effectively



14 campaigns created and shared with **150 retailers**

"Partnering with Convert Group and using eRetail Content, was a complete game-changer for us. Creating a single source of truth for all our external partners and their e-retail needs, helped us save time, optimize our digital strategies and create efficiencies within Mattel."

Danai Agadakou

Associate Marketing Manager @Mattel