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# Go from Siloed Content and Stalled Item Setup to a Streamlined PDP Process

By Russ Dieringer // December 22, 2022 //

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While the goal of every organization is to continuously move through the maturity curve of digital shelf excellence, the key is moving faster through each stage by focusing on the right areas.

Join Claire McBride and guest presenter Lauren Livak from the Digital Shelf Institute to walk through what's needed at each stage of maturity.

**This session will include insights on the people, process, change management and technology that are needed for organizations to go from siloed content and stalled item setup to a streamlined go to market process that includes high performing product detail pages.**

The session is designed for eCommerce practitioners with a focus on product content and their managers.

[Replay & Recap Here](#)

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