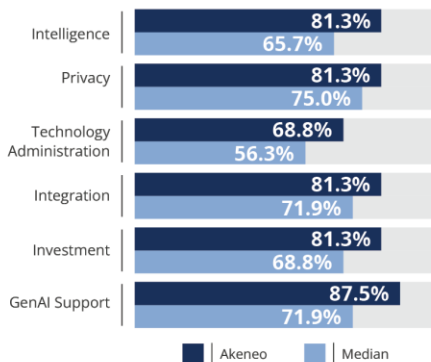




Buyers Guide Insight: Akeneo Performance Against Median



Source: ISG Research
Product Experience Management Buyers Guide
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Product Experience Management Buyers Guide 2026

ISG Research defines product experience management as the methods and processes used to manage customer experiences through systems that support product-related activities and satisfy the needs of consumers, customers, partners and suppliers. The 2026 ISG Buyers Guide™ for Product Experience Management provides a thorough evaluation of 14 software providers in this space.

Akeneo Performance Highlights

Akeneo Product Cloud

Version Serenity, in release April 2026

Akeneo delivers strong performance across the highlighted evaluation categories, with its most pronounced advantages in Generative AI and Intelligent Automation capabilities. These results reflect an emphasis on applying AI to streamline processes and help users work more efficiently. Akeneo also demonstrates strength in Integration, supporting the connections between PXM and other software platforms. Its performance in Privacy and Technology Administration reflects attention to data protection, access management and system oversight. Combined with Investment, these capabilities demonstrate an offering that balances innovation with continued platform enhancement for organizations to manage product experiences effectively.

Mawish Rahman — Senior Research Analyst, Technology Research, ISG Research

“Akeneo distinguishes itself through a well-rounded PXM platform that performed above the median in several evaluation categories. Its strengths in Generative AI and Intelligent Automation capabilities are complemented by solid support in Integration, Privacy and Technology Administration. This provides organizations with a strong foundation for managing product experiences across the enterprise. Akeneo’s performance in Investment further reflects its focus on advancing the platform as customer requirements continue to evolve.”



ISG Research provides market research and coverage of the technology industry, informing enterprises, software and service providers, and investment firms. The ISG Buyers Guides provide insight on software categories and providers that can be used in the RFI/RFP process to assess, evaluate and select software providers.