GDSN DATA POOL

A GDSN data pool for the digital shelf.

Manage and syndicate online and offline product experiences in one unified platform.

Traditional Global Data Synchronization Network (GDSN) data pools were designed for a brick-and-mortar world — a world where trading partners only needed a limited set of product attributes and had slow-changing data requirements. But commerce is continually shifting, and shopping experiences have combined into a seamless journey for modern consumers.

The GDSN was built to fulfill a powerful vision. But many data pool providers have yet to live up to this goal, creating slow and complicated systems that are ineffective for modern commerce requirements.

Salsify's GDSN-certified data pool was purpose-built for the digital shelf. We are committed to making the original GDSN vision a reality. Our GDSN solution is fully integrated with a powerful product experience management (PXM) platform, allowing you to manage and syndicate both online and offline product experiences.

Our fully interoperable data pool offers the transparency, control, and flexibility needed to be the best customer for your partners, all backed by our committed partnership with GS1.

Thousands of brands

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.

Coca-Cola

ShurTech Brands

L'ORÉAL

SNYDER'S OF HANOVER

CALIFIA FARMS

A fully interoperable GDSN data pool, integrated with a powerful PXM solution, giving you the ability to:

Manage and Syndicate Offline & Online Data

From marketing content like 360-degree image spins and video to operational, supply chain data like regulatory and packaging information, use one system to manage and syndicate all product data.

Unite Teams Across Your Organization

Bring together IT, ecommerce, mobile device management (MDM), and marketing teams into one central source of truth for product data. Drive operational efficiency and bring products to market faster — everywhere your customers shop.

Connect With Any Trading Partner

Work with any trading partner on the network, regardless of its data pool provider. Avoid unnecessary and costly data pool subscriptions by using a fully interoperable GDSN data pool that allows your brand to streamline its connections.

Address Trading Partner Requests

Trading partners frequently request new and differentiated product content, putting additional pressure on brands to keep up. Manage these requests with flexibility and speed within a single unified system.

Gain Transparent Requirement Insights

Validate your data against GDSN requirements before publishing. Our transparent GDSN data pool automatically surfaces error messages inreal-time, notifying correct team members and eliminating the need for time-consuming trial and error.

Control Brand Identity & Preserve Trust

Salsify has partnered with GS1 on the Verified by GS1 program, which established a global registry to verify product identity. We give you the ability to easily submit essential product content attributes and monitor them for compliance. By having ownership of your product identities, you can guarantee the accuracy of product data and preserve consumer trust.

Moving the GS1 Vision Forward

Salsify's partnership with GS1 helps us move forward its mission of enabling trading partners around the world to share trusted product data. With Salsify's GDSN data pool, you can consolidate people, processes, and content into one PXM platform, empowering you to navigate modern commerce requirements with speed, flexibility, and agility.

About Us

Founded in Boston in 2012, Salsify empowers brands to win on the digital shelf by delivering consistent and engaging product experiences — wherever customers shop.

Salsify combines product information management (PIM), digital asset management (DAM), syndication, analytics, Global Data Synchronisation Network (GDSN) data pool, enhanced content, and chat into a single unified platform.

Our integrated platform helps brands improve business agility, achieve faster time to market, and increase sales and market share.

Learn more about what Salsify can do for your brand by requesting a guided platform demo or learn more about what it takes to win on the digital shelf.