

# Giant Eagle Onboarding



Salsify is the best solution for brands to onboard product content to Giant Eagle.

## Giant Eagle has partnered with Salsify

Giant Eagle has partnered with Salsify to onboard rich product content and accurate data to deliver premium customer experiences. Use Salsify to publish your most up-to-date content to the Giant Eagle catalog and maintain a consistent brand experience while always keeping up with Giant Eagle's latest product content requirements.

### Why?

#### Increase traffic

Attract more customers to your product pages by improving visibility of your products in Giant Eagle searches.

#### Increase conversions

Drive an increase in sales and conversion rates by building a great consumer shopping experience.

#### Get to market faster

Speed up the process by always meeting Giant Eagle's product content requirements when publishing to their catalog.

### How?

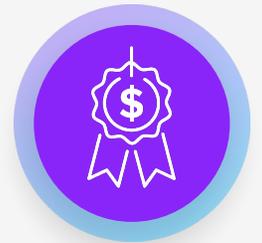
#### Self-Service

A zero-cost option. Enter data on your own and publish to the Giant Eagle catalog via the supplier portal.

#### Direct Connection

Gain access to the Salsify platform with features built to scale your business. Centralize and syndicate product content to Giant Eagle, as well as to *any other destination*.

### Key Features



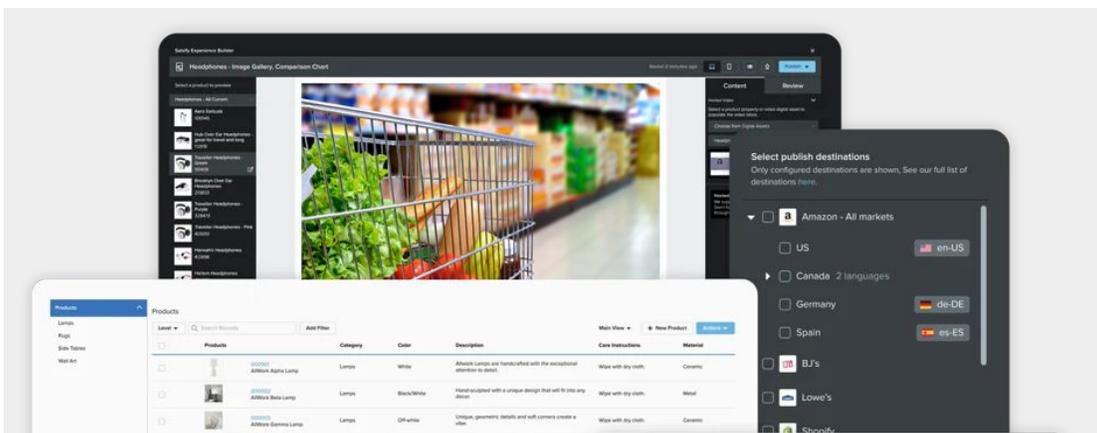
A free option and a scalable option



Always keep up with Giant Eagle's requirement changes



Receive automated feedback via the portal



Salsify helps more than 1,000 brand manufacturers, distributors, and retailers in over 100 countries collaborate to win on the digital shelf. The company's platform serves as the system of record for products, facilitates cross-team and cross-organization collaboration at scale, and provides the insights needed to continuously optimize product pages across channels.



SALSIFY



Salsify offers two different options to send your product data to Giant Eagle and **set you up for success:**

### Self-Service (free option)

Create a supplier portal account for free where you can onboard product data directly via either templated export/import or manual data entry. You will receive automated feedback via the portal to ensure your data meets Giant Eagle's requirements and validation rules before you publish to the Giant Eagle catalog. There is ZERO cost to this option.



Step 1:  
Create a Supplier  
Portal account



Step 2:  
Import Product  
Data



Step 3:  
Fill in Any  
Missing  
Attributes



Step 4:  
Review Data



Step 5:  
Publish

### Direct Connection (scalable option)

With a Salsify license, you can centralize all product content and digital assets in a market-leading PIM and easily connect to the Giant Eagle catalog with Salsify Activation. Use the direct connection to send content that's been automatically transformed to meet Giant Eagle's requirements and validated for accuracy. Easily use the same method to activate content broadly on the Digital Shelf and scale your business with Salsify

Salsify is recognized as a **Leader** in the PIM Market by:



To learn more more about how Salsify can help you win on Giant Eagle and to request a demo of our best-in-class solutions, visit

<https://www.salsify.com/resources/giant-eagle-salsify-partnership>