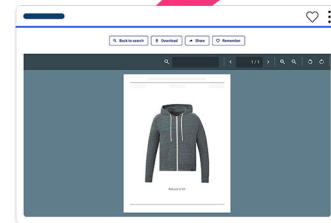




How PCNA Unified Its DAM & E-commerce Site to Boost Traffic by 25%



INTRODUCTION

PCNA (Polyconcept North America), a leading supplier of promotional products, offers businesses a vast catalog of customizable branded merchandise.

OBJECTIVE

PCNA aimed to simplify access to product-related assets, improve content discoverability, and provide a seamless, branded download experience for both internal teams and customers.

CHALLENGES

PCNA faced challenges in streamlining the delivery of contextual content to its e-commerce site, leading to time-consuming manual searches, inconsistent brand presentation, and a frustrating experience for internal teams and customers.

Key Data

Industry: Promotional Products

Use Case: Media Download Portal

Number of Portals: 1

Content Source: Cloudinary

CUSTOMER FEEDBACK

"We started with Smint.io to give distributors access to assets, but it quickly became key for sharing docs and templates across teams and customers."

Senior Director Digital Experience & Strategy

Results

- ✓ 55% year-on-year rise in downloads
- ✓ Increase in asset page views by 50%
- ✓ A fully branded download center embedded in the e-commerce platform

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