

September 2015

5 Steps to Meeting Walmart's Content Spec 2.0 with Salsify

1. **Create a simple list of products.** For October 1st, this means product assortments sold in Walmart US stores but not currently accessible online. Shortly thereafter, it will include products currently sold on Walmart.com which require content updates, and will then expand to your entire catalog over time.
2. **Categorize your products according to Walmart's new category hierarchy.** In Salsify, you can map your categories and subcategories to Walmart's with a simple click.
3. **Use the at-a-glance dashboard of our [Readiness Report](#) to get to 100% compliance with Walmart's spec.** Of course, our Customer Champions are always available to speed you on your way.

The screenshot displays the Walmart Readiness Report dashboard. At the top, the Walmart logo is followed by the text 'Channels > Walmart Content Spec 2.0 >'. Below this, it states 'Readiness Report: 343 Products Ready of 370 Total' and 'Last run 14 minutes ago' with a 'REFRESH NOW' button. A progress bar shows the following status: 4 REQUIRED ATTRIBUTES MISSING SOURCES, 2 REQUIRED ATTRIBUTES MISSING DATA, 25/101 ATTRIBUTES COMPLETED, 1 OPTIONAL ATTRIBUTES MISSING DATA, and 69 OPTIONAL ATTRIBUTES MISSING SOURCES. Below the progress bar is a search bar and a table with columns: WALMART CONTENT SPEC 2.0 ATTRIBUTE, REQUIRED, DATA TYPE, COMPLETION, and SOURCE. The table lists attributes like Category, Product Name, and Long Description. A detailed view for 'Long Description' is shown, including requirements and sample values. The bottom of the dashboard shows pagination: '10 per page', '1 - 10 of 101', and 'Next >>'.

4. **Let us know when your content is ready to be delivered to Walmart.** We'll make it happen for you!
5. **Celebrate with the refreshing beverage of your choice. Continue innovating.**