



## Pattern PXM Wins Netty Award for Best Use of AI in Ecommerce

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LEHI, UT — June 23, 2025 — [Pattern](#), the global leader in ecommerce acceleration, has been honored as [a Netty Award winner](#) for their Pattern PXM solution in the Best Use of AI in Ecommerce category. The Netty Awards are a trusted benchmark for recognizing industry leaders across more than 100 distinct categories — last year’s winners featured Fortune 500 companies, including Microsoft, Adobe, and L’Oréal.

Pattern PXM’s recognition highlights its groundbreaking approach to ecommerce by merging Product Information Management and Digital Asset Management into a single AI-driven platform. This innovative solution not only enhances visibility and conversions across major platforms like Amazon and Shopify, but also ensures consistent brand messaging. With tools that automate and provide real-time insights, Pattern PXM empowers brands to improve efficiency and customer engagement, setting a new standard in the industry.

“This recognition underscores our commitment to empowering brands with cutting-edge technology. Pattern PXM not only streamlines operations and enhances customer engagement, but also accelerates growth by providing actionable AI insights. We’re helping brands move swiftly and strategically, enabling them to understand what to optimize and create to drive conversion and revenue. By offering a single source of truth, seamless content distribution, and robust AI tools for optimization, we’re setting new standards in the industry. This award fuels our passion to continue innovating and helping brands navigate the complexities of the digital landscape with confidence,” said Jon McGee, President of Pattern PXM.

Winners of the Netty Awards are selected based on several key factors, including creativity, technical proficiency, innovation, and overall excellence in their field.

Gabi Viljoen, Head of Ecommerce at Nestlé Health Science, highlights the transformative impact of Pattern PXM by stating, “It used to take a week for four dedicated team members to conduct this kind of research and produce a competitive strategy brief for a single product. It’s impossible to scale like that with 5,000+ products and 25 brands. With the click of a button, you can have an in-depth, data-informed Content Brief that you can hand to your creative team to run with.”

For more information about Pattern PXM, please visit [pattern.com](https://pattern.com).

### About Pattern

Pattern is a leading e-commerce platform known for its AI-powered product experience management solution, Pattern PXM. With a focus on seamless content management, optimization, and syndication, Pattern helps brands create cohesive, high-performing digital experiences. By leveraging automation, real-time insights, and cutting-edge design, Pattern empowers ecommerce sellers to achieve enterprise-level precision and drive growth in a competitive marketplace.

### About the Netty Awards

The Netty Awards are a leading awards program celebrating excellence in technology, marketing, design, and more. Backed by industry experts and extensive media coverage, the awards have recognized global brands, Fortune 500 companies, and emerging disruptors alike. With thousands of industry professionals engaging annually, the Netty Awards continue to be a trusted

benchmark for recognition and success in the digital age. To learn more, visit <https://nettyawards.com>.

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