

SoftwareReviews a Division of Info-
Tech Research Group

BUYER EXPERIENCE REPORT

Product Information Management

Akeneo Product Cloud

SEPTEMBER 2026

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How to Use This Report

SoftwareReviews captures the most compelling, useful, and detailed information on software performance to help evaluate, compare, and ultimately select the best tool for your business.

Our proprietary evaluation methodology is built on decades of experience helping businesses select software. We surface key elements every prospective buyer should review and understand prior to selecting a software provider, going much deeper than features and price to provide a detailed understanding of the relationship, negotiations, and value drivers of the solution.

This report is an evaluation of Akeneo Product Cloud created entirely using data sourced from users of the software. Use this report to help inform your selection decision, inform your evaluation, or reinforce your choice to bring on a new software product and technology partner.



Understanding the Market

What Is Product Information Management

Product Information Management (PIM) software provides a single platform to store, manage and distribute diverse product information and descriptions, technical specifications, images and other relevant digital assets. PIM software is used by companies with a large catalogue of products that are changing rapidly. The PIM software enables delivery of detailed catalogue information across various distribution channels.

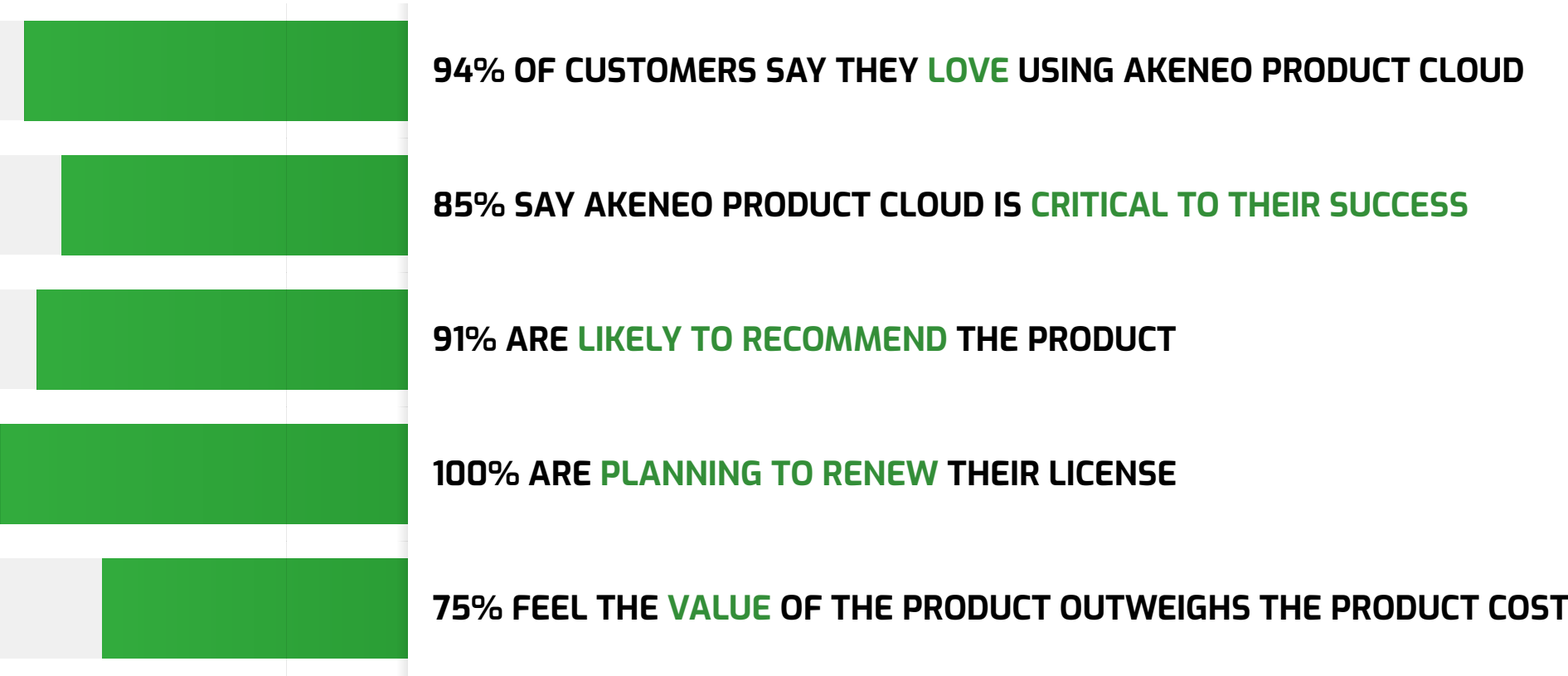
Understanding the Product

About Akeneo Product Cloud

Akeneo is the product experience (PX) company and global leader in Product Information Management (PIM). Leading brands, manufacturers, distributors, and retailers, including Chico's, CarParts.com, TaylorMade Golf, Rail Europe, Kering, and more trust Akeneo to scale their commerce initiatives. Using Akeneo's intelligent Product Cloud, companies can create elevated product experiences with user-friendly and AI-powered product data enrichment, management, syndication, and supplier data onboarding, and an app marketplace and partner network to meet business and buyer needs.

We asked real users what they thought about using Akeneo Product Cloud and the value they received

Here's what they had to say:



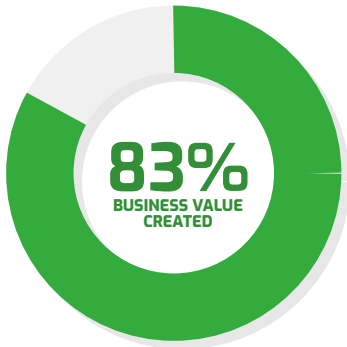
The best software providers will have a strong product tied to immediate value

SoftwareReviews developed a list of the top 11 software capabilities any customer should look for when evaluating a software solution. These capabilities represent table-stakes expectations for any software provider and help define products that are easy to implement and operate and that drive value to the organization.

We asked Akeneo Product Cloud customers to help us better understand what they thought about their capabilities as a software provider. Here's a summary of what they had to say:

Business Value Created

The underlying purpose of software is to create value for employees, customers, partners, and ultimately shareholders. As a result, it is imperative that any software selection be aligned with the organization's needs and deliver enough business value to justify the cost. Users of Akeneo Product Cloud reported satisfaction scores of 83% when evaluating the business value provided to their organization.



Features are the gateway to driving **customer satisfaction**

Users want feature-rich software that enables them to perform a diverse series of tasks as opposed to one they find restrictive. Feature quality is just as important as quantity. Software needs to do what you're purchasing it to do, easily, intuitively, reliably, and effectively.

And finally, purchasing software can be a significant commitment, so it's important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction.

Breadth of Features

DEGREE OF SATISFACTION

81%



Quality of Features

DEGREE OF SATISFACTION

82%



Product Strategy

DEGREE OF SATISFACTION

83%



Akeneo Product Cloud User Satisfaction Across General Features and Functionality.

Satisfaction starts with a successful implementation

Choosing the right software is only the first step. Successfully implementing the new solution is necessary to realize its full value and promote end-user adoption. Typically, out-of-the-box functionality isn't enough, especially for niche or industry-specific software, and the reason you're buying rather than building is to save time and money in the first place. The ability to integrate with other systems is increasingly important; without this, manual data loading and extraction can be time-consuming and prone to error.

Ease of Implementation

DEGREE OF SATISFACTION

78%



Ease of Data Integration

DEGREE OF SATISFACTION

81%



Ease of Customization

DEGREE OF SATISFACTION

74%



Akeneo Product Cloud User Satisfaction Across Product Implementation.

Usability and support are drivers of ROI

End-user learning curves cost the organization money, and a tool should eliminate barriers to drive user adoption. Effective and readily available training enables users to get the most out of their software. Issues are inevitable, and vendor support will be key to reducing downtime and troubleshooting problems if they arise.

Administrative interfaces don't typically get the same attention as those built for end users, but they shouldn't be clunky or unintuitive to support management of the tool.

Availability & Quality of Training

DEGREE OF SATISFACTION

80%



Ease of IT Administration

DEGREE OF SATISFACTION

81%



Vendor Support

DEGREE OF SATISFACTION

81%



Ease of Use

DEGREE OF SATISFACTION

87%

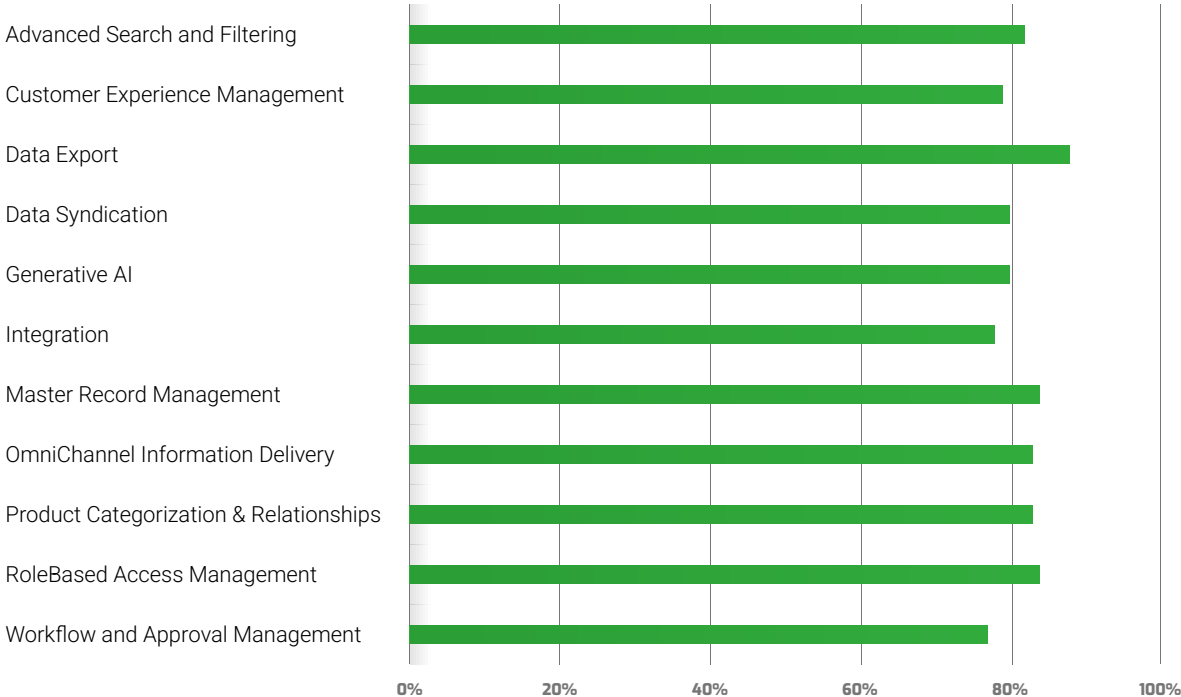


Akeneo Product Cloud User Satisfaction Across Ease of Use and Management.

Compare satisfaction across top features needed to **meet your goals**

SoftwareReviews collected this satisfaction data from real customers who have used Akeneo Product Cloud. Here's how they rated core features:

Product Feature Satisfaction



Identify your best partner using the Emotional Footprint

Satisfaction with your software vendor is more than strong features at a good price. Your relationship with your vendor will have a significant impact on both your short- and long-term satisfaction with the platform.

The Emotional Footprint aims to quantify the value of the relationship by measuring aspects of the provider not typically quantified by RFPs and POCs: which vendors are most reliable, which are trustworthy, and which continue to innovate. Research shows these aspects are more important to satisfaction than cost or functionality.

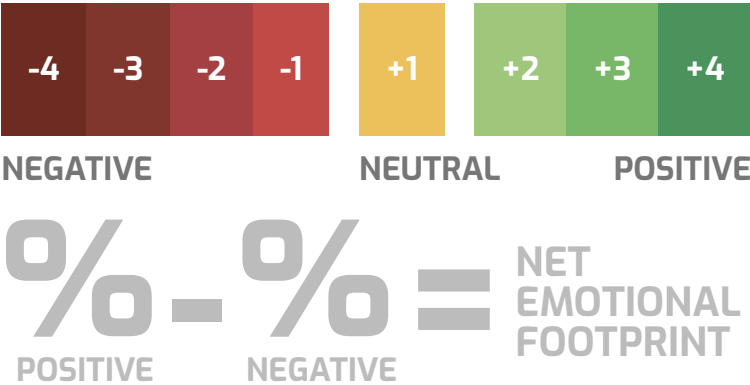
Within the Emotional Footprint review, we aggregate customer ratings across 25 elements in the areas of Vendor Strategy and Innovation, Service Experience, Product Experience, Negotiation, and Conflict Resolution. This creates a detailed indicator of overall user sentiment toward the vendor and its product.

How We Measure Emotions

The Emotional Footprint is determined using a standard Net Promoter methodology (see right). To assess the Emotional Footprint score of Akeneo Product Cloud, users were asked to evaluate 25 individual emotional sentiments directly correlated to five Emotional Footprint areas.

The Net Emotional Footprint Score calculates the difference between the percentage of active promoters of Akeneo Product Cloud and the percentage delivering negative responses.

Emotional Spectrum Scale



Users Gave Akeneo Product Cloud an Overall Net Emotional Footprint Score of

+87

The Emotional Footprint assesses **five key areas to evaluate the vendor relationship**

- 1

Strategy and Innovation

Your organization and market are constantly changing, and your software partners need to change with them. Relationships are built on your software partner's ability not only to react but also to proactively innovate against your needs.
- 2

Service Experience

Software is no longer just about a tool; it is also about the people who support it. Many people will interact with the software provider, and these interactions will play a key role in building a long-term partnership.
- 3

Product Experience

When you purchase a product, you are sold on its ability to improve your capabilities, improve processes, and be reliable. An important part of creating an emotional connection is its ability to keep these product promises.
- 4

Negotiation and Contract Experience

During a sales experience, your first true look into your software partner is during the negotiation and contracting phase. This helps establish the baseline of the nature of the organization you'll be working with.
- 5

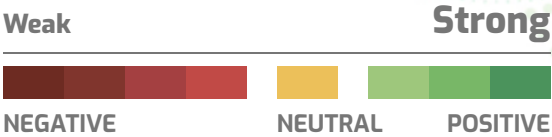
Conflict Resolution

It's inevitable that in the course of your partnership, conflicts and issues will arise. In the face of challenges, will your software provider jump in the foxhole to help solve your problem or leave you to it?



Akeneo Product Cloud **Word Cloud**

The SoftwareReviews Word Cloud aggregates the most commonly experienced sentiments held by Akeneo Product Cloud users based on the data collected within the Emotional Footprint. At a glance, it helps evaluate the vendor-client relationship and product effectiveness. Word size is driven by the strength of the sentiment. Word color is driven by the number of reviews that share the sentiment.

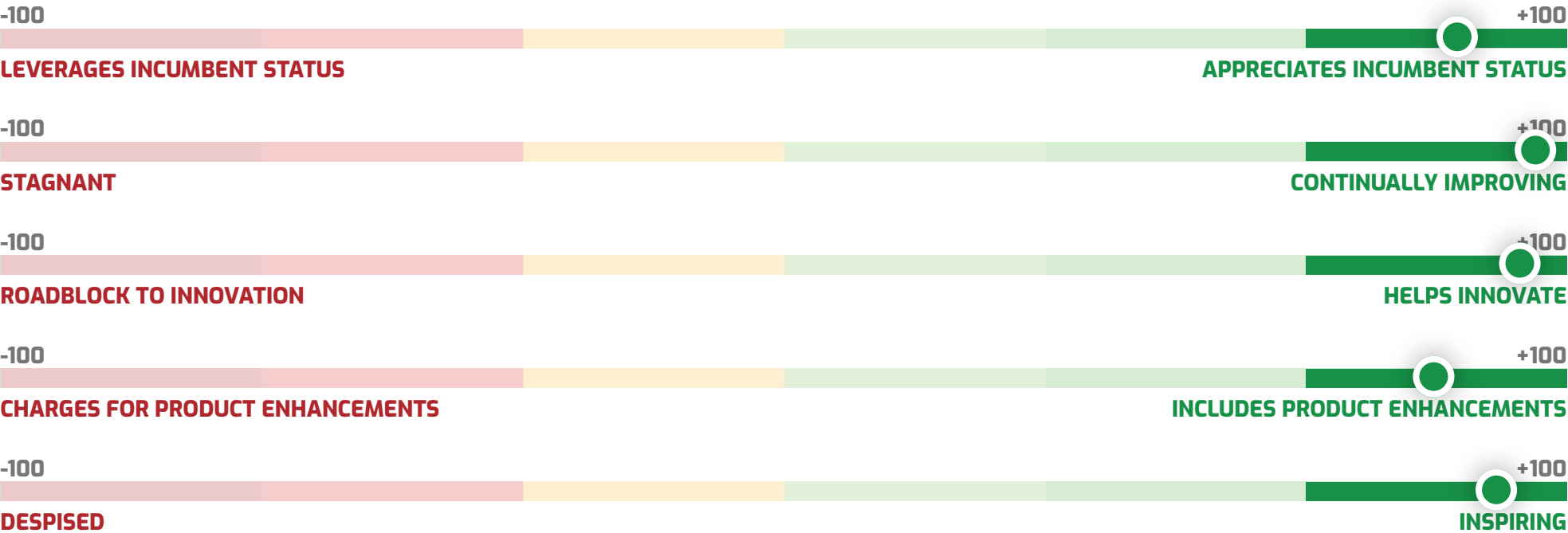


Additional data about each of the emotional sentiments can be found on the following pages.

Akeneo Product Cloud Strategy and Innovation Experience

Your software provider's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to determine whether users felt Akeneo Product Cloud appreciates the need to innovate.

Average Score
+90

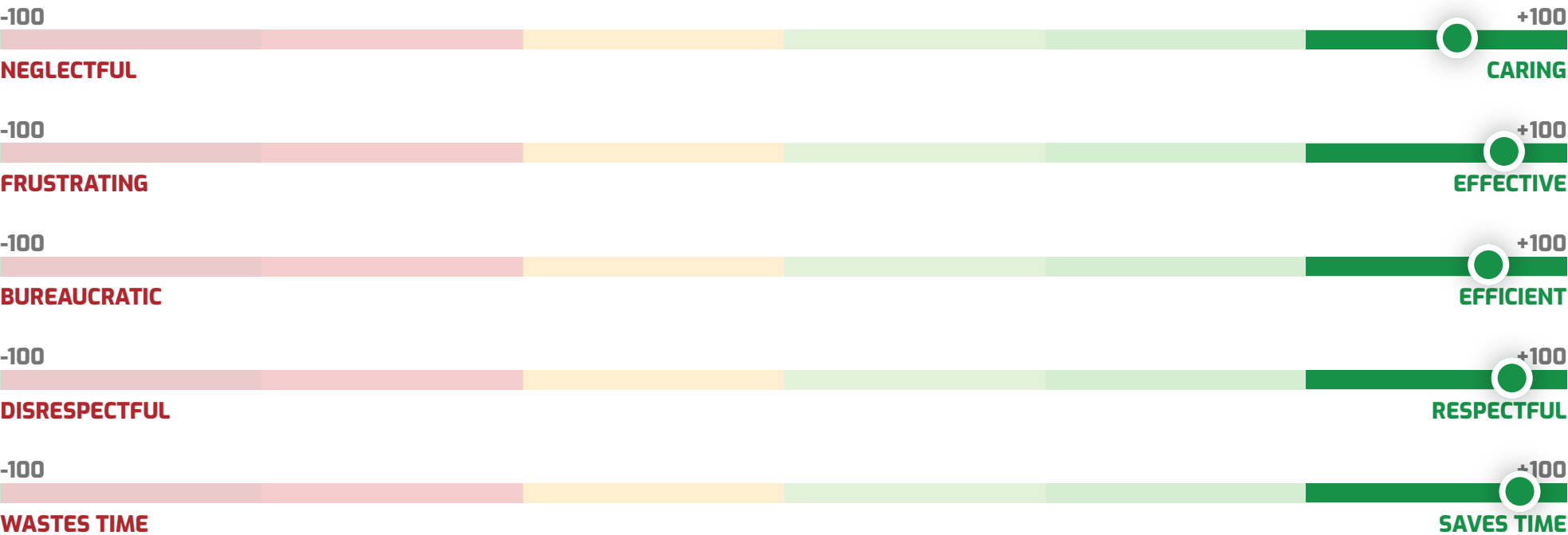


Akeneo Product Cloud Service Experience

Good service matters. The last thing you need is to be disrespected by your software provider or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase. Use this data to determine how users reported their service experience with Akeneo.

Average Score

+91



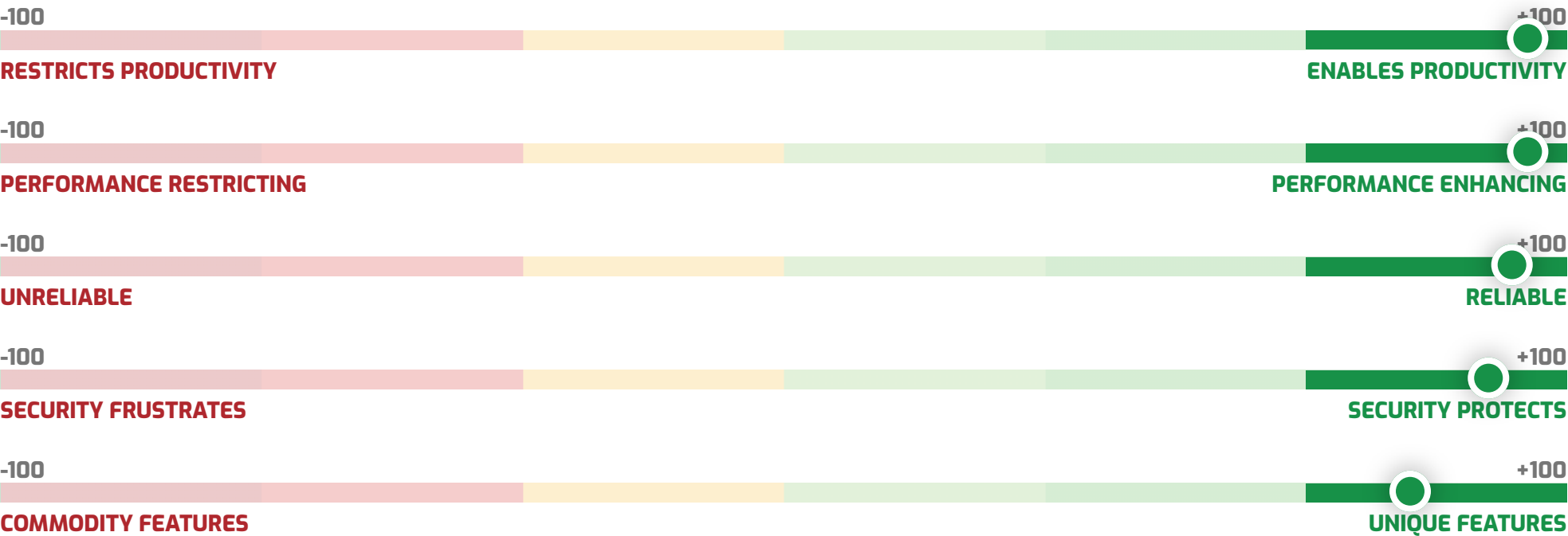
Akeneo Product Cloud

Product Experience

Software needs to reliably enable your performance and productivity. This can be the difference between a product propelling your organization forward or being dead weight that you'll need to carry. Use this to data to determine how users reported their product experience with Akeneo.

Average Score

+91

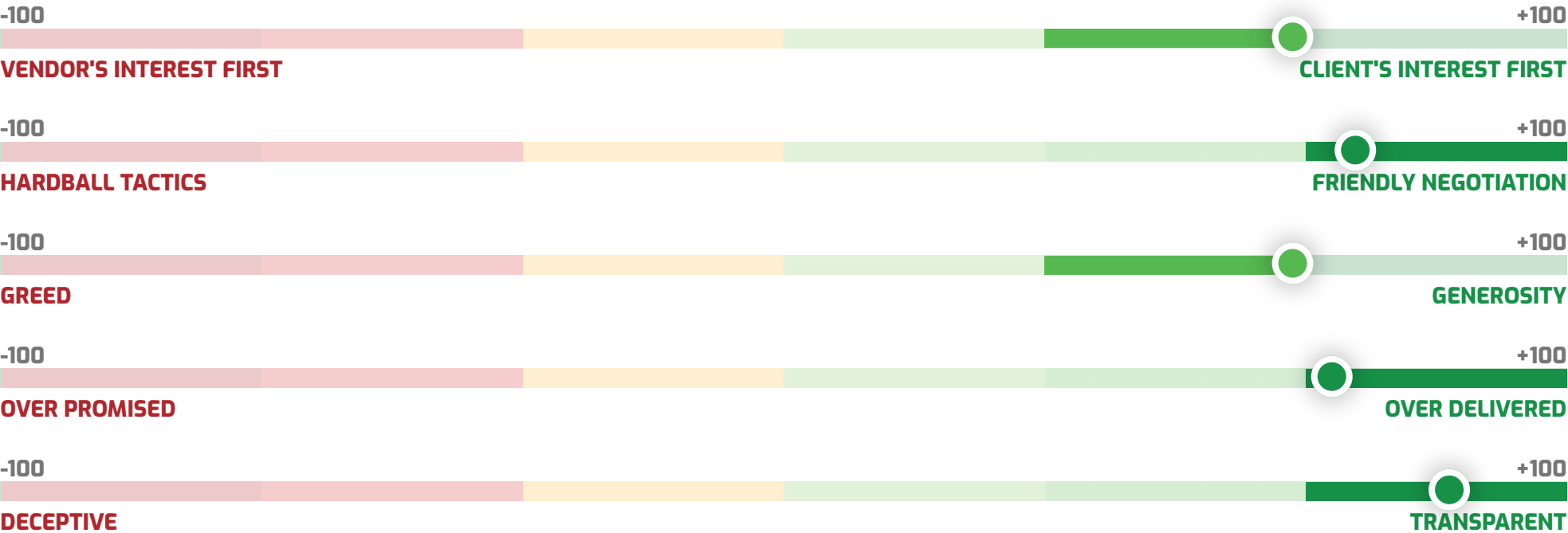


Akeneo Product Cloud

Negotiation and Contract Experience

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with – rather than against – you makes it more likely you'll both be happy with the results. Use the data in this section to determine how users reported their negotiation and contract experience with Akeneo.

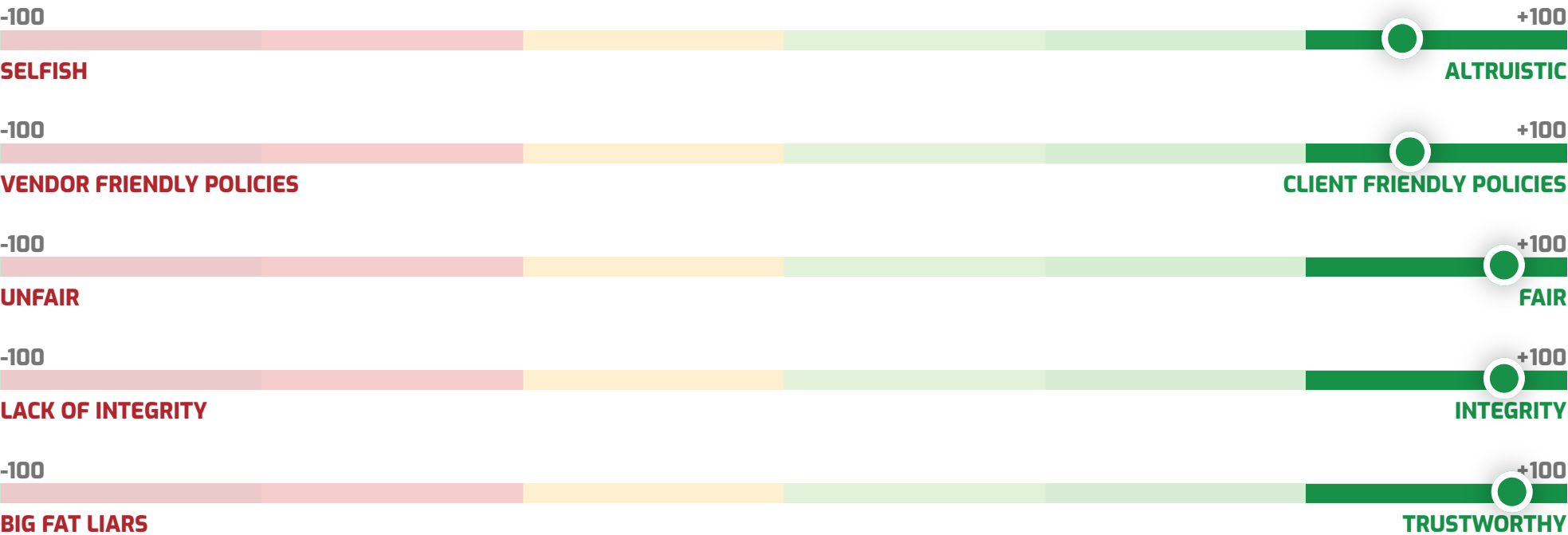
Average Score
+72



Akeneo Product Cloud Conflict Resolution Experience

Disagreements are inevitable, but knowing your software provider will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand how users of Akeneo Product Cloud felt when conflict arose and how Akeneo acted in response.

Average Score
+87



What Users Love Best About Akeneo Product Cloud

SoftwareReviews asks users what they love best about the platform. Here are direct quotes from users of Akeneo Product Cloud.

"I would say my favorite aspect is likely the generative AI. We are starting to do much more with the generative AI aspect in relation to our product data models, and the Akeneo PIM features a prompt reviewer/writer function that really changes the game. You may write a prompt that comes in with a score of 44/100, but the prompt writer will correct it and make it come in at 90+. The best part about this is you can also preview whatever data point you are creating before applying it to your product to ensure it meets the expectations while getting warned about any missing data you may be trying to reference. "

Zachary W

IT Development, Integration, and Administration
Sales Marketing

"The favorite part about Akeneo is the IT administration of it. We can create our own catalogue, monitor it by dashboards and place all the similar products at 1 place. Even i have not used the IT [extensively] but looking at a high level this is something extraordinary which is quite different from the others. Also there are few upcoming features which will be launched which i am excited to use"

Shubhangi .

IT Leader or Manager
Information Technology

"Akeneo is extremely easy to use and configure, and the only real training required when implementing the product with end-users was on our internal processes and implementation, rather than how to use the system itself. It provides a 360 degree view of our products and allows us to update our channels in the way that we require."

Garreth T

Business Leader or Manager
Industry Specific Role

What Users Love Best about Akeneo Product Cloud

"The collaboration between our merchandisers and engineers inside a single, well-organized UI is game-changing. Bulk edit, completeness dashboards, and powerful APIs let us enrich thousands of SKUs rapidly, while Akeneo's support team proactively suggests improvements and proofs-of-concept for new use cases."

Cyrus G

Business Leader or Manager
Sales Marketing

"This reduces the time it takes product players to build and manage items while also improving accuracy because it enables fields to be changed based on other qualities. The Akeneo product is amazingly robust, and simple to use, administer, and update. We can entirely personalize our product data with its available features. If there isn't a function that works for us, we can easily modify one."

Jonathan T

End User of Application
Operations

"The favorite [aspect] about the Akeneo PIM is we can actually export with filter options. Also the new version is more user-friendly than the previous one and has the best design and colors. Second, The filter on the grid to view products for each department to have quick info is very user-friendly"

Udit C

IT Leader or Manager
Information Technology

What Users Love Best about Akeneo Product Cloud

"The products association is an award winning tool in my opinion: the ability to search for a product and associate matching products is really helpful for e-commerce websites, for it helps cross-selling. This is generally a tedious task, and Akeneo PIM makes it so simple to perform. "

Isabelle C

End User of Application
C-Level

"The software is easy to use and seamless to deploy. I like that it can collect data from virtually anywhere. I like the collaboration aspects "

Ciru G

End User of Application
Information Technology

"Saves time managing and creating data. Manages data transmission to CRM and Marketplaces"

Julien R

IT Development, Integration, and Administration
Information Technology

What Users Love Best about Akeneo Product Cloud

"The ease of navigating back office e.g. filtering, use of 'buckets' to organise product enrichment"

Alice C
End User of Application
Sales Marketing

"Akeneo is easy to use, customer-focused, and loaded with useful but simple features. When properly maintained, the product information is prepared only once and flows promptly and error-free into the slave systems. The Akeneo PIM has a wide range of outstanding capabilities, but my favorite is the Rules-based attribution because it not only saves me time but also provides incredible results. For a complete visibility experience, we can seamlessly integrate data and information with our items."

Cody R
End User of Application
Finance

"Akeneo has various automation and bulk editing capabilities. Its functions like filters, bulk actions, rules, import/exports, etc. focus on improving the enrichment process of the products and making users' life easier. "

Ozan O
End User of Application
Information Technology

What Users Love Best about Akeneo Product Cloud

"I like the many collaboration features. The software makes data collection and management of product information easy "

Abagati M

End User of Application
Sales Marketing

"The feature I really like is the ease of collaboration. Marketing, sales, merchandising and product teams can all contribute to the same product information without relying on spreadsheets or long email conversations. And my favorite aspect of Akeneo Product Cloud is how it creates a single, reliable source of truth for product information. "

Nandani V

End User of Application
Information Technology

"It makes the product portfolio have one source of truth. Its centralized product definition removes the possibility of various departments having different specifications of the same asset. It has made sure that the finance department is underwriting the same product which the sales team is selling. "

Mathilde N

End User of Application
Finance



What Users Love Best about Akeneo Product Cloud

"It is always evolving."

Daniel G
Vendor Management and Renewal
Sales Marketing

"Implementation ease"

Victoria G
IT Development, Integration, and Administration
Information Technology

Why Users Recommend Akeneo Product Cloud

SoftwareReviews asks users why they recommend the platform. Here are direct quotes from users of Akeneo Product Cloud.

"I would recommend Akeneo mostly because of their excellent customer service and speed of action after opening a ticket "

Estefania S
End User of Application
Sales Marketing

"I recommend trying it as it will likely greatly enhance customer experience. "

Andrew C
End User of Application
Sales Marketing

"Look for the options in the market, if you have the budget for this specific solution, go for it, you will not regret it. To have a capable internal team is also vital. "

Daniel G
Vendor Management and Renewal
Sales Marketing

Why Users Recommend Akeneo Product Cloud

"Highly recommend using it as a Single Source of Truth and also their API to create different tools that showcase your products "

Istvan S

IT Leader or Manager
Information Technology

"I always recommend using this product as its a viable product and if you are quite a busy person and want to save time then it's definitely the best application to use which is definitely going to save a lot time"

Shubhangi .

IT Leader or Manager
Information Technology

"Akeneo has worked for us, in our context. It provides us with the set of features we need to create, update and syndicate our products across our various channels and at a cost we believe is palatable."

Garreth T

Business Leader or Manager
Industry Specific Role



Why Users Recommend Akeneo Product Cloud

"It's really worth the time you put in! Akeneo is the way to go if you target at mastering your product data and make available to your partners and the whole world. Brilliant!"

M J
IT Leader or Manager
Information Technology

"Invest time up front in data governance—define variant axes, naming standards, and ownership before loading data. Engage Akeneo's professional services early for architecture reviews, and launch with a focused pilot catalog to build momentum. Finally, staff both IT and business owners; the platform shines when tech stability and content quality are equally championed."

Cyrus G
Business Leader or Manager
Sales Marketing

"It's a great product."

Laura E
End User of Application
Sales Marketing

Why Users Recommend Akeneo Product Cloud

"Yeah I will definitely recommend the products as it's very useful to have a continuous flow between different departments which generally helps to increase the accuracy or productivity "

Udit C

IT Leader or Manager
Information Technology

"Easy to use, easy to learn, great for organizing product data and not a nightmare to integrate"

Kerrie M

End User of Application
Sales Marketing

"If you are looking to take your e-commerce to new heights, optimize your sales, improve cross-selling and organize your store, Akeneo PIM is definitely the right choice. "

Isabelle C

End User of Application
C-Level

Why Users Recommend Akeneo Product Cloud

"Since Akeneo has worked well for a product information management software, I recommend it to other interested buyers."

Ciru G

End User of Application
Information Technology

"Acquiring and installing a PIM is no easy task. But with ease of use, clear UX, CSM there every step of the way. Akeneo was almost painless to set up in our company. The most time-consuming part is the internal reflection on "how I want to structure my product catalog", "how I want to distribute my products over the long term". This allows us to better anticipate and prepare our PIM without having to rework the structure too often."

Julien R

IT Development, Integration, and Administration
Information Technology

"Perfect for big businesses with a big product assortment"

Alice C

End User of Application
Sales Marketing



Why Users Recommend Akeneo Product Cloud

"With the many capabilities of Akeneo when it comes to product information management, I recommend it to other businesses. "

Abagati M
End User of Application
Sales Marketing

About the **Data**

SoftwareReviews collects in-depth quantitative and qualitative feedback data directly from verified end users about their experience with top enterprise software providers. Its proprietary online survey platform gathers more than 130 data points on each product, allowing end users to thoroughly evaluate their experiences using the software, from selection through purchase and service.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End-user experience and sentiment measures revealing product feature fit, perceived capabilities, business value drivers, and the quality of the provider relationship are accessible at both a high-level roll-up and a more detailed drill-down.

Software reports are available to download at **[SoftwareReviews.com/categories](https://www.softwarereviews.com/categories)**

About **SoftwareReviews**

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

SoftwareReviews' pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. SoftwareReviews collects the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group, a world-class technology research and advisory firm with over two decades of research-based IT advice and technology implementation.



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