



{SALUTATION[salutation:custom|Dear Mrs. |Dear Mr. |Dear customers]}
{NACHNAME} {LASTNAME},

between Amazon, retail media, marketplaces, and proprietary channels, **product content is increasingly becoming a key driver in commerce**. For **FMCG** and **cosmetics brands**, this means that those unable to deliver product information in a scalable, cross-channel manner will lose visibility – and consequently, revenue.

With the **increasing use of AI**, this trend is intensifying, as customers expect consistent and personalised product information throughout the entire **customer journey**. At the same time, we see in projects that companies often underestimate the rising demands on data quality and governance. Without a clean data foundation, however, the potential of syndication, retail media, and AI remains untapped.

This is exactly where our new White Papers come in: In **Syndication Best Practices**, we explore the efficient distribution of product content across a wide variety of channels. Complementing this, **Retail Best Practices** shows how companies can intelligently link data processes and enhance commerce experiences across all touchpoints.

We will also be addressing these topics in discussions with the industry at this year's **K5 Future Retail Conference**. Our team looks forward to engaging in exciting conversations with you about **Product Content**, data strategies, and the future of digital commerce. Please feel free to reach out to us.

I hope you enjoy reading and find new inspiration for your Product Content Strategy.

Warm regards,
Björn Bayard



K5 FUTURE RETAIL CONFERENCE 2026

23. + 24. June 2026 | ESTREL Berlin

The **K5 FUTURE RETAIL CONFERENCE** brings together the leading figures in digital retail.



With over 5,000 attendees, more than 250 speakers, and multiple stages, the event is one of the most important gathering places for the **e-commerce and retail industries** in the DACH region.

Attendees can look forward to a diverse program featuring inspiring presentations, in-depth sessions, and numerous networking opportunities focused on current trends and strategies in digital commerce.

Our experts **Rainer Pietschmann** and **Björn Föhmer** will also be on site and look forward to personal exchanges and individual questions regarding **PIM**.

We look forward to exciting discussions and new insights!

[ABOUT THE K5 FUTURE RETAIL CONFERENCE](#)

WHITE PAPER: Retail Best Practices

Why data processes need to become ever more deeply interconnected.

In retail today, more than ever, the focus is on how to sustainably improve both the product experience and the customer experience.



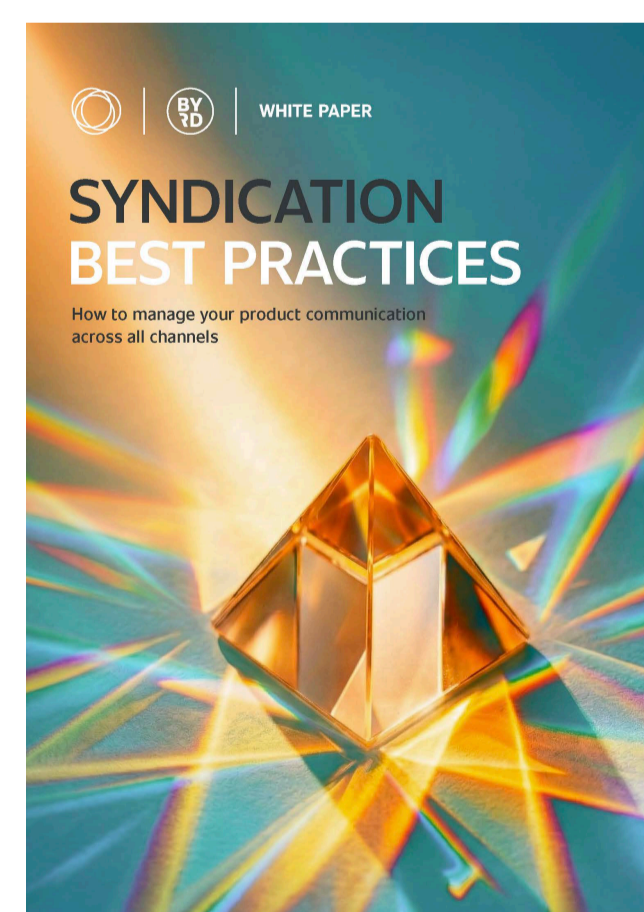
Customers expect seamless, personalised, and consistent experiences across all touchpoints— while the lines between industry, retail, and marketplaces are becoming increasingly blurred. The **biggest potential** lies not only in optimising online channels, but above all in data, processes, and collaboration. **Product data thus becomes a strategic asset in digital commerce**— it drives product experiences, discoverability, and conversion throughout the entire customer journey.

[READ NOW](#)

WHITE PAPER: Syndication Best Practices

Why syndication is becoming increasingly important for manufacturers.

Anyone who wants to market their products today ideally serves **multiple output channels and data recipients** simultaneously in order to generate as much revenue as possible as quickly as possible. The number of relevant channels is continuously growing: in addition to their own online shops and retailer platforms, now marketplaces, social commerce, retail media, and mobile apps also play a central role in product communication.



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With BYRD you can manage any kind of Product Content



BYRD turns your product pages into a powerful brand stage, helping you stand out from the competition with individually tailored content. Automate **Product Data Syndication** to retailers, marketplaces, and data pools, connect seamlessly with suppliers.

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Bring your Product Content to Life.



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