



**SKUvantage | Salsify ANZ**

CASE STUDY

# HOW THE KRAFT HEINZ COMPANY MANAGES PRODUCT CONTENT OPTIMISATION FOR **MORE THAN 3,000 SKUs**

The multinational food and beverage company delivers consistent brand experiences across every digital and physical retail channel

## ABOUT **THE KRAFT HEINZ COMPANY**

Kraft Heinz is one of the world's largest food and beverage companies, with more than 20 brands within its family, including Oscar Mayer, Philadelphia Cream Cheese, Primal Kitchen, and more. Kraft Heinz focuses on creating high-quality products for its customers worldwide.

The logo for Kraft Heinz, featuring the word "Kraft" in a bold, dark blue sans-serif font and "Heinz" in a red, italicized serif font.

## THE **CHALLENGE**

With more than 3,000 global SKUs sold in thousands of retail locations and through hundreds of ecommerce partners, Kraft Heinz has one of the industry's most complex ecommerce content supply chains spanning products in 30 different categories.

“Today's consumers demand the most up-to-date, highest-quality product details before committing to a purchase. Salsify unlocks content at scale for us as our central source of product truth, with workflows that drive the content development and delivery process across teams and syndication across all our retailer touch points.”

Halle Herzog, Lead Digital Shelf,  
*The Kraft Heinz Company*

## THE SOLUTION

### **SALSIFY CONNECTS TEAMS ACROSS THE PRODUCT CONTENT LIFECYCLE**

As the system of record for Kraft Heinz product content, the Salsify platform helps connect the work of teams throughout the product content lifecycle, including ecommerce practitioners, content creators, agencies, and regulatory and legal teams that ensure accuracy and compliance.

### **KRAFT HEINZ CREATES CUSTOMISED DIGITAL SHELF EXPERIENCES**

Because digital is an increasingly vital element of in-store shopping experiences, Kraft Heinz customises many physical and digital shelf experiences to match specific retailer needs during specific times of the year.

For example, online and in-store promotions for a particular product at a Walmart in Arizona could look very different compared to a Kroger in Pennsylvania. The underlying algorithms that power each retailer's experience also vary and can be managed in the Salsify platform to help inform the product content optimisation process.



Salsify PXM has enabled Kraft Heinz ANZ to automate many steps throughout the product content process that previously absorbed a lot of time, effort and resource. As a result, we were able to shift our focus and attention from updating multiple end-touchpoints, to instead ensuring that our one source of truth is as accurate and complete as possible. Once a quality foundation was set in place, we were then able to redirect our resources into enhancing the quality and breadth of our product images, attributes and description fields. This has contributed to a more seamless online customer experience for our Kraft Heinz products.



Joe Shaw, Head of eCommerce Australia & New Zealand,  
*The Kraft Heinz Company*

## THE RESULTS

### **KRAFT HEINZ UPDATES RETAILER PRODUCT CONTENT IN MINUTES - NOT DAYS**

Salsify helps Kraft Heinz update retailer product content in just minutes — a process that previously took days. This partnership helps Kraft Heinz create best-in-class consumer experiences for its customers and retail partners at scale through optimised and relevant product content across the digital shelf.

### **KRAFT HEINZ PRIORITISES PRODUCT CONTENT OPTIMISATION**

Using Salsify, the North American digital shelf team can more easily manage the massive volume of updates that come with product seasonality, packaging and marketing changes, innovative launches, and retailer-specific content needs.

Kraft Heinz is actively working to ensure its family of products is positioned for success both online and in-store. This approach includes managing seasonal and regular business packaging and marketing changes to ensure successful merchandising.

### **ENHANCED CONTENT CONVERTS KRAFT HEINZ SHOPPERS**

Kraft Heinz found that detailed photos, videos, and other enhanced content helps convert shoppers, such as recipes for the Velveeta and Philadelphia brands, detailed nutrition information for a wide range of the Primal Kitchen offerings, and cooking tips for Heinz condiments with Ore-Ida frozen potatoes.

### **KRAFT HEINZ SYNDICATES PRODUCT CONTENT TO AUSTRALIAN AND NEW ZEALAND RETAILERS**

Kraft Heinz Australia required a channel from their global Salsify PXM platform into the SKULibrary syndication platform in Australia in order to feed their quality content into Woolworths, Coles, Metcash and independent stores accessing the SKULibrary network.

Through a custom channel built in PXM, Kraft Heinz are able to map their product content to meet the Australian and New Zealand Retailers requirements and help deliver product information efficiently and accurately. Effective product content syndication ensured that their customers have consistent product experiences.



## SKUvantage | Salsify ANZ

SKUvantage | Salsify ANZ helps brand manufacturers, distributors, and retailers in over 100 countries collaborate to win on the digital shelf. The company's Product Experience Management (ProductXM) platform serves as the system of record for products, facilitates cross-team and cross-organisation collaboration at scale, and provides the insights needed to continuously optimise product pages across channels.

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