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Gopuff and BevMo Supplier Onboarding

Use Salsify to seamlessly onboard product content to Gopuff and BevMo!

Gopuff and BevMo have 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 both the Gopuff and BevMo catalog and maintain a consistent brand experience while always keeping up with Gopuff and BevMo's latest product content requirements.

Key Features and Benefits

- A free option and a scalable option
- Improve product visibility and experiences
- Receive automated feedback via the portal
- Always keep up with Gopuff and BevMo's requirement changes

Brands can choose between two primary methods to get their products on Gopuff and BevMo:

Self-Service (Free Option):

- **Best for:** Brands needing a simple, zero-cost solution.
- **Method:** Use the Supplier Portal to manually enter data or import via Excel templates.
- **Features:** Automated feedback on data quality and validation rules before publishing.

Direct Connection (Scalable Option):

- **Best for:** Brands interested in syndicating to Gopuff and BevMo and any other retail destination at scale
- **Method:** Centralize content in the Salsify PIM and use a direct connection to publish.
- **Features:** Automated transformation of content to meet requirements, broad activation across the digital shelf

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If you choose the free Self-Service option, follow these steps to manage your content on the Supplier Portal:

Account Setup

Sign Up/Log In: Visit app.supplierxm.salsify.com. If you don't have an account, click "Create an account," fill in the form, select your market country, and confirm via email.

You have two methods for importing product data:

Via Excel (Bulk):

Generate Template: Select the recipients (e.g., Gopuff and BevMo) and product categories. This creates an Excel file with only the necessary fields.
Fill Data: Complete the "Product" tab (one GTIN per line) and the recipient-specific tab.
Import: Drag and drop the completed Excel file into the "Imports" section. The system will flag any errors for correction.

Manually (Single):

Click "Create a product" in the Catalog, enter the GTIN and category, and fill in the required fields using the progress bar as a guide.
Media Requirements Images must meet specific standards to be accepted:
Format: Square (1:1 ratio), white or transparent background.
Resolution: Minimum 1500 pixels.
Size: Less than 50 MB.

Publishing & Sharing

Activate Recipients: In the "Publication" tab of a product, enable the recipient (e.g., Gopuff and BevMo) to share the data.
Check Status: Ensure the product status is "Published" and all mandatory fields for that recipient are complete.

Gopuff + BevMo x Salsify Resources

Gopuff + BevMo Partnership Page:
https://www.salsify.com/retailers/gopuff-bevmo

Request a Demo of the Salsify PXM Platform:
https://www.salsify.com/pages/product-demo-request-brand

Contact with the Salsify Supplier Portal Onboarding Team!

Technical Support: help.sxm@salsify.com

Onboarding Team:
supplierxm-na-onboarding@salsify.com