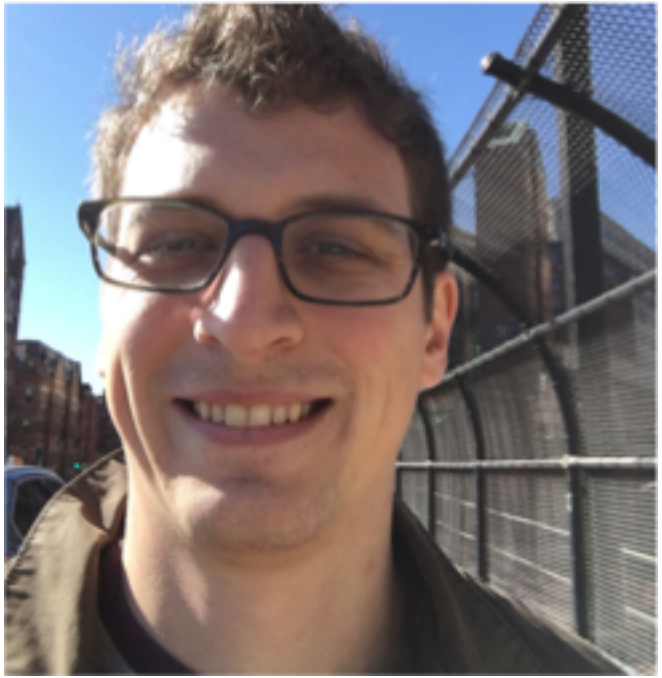
SALSIFY

TRANSFORMERS SUMMIT

Tackling Syndication

Who Am I?

- Beau Blinder
- Senior Product Manager



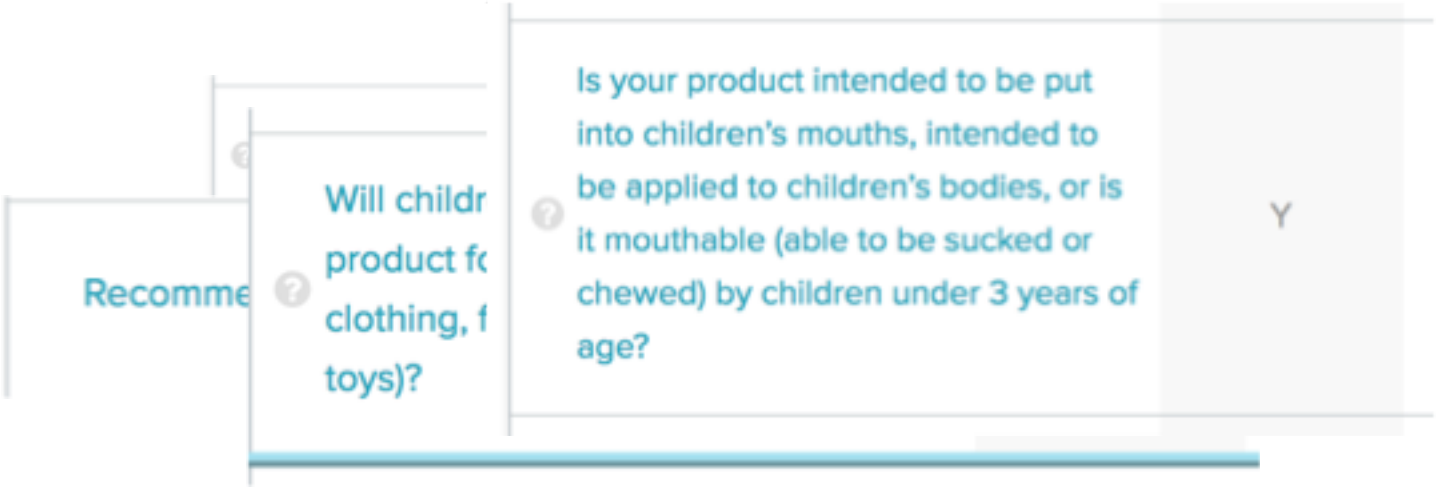
Our Goal

Drive value as quickly as possible for customers at any stage of the content syndication process

- Launch new products
- Optimize and improve content
- Win through via speed to market

Retailers Aren’t Helping

More Attributes with More Specificity



Complex Content Onboarding

- Integrations with legacy systems are fragile
- Retailer content acceptance processes are complicated
- Buyers / content teams not always on the same page

API Integrations

- Break old internal processes
- Create complexity
- Introduce digital feedback

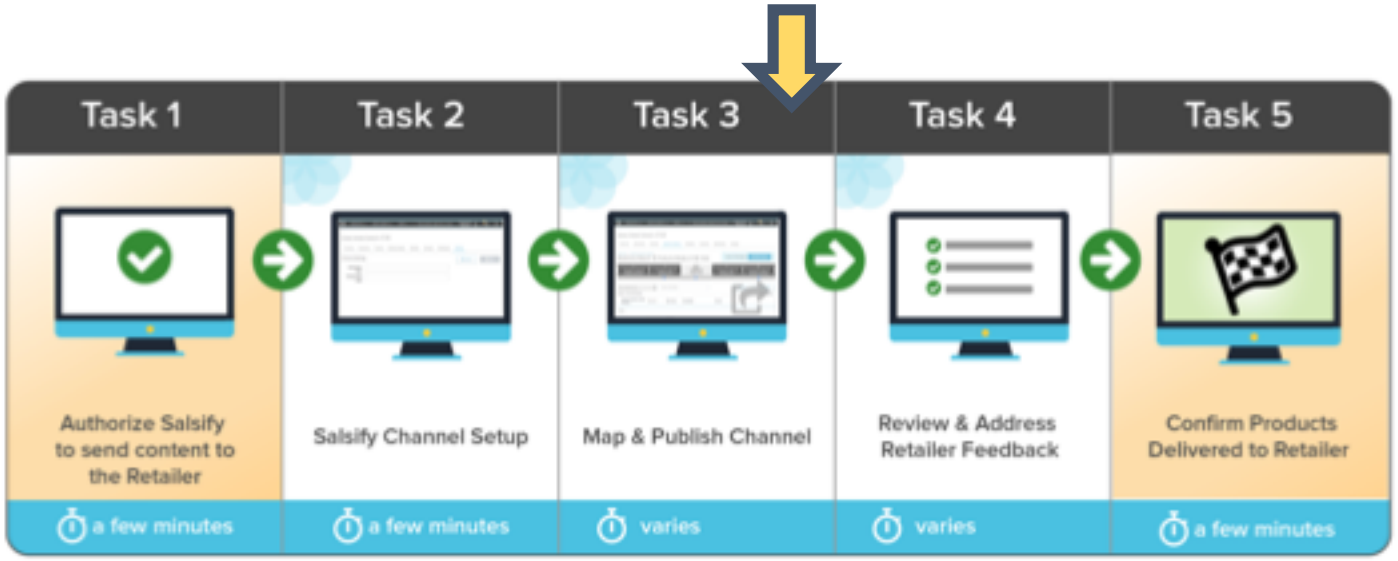
Syndication Can Be Faster

Mapping

- Mapping is incredibly powerful, but requires a special skillset
- We want you focused on your content, not on the ins and outs of Salsify

You Aren’t Programmers!

Publishing Steps



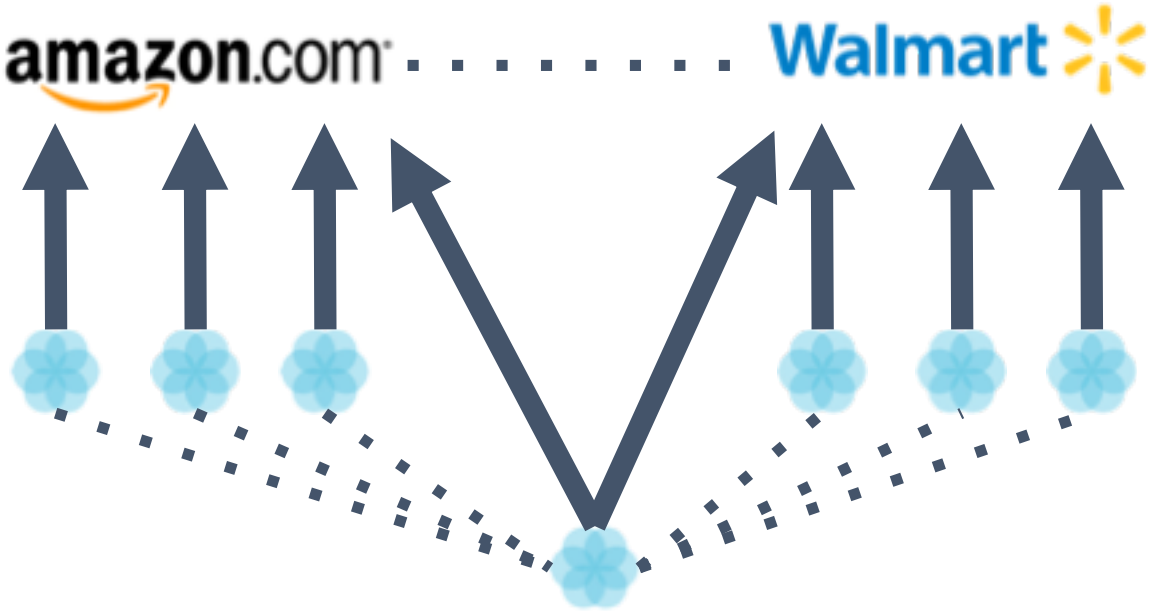
Business Users First

We want users syndicating to be less of a do-er and more of a reviewer

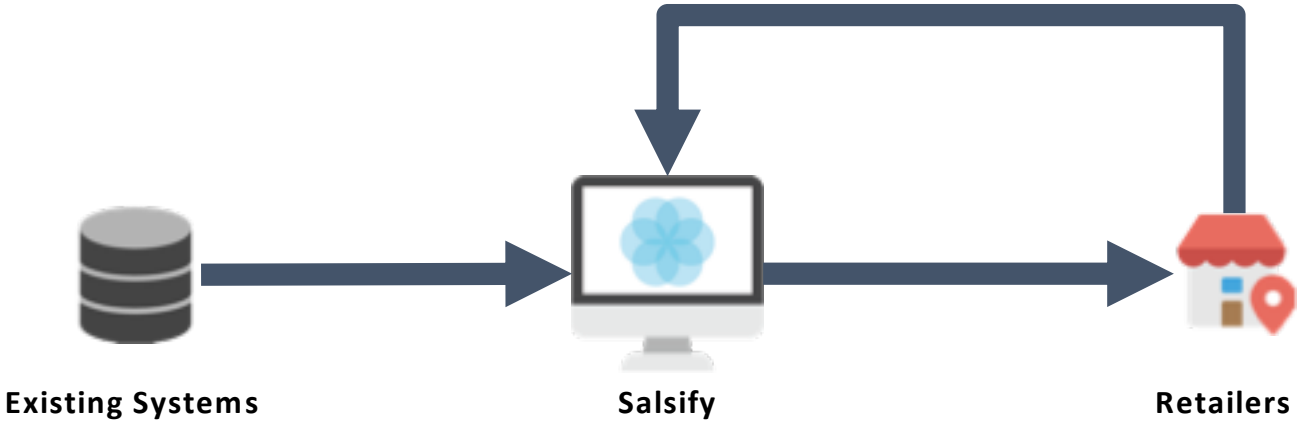
- Leverage automation wherever possible
- Present a guided, actionable, experience throughout the entire syndication process
- Encourage more participation by making the process easier and more approachable

Publishing Steps

Prepopulated Data

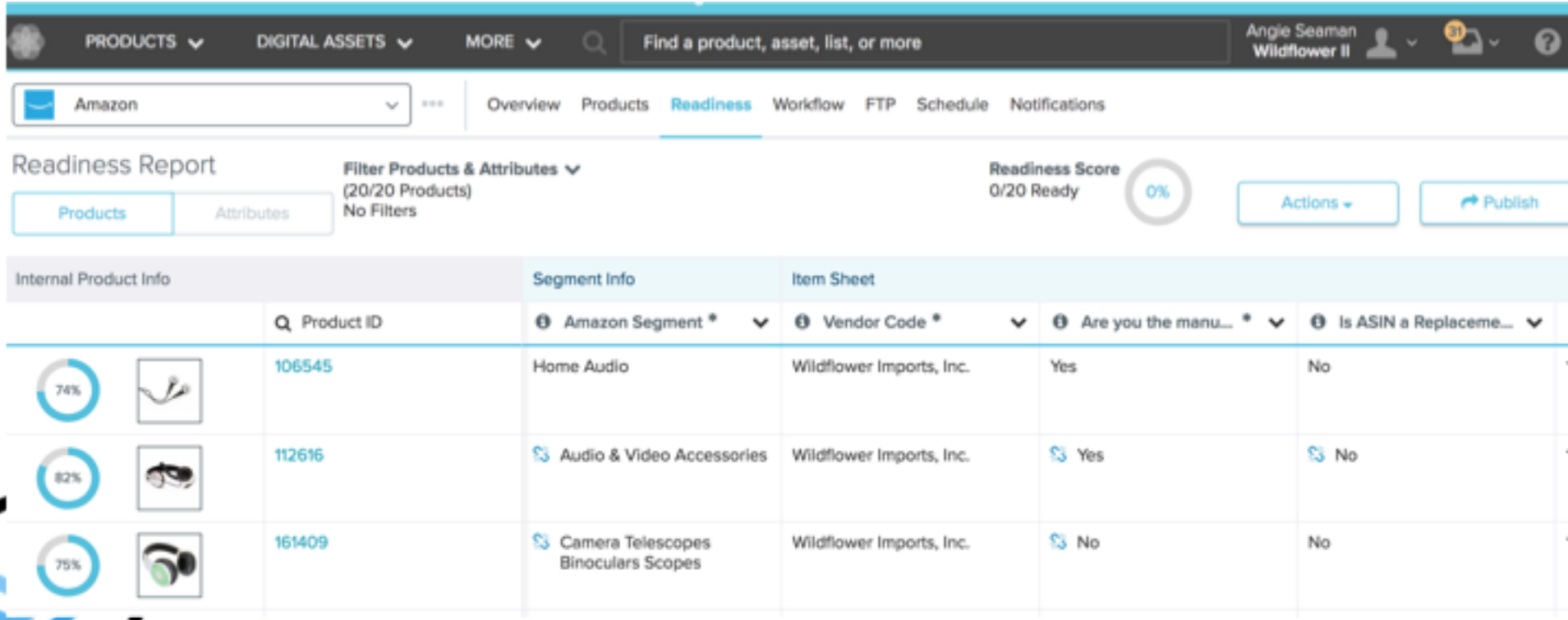


Data Scraping

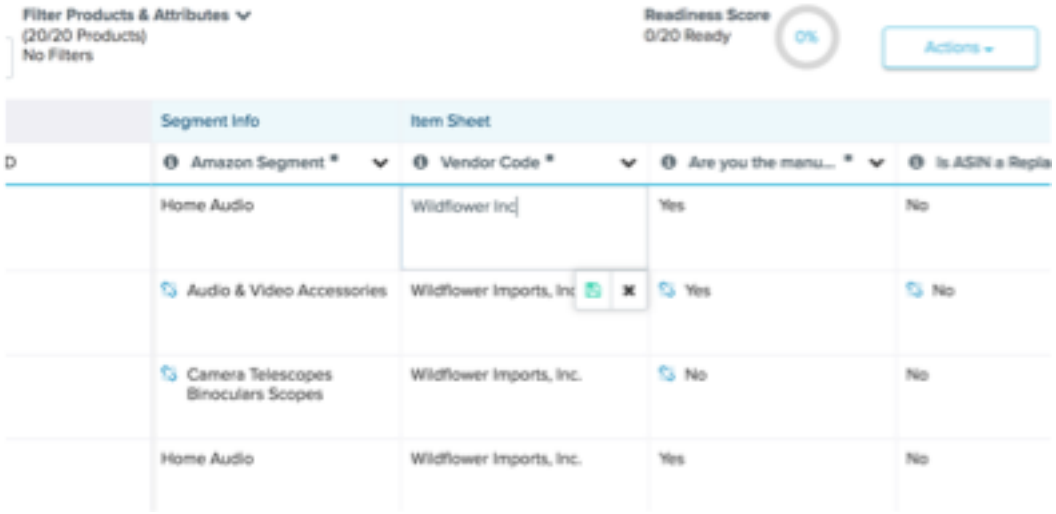


Publishing Steps

Product Readiness Report



Channel Values



- Avoid creating complex transformations
- Empower your team to “just make changes”
  - After all, what good is perfect data if you can’t syndicate it?

Enabled for all Walmart, and Amazon channels in your organizations!

Amazon

Overview | Products | Readiness | Workflow | FTP | Schedule | Notifications

Readiness Report

Products | Attributes

Filter Products & Attributes
(20/20 Products)
No Filters

Readiness Score
0/20 Ready
0%

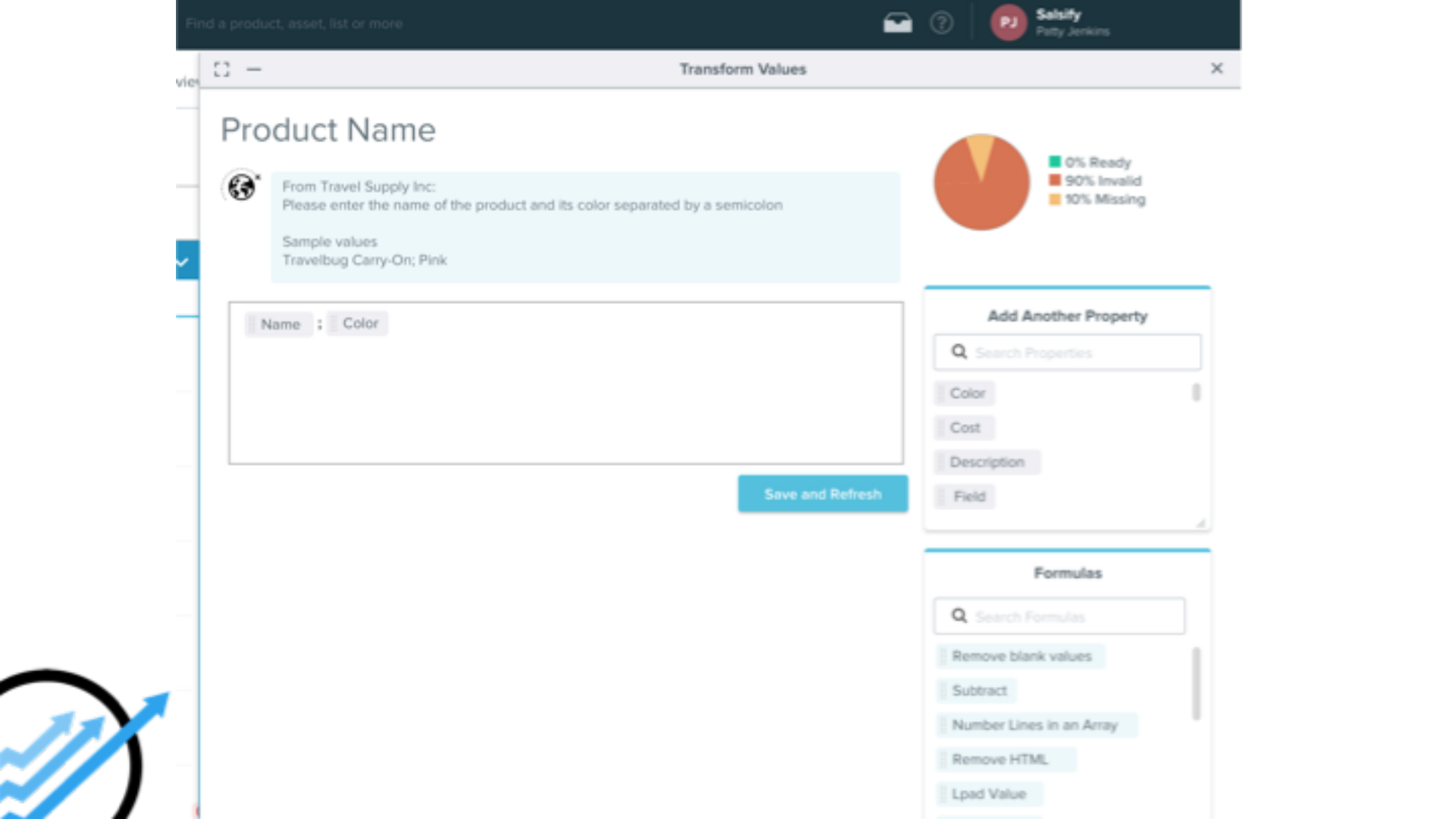
Actions | Publish

Internal Product Info			Segment Info	Item Sheet			
		Product ID	Amazon Segment *	Vendor Code *	Are you the manu... *	Is ASIN a Replaceme...	Vendor SKI
74%		106545		Wildflower Imports, Inc.	Yes	No	106545
82%		112616		Wildflower Imports, Inc.	Yes	No	112616
75%		161409		Wildflower Imports, Inc.	No	No	161409
75%		213833		Wildflower Imports, Inc.	Yes	No	213833
75%		328473		Wildflower Imports, Inc.	Yes	No	328473
75%		394062		Wildflower Imports, Inc.	Yes	No	394062
		405051	Home Audio	Wildflower Imports, Inc.	Yes	No	405051

Activity Tracker
Additive Manufacturing
Advanced Care
Alcohol
Apparel
Audio & Video Accessories
Automotive
Automotive [Generic, Car Care

Publishing Steps

Visual Mapping

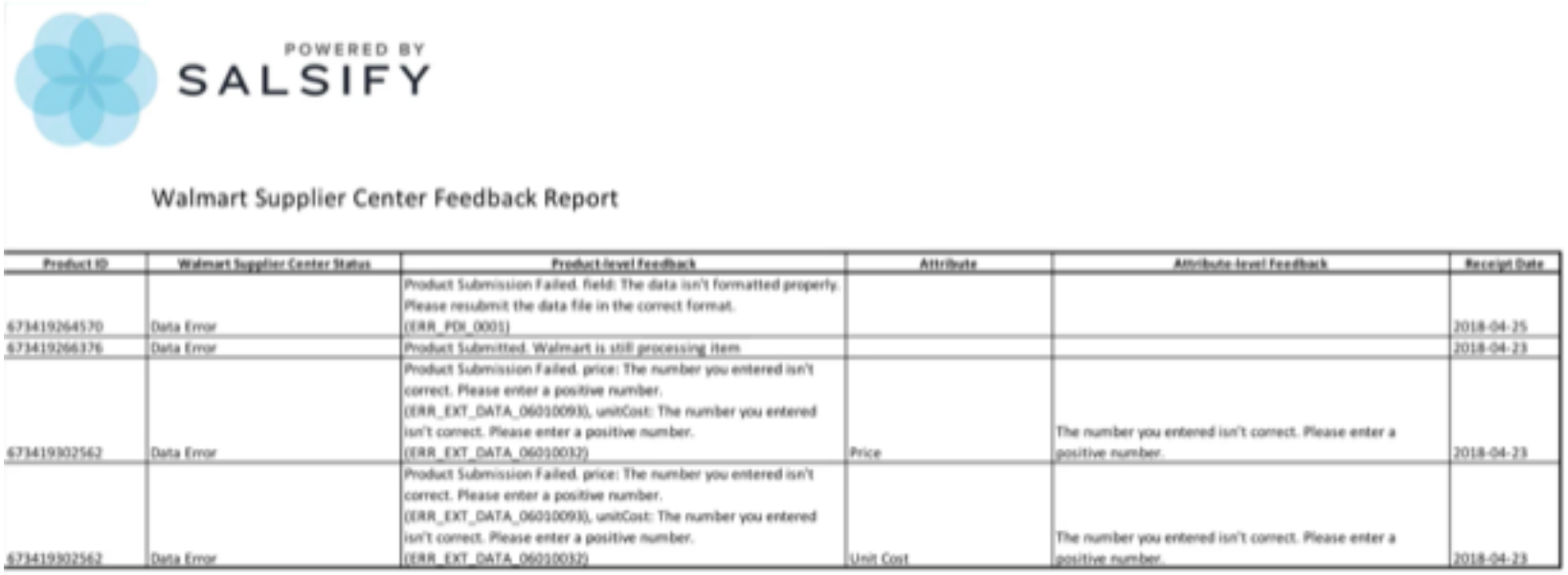

Find a product, asset, list or more
Salsify
Patty Jenkins
Transform Values
Product Name
From Travel Supply Inc:
Please enter the name of the product and its color separated by a semicolon
Sample values
Travelbug Carry-On; Pink
0% Ready
90% Invalid
10% Missing
Name : Color
Save and Refresh
Add Another Property
Search Properties
Color
Cost
Description
Field
Formulas
Search Formulas
Remove blank values
Subtract
Number Lines in an Array
Remove HTML
Lpad Value

Publishing Steps

The Last Mile

- Leverage workflow for actionable information
- Explore validating that your content was published
- Identify when your content is stuck in a retailer’s process

Retailer Feedback Lab



POWERED BY SALSIFY

Walmart Supplier Center Feedback Report

Product ID	Walmart Supplier Center Status	Product-level Feedback	Attribute	Attribute-level Feedback	Receipt Date
673419264570	Data Error	Product Submission Failed. field: The data isn't formatted properly. Please resubmit the data file in the correct format. (ERR_PDI_0001)			2018-04-25
673419266376	Data Error	Product Submitted. Walmart is still processing item.			2018-04-23
673419302562	Data Error	Product Submission Failed. price: The number you entered isn't correct. Please enter a positive number. (ERR_EXT_DATA_06010093), unitCost: The number you entered isn't correct. Please enter a positive number. (ERR_EXT_DATA_06010032)	Price	The number you entered isn't correct. Please enter a positive number.	2018-04-23
673419302562	Data Error	Product Submission Failed. price: The number you entered isn't correct. Please enter a positive number. (ERR_EXT_DATA_06010093), unitCost: The number you entered isn't correct. Please enter a positive number. (ERR_EXT_DATA_06010032)	Unit Cost	The number you entered isn't correct. Please enter a positive number.	2018-04-23

Accessible at http://labs.salsify.com

Want to Help?

- Testing
- Interviews
- Feedback sessions
- Ideas

Email: syndication@salsify.com

SALSIFY

TRANSFORMERS SUMMIT

Questions?