

Loblaw (PC Express) Onboarding

Salsify is the best solution for brands to onboard product content to Loblaw (PC Express).

Loblaw has partnered with Salsify

Loblaw is partnering with Salsify to deliver a simplified solution to updating new and existing product information on PC Express. **Now, supplier portal users will be able to submit required attributes to PC Express for review and efficient approval.** PXM customers will also now be able to publish content from the Salsify platform via our direct connection to PC Express.

Why?

Increase Efficiency

Say goodbye to multiple submission portals, inefficient image validations, and long SLAs. Now, you can take advantage of an easy-to-use platform to submit required attributes and for PCX to review and approve content quickly.

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 PCX product content requirements when publishing to their catalog.

How?

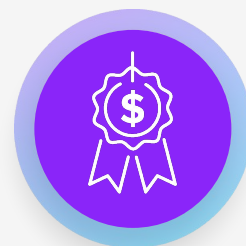
Self-Service

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

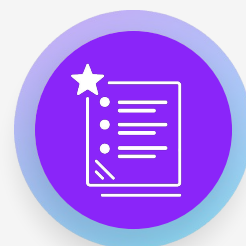
Direct Connection

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

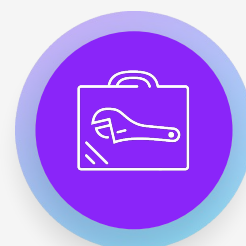
Key Features



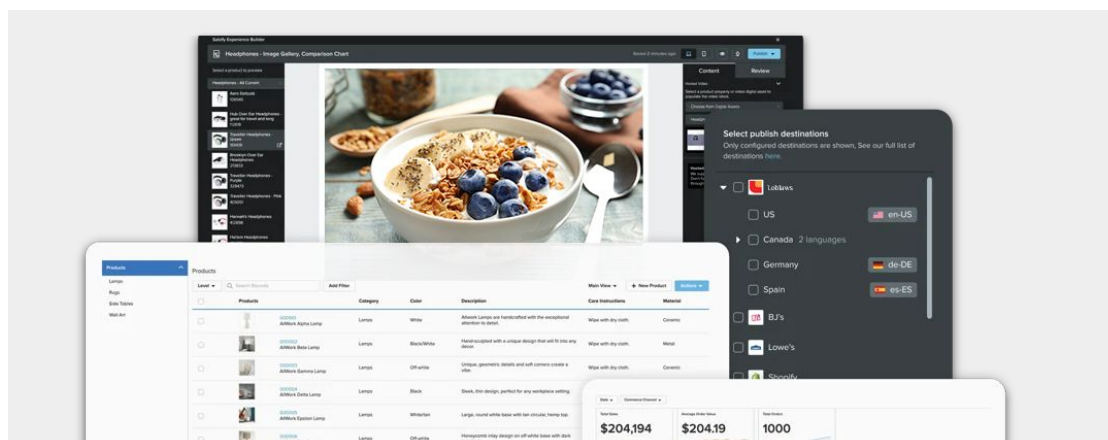
A free option and a scalable option



Always keep up with Loblaw'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.



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Express™

Salsify offers two different options to send your product data to PC Express 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 PCX requirements and validation rules before you publish to the PCX 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 PCX catalog with Salsify Activation. Use the direct connection to send content that's been automatically transformed to meet PCX 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 Loblaw and to request
a demo of our best-in-class solutions, visit

<https://www.salsify.com/retailers/loblaw-pcx>