



TRANSFORMERS SUMMIT

Workflow: Orchestrating Operational Efficiency in Salsify



Who are we?



Danielle Hanson
Senior Product Manager



Alex (and Bruce) Clark
Principal Customer Champion

What We're Covering

- Salsify Workflow Introduction
- How can workflow help my organization?
- PXM innovation and orchestration through workflow
- DEMO - See a product enrichment workflow in action
- DEMO - Sneak Peek of the new Workflow Builder launching in June!



Salsify Workflow

- **A flexible orchestration system** that helps our customers intelligently and efficiently author, maintain and syndicate their product content.
- The extensibility of our platform address our users' desires to manage their content without having to leave the context of Salsify where their content actually lives.
- Our public APIs allow users and partners to powerfully integrate their tools with the Salsify platform to reduce friction, automate and streamline work processes.



How Can Workflow Help Me?

- Improve efficiency, decrease time to market
- Reduce Friction - Engage your organization's experts directly
- Improve productivity by providing clear expectations across teams
- Gain transparency and oversight of your processes to drive operational efficiency
- Create accountability across teams using Salsify
- Unite disconnected groups to drive towards collective goals







Orchestrating PXM Innovation



Drive Action from Insights

Available
today with
Insights!






Create Product Page Task

This task will be assigned to the Salsify Product:
Jetsetter Carry On Roller - Purple

Task Assignee: *

 Lula Benson

Task Name *

Product Page Task - Optimize Description Length

Task Description *

The best product descriptions are longer than 200 characters. Consider lengthening your description with keywords your shoppers actually use.

Cancel

Create Task



Guide Amazon Channel Configuration

Available for
supported
categories

The screenshot displays the Amazon Vendor Central Onboarding Workflow interface. The top navigation bar includes tabs for 'ALL TASKS', 'FLOWS', and 'NOTIFICATIONS'. A search bar is present with the placeholder text 'Find a product, asset, list, or more'. Below the navigation bar, a message states 'You have 1 task in the filtered set.' A search bar for tasks is also visible. The 'FLOWS' section on the left lists various tasks, with 'Amazon Vendor Central Onboarding Workflow' selected. The main content area shows a task card for 'Task 1: Add Salsify Provided Email to Amazon V...' with a created date of 04/18/2018. A detailed view of this task is shown on the right, including a workflow diagram with steps 1 through 7, and instructions for adding a user to the Vendor Central account. The task is marked as 'Mark as Done'.

Available for supported categories

Tasks

DIGITAL ASSETS

MORE

Find a product, asset, list, or more

Tactics

Workflow PK...

ALL TASKS

FLOWS

NOTIFICATIONS

You have 1 task in the filtered set.

Search Task by Name or Description

Actions

Sort by date created, descending

10 per page

1 - 1 of 1

FLOWS

clear

- ☐ Amazon Product Page Report 63
- ☐ Seasonal Workflow 10
- ☐ Review Supplier Content 4
- ☒ Amazon Vendor Central Onboarding Workflow 1
- ☐ Blackjack Game 1
- ☐ Content Violation (Mother's Day) 1
- ☐ Marketing - Item Setup 1
- ☐ Product Lifecycle 1
- ☐ Review Translated French Content 1

Task 1: Add Salsify Provided Email to Amazon V... Created: 04/18/2018

Task 1: Add Salsify Provided Email to Amazon Vendor Central

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6

Step 7

Authorize Salsify in AVC

Action Item(s):

Add avc+8135@salsify.com as a user to your Vendor Central account.

Detail:

To get started, you'll authorize Salsify to submit content on your behalf, and deliver Amazon Vendor Central (AVC) information back to your Salsify organization.

In AVC, you'll need a user with admin access to add Salsify. See the resource below on how to set the appropriate permissions.

Complete this task, and move on to task 2 where you'll authorize Salsify in AVC to send content to AVC on your behalf.

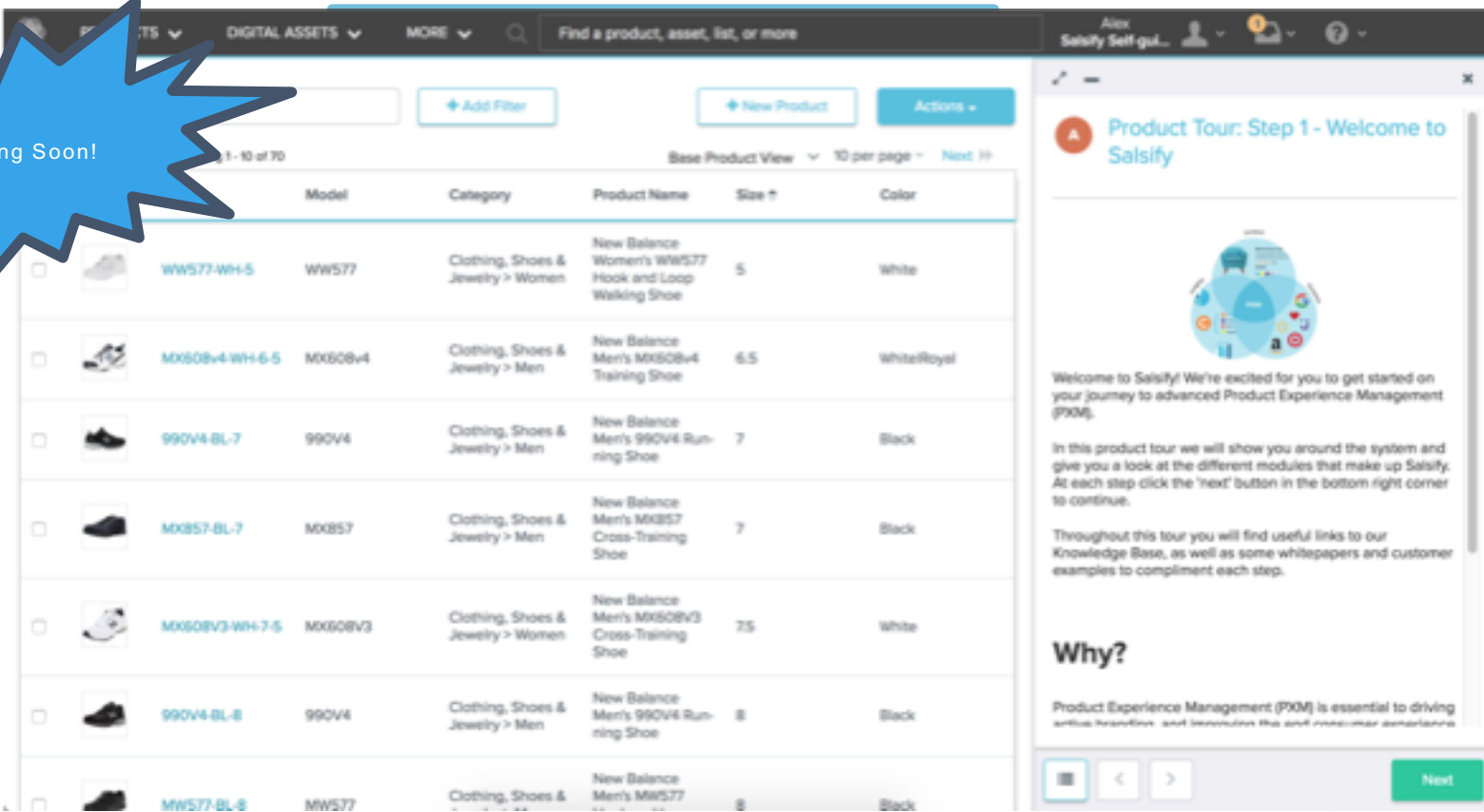
More Resources:

Configure Salsify with the appropriate permissions.

Mark as Done

Guided Product Overview

Coming Soon!



The screenshot displays the Salsify product management interface. At the top, there's a navigation bar with tabs for 'PRODUCTS', 'DIGITAL ASSETS', and 'MORE'. A search bar is present with the placeholder text 'Find a product, asset, list, or more'. Below the navigation bar, there's a table of products. The table has columns for 'Model', 'Category', 'Product Name', 'Size', and 'Color'. The first row shows a product named 'New Balance Women's WW577 Hook and Loop Walking Shoe' with size 5 and color White. The second row shows 'New Balance Men's MX608v4 Training Shoe' with size 6.5 and color White/Royal. The third row shows 'New Balance Men's 990v4 Running Shoe' with size 7 and color Black. The fourth row shows 'New Balance Men's MX857 Cross-Training Shoe' with size 7 and color Black. The fifth row shows 'New Balance Men's MX608v3 Cross-Training Shoe' with size 7.5 and color White. The sixth row shows 'New Balance Men's 990v4 Running Shoe' with size 8 and color Black. The seventh row shows 'New Balance Men's MW577' with size 8 and color Black. To the right of the product list, there's a sidebar titled 'Product Tour: Step 1 - Welcome to Salsify'. It contains a circular diagram with various icons representing different modules. Below the diagram, there's a welcome message: 'Welcome to Salsify! We're excited for you to get started on your journey to advanced Product Experience Management (PXM)'. It then states: 'In this product tour we will show you around the system and give you a look at the different modules that make up Salsify. At each step click the "next" button in the bottom right corner to continue.' It also mentions: 'Throughout this tour you will find useful links to our Knowledge Base, as well as some whitepapers and customer examples to compliment each step.' At the bottom of the sidebar, there's a 'Next' button.

Model	Category	Product Name	Size	Color
WW577-WH-5	Clothing, Shoes & Jewelry > Women	New Balance Women's WW577 Hook and Loop Walking Shoe	5	White
MX608v4-WH-6.5	Clothing, Shoes & Jewelry > Men	New Balance Men's MX608v4 Training Shoe	6.5	White/Royal
990v4-BL-7	Clothing, Shoes & Jewelry > Men	New Balance Men's 990v4 Running Shoe	7	Black
MX857-BL-7	Clothing, Shoes & Jewelry > Men	New Balance Men's MX857 Cross-Training Shoe	7	Black
MX608v3-WH-7.5	Clothing, Shoes & Jewelry > Women	New Balance Men's MX608v3 Cross-Training Shoe	7.5	White
990v4-BL-8	Clothing, Shoes & Jewelry > Men	New Balance Men's 990v4 Running Shoe	8	Black
MW577-BL-8	Clothing, Shoes & Jewelry > Men	New Balance Men's MW577	8	Black

Product Tour: Step 1 - Welcome to Salsify

Welcome to Salsify! We're excited for you to get started on your journey to advanced Product Experience Management (PXM).

In this product tour we will show you around the system and give you a look at the different modules that make up Salsify. At each step click the "next" button in the bottom right corner to continue.

Throughout this tour you will find useful links to our Knowledge Base, as well as some whitepapers and customer examples to compliment each step.

Why?

Product Experience Management (PXM) is essential to driving online presence and increasing the end customer experience.

Next

Capture Tasks in the Moment

Available
today for
everyone!

The image shows a screenshot of an Amazon product page for the New Balance Men's Arishi Running Shoe. The shoe is white with a bright green sole and laces. The page includes the Amazon header with navigation links, a promotional banner for "\$10 & under with FREE shipping", and a list of product features. A Salsify task overlay is visible on the right side of the page, providing a structured way to capture and assign tasks based on the product information.

NEW & INTERESTING FINDS ON AMAZON **EXPLORE**

Arishi V1 - White/Energy Lime

Departments = Your Recommendations Today's Deals Gift Cards Registry Sell Help

WOMEN MEN GIRLS BOYS BABY LUGGAGE

\$10 & under with FREE shipping

Back to search results for "Men's Arishi V1 - White/Energy Lime"

New Balance
New Balance Men's Arishi Running Shoe
★★★★☆ 121 customer reviews | 7 answered questions

Price: **\$30.40 - \$140.63** & Free Return on some sizes and colors
Sale: Lower price available on select options

Fits As expected (77%)

Size:
Select Size Size Chart

Color: White/Energy Lime

- Synthetic/mesh upper
- Imported
- Rubber sole
- Shaft measures approximately low-top from arch
- Fresh Foam midsole
- No-sew material application
- NB Response 1.0 Performance Insert

SALSIFY

Screenshot:

Page URL:
<https://www.amazon.com/New-Balance-Arishi-Running-EnergyLime>

Assigned to:
Marketing

Task description:
Please update feature bullets with the latest marketing copy:

- Synthetic/mesh upper
- Imported
- Rubber sole
- Shaft measures approximately low-top from arch
- Fresh Foam midsole
- No-sew material application
- NB Response 1.0 Performance Insert

Create Task

Feedback Men's Fast Forward Shoe, Black/Ash Grey/White
★★★★☆ 16
\$86.25 +prime

Create Ready-to-Publish Rich Media

Coming Soon!

The screenshot displays the Walmart Rich Media Lab interface. The top navigation bar includes a search bar with the placeholder text "Find a product, asset, list, or more", a "Salsify Trial Wildflower Trial" badge, and user profile and help icons. Below the navigation bar, a "NOTIFICATIONS" section is visible. A sidebar on the left shows a "Sort by" dropdown set to "date created, descending" and a "10 per page" limit. The main content area features a "Branded Rich Media Template Creation" section with a description: "Please populate the fields to complete a brand Rich Media template for Walmart. This new digital asset will...". On the right, a detailed view of the "Rich Media Template Creation" process is shown, featuring a progress bar with five steps, the first of which is active. The template preview includes a large hero image of vegetables, a "Shop Now" button, and two columns of text and images. Below the preview, instructions state: "Create beautiful below-the-fold enhanced content on your Walmart product pages to showcase your brand story and build consumer loyalty. Select the images and text that meet the recommended specifications, and Salsify will generate the html content that can appear on your Walmart pages in seconds. To achieve consistency and scale, we recommend creating and sending this content to Walmart for an entire product line or brand."

Launch Facebook Campaigns

Coming Soon!

The image displays the Facebook Ads Manager interface, illustrating the process of launching a campaign. The interface is divided into several sections:


- Left Sidebar:** Contains navigation options for "Campaigns", "Ad Sets", and "Ads". It also includes a "Filter" section with checkboxes for "All", "Drafts", "Active", "Paused", and "Archived".
- Main Content Area:** Shows a list of campaigns. The first campaign, "Facebook Mentoring Campaign - Beginner", is highlighted. Below it, a table lists several other campaigns, each with a status icon (green for active, red for paused) and a date.
- Right Panel:** Displays the "Targeting, placement, budget and schedule" settings for the selected campaign. It includes a "Set up a rule to monitor your ad" section, a "Create Rule" button, and a "Mobile News Feed" placement option.
- Bottom Panel:** Shows the "Ad Preview" section, which displays a preview of the ad as it will appear to users. The preview includes the campaign name, a link, and a description.

At the bottom of the interface, there are buttons for "Drafts" and "Publish".


Looking Ahead - Workflow Store

Popular Installable WorkFlows


[Browse All](#)



Facebook Ad Campaign Creator
Automatically create tasks to create a Facebook Ad Campaign for selected products.



Poor Review Alerts
Kick off a Workflow to address any bad reviews in real-time as they're create on Amazon.



Yo, Tweets!
Create tasks whenever specific keywords are mentioned on Twitter.

You have 7 Active WorkFlows

[+ Create New](#)

Showing 1 - 7 of 7

10 per page ▾

Workflow Name	Assignees	Enabled	Active Tasks ▾
Amazon Product Update Workflow that prepares new products for Amazon syndication	5	●	113
Wal-Mart Product Update Workflow that prepares new products for Wal-Mart syndication	2	●	63
Jet Product Update Workflow that prepares new products for Jet syndication	1	●	32
Amazon Fresh Workflow that prepares new products for Amazon Fresh syndication	1	●	31



Demo Time!





PRODUCTS ▾

DIGITAL ASSETS ▾

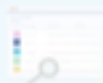
MORE ▾



Find a product, asset, list, or more

Alex Clark
Transformer Su...

Welcome, Alex Clark!

Customer Champion
Alex Clark**New Feature: Product Review!**

A seamless new screen for viewing multiple products and properties at once, optimized for taking bulk actions.

[Learn More](#)

ALL PRODUCTS ▸

140 + 5.4%

Current

PRODUCTS CREATED ▸

24 + 6.1%

Last 30 Days

ALL DIGITAL ASSETS ▸

507 + 2.2%

Current

ALL CHANNELS ▸

68 + 17%

Current

TOP CATALOG VIEWS ▸

792 + 25.5%

Last 30 Days

CONTENT

Product Content Completeness

As of 05/23/18



● Complete: **70%**
● Incomplete: **30%**

Product Content Updates

As of 05/23/18

INSIGHTS

Amazon Grade

As of 05/23/18



Walmart Grade

As of 05/23/18



Latest Reports

New Balance SEO Report	05/23/18
Amazon Brand Compliance Report	05/21/18
Amazon Product Page Report	05/16/18
Walmart Product Page Report	05/09/18

ECOSYSTEM

Unique Products Published

[View Channels](#)



PRODUCTS ▾

DIGITAL ASSETS ▾

MORE ▾



Find a product, asset, list, or more

Alex Clark
Transformer Su...

MY TASKS

ALL TASKS

FLOWS

NOTIFICATIONS

Hi Alex Clark, you have 4 tasks.









Actions ▾

☐ Sort by date created, descending ▾

10 per page ▾ 1 - 4 of 4

FLOWS

- ☐ Marketing Copy Enrichment And Approval 2 ▾
- ☐ Add Key Features 1 ▾
- ☐ Amazon Vendor Central Onboarding 1 ▾ Workflow

<input type="checkbox"/>		Accept or Reject proposed changes for 889049472234 Take a look at the proposed values for this product, and choose to accept or reject back to the pre...	Created: 2018-05-22	
<input type="checkbox"/>		Propose changes for 632059754780 Please update BURTON TINDER BACKPACK MENS (BEACH STRIPE PRINT)	Created: 2018-05-22	
<input type="checkbox"/>		Task 1: Add Salsify Provided Email to Amazon Vendor Central	Created: 2018-05-22	
<input type="checkbox"/>		Add 'Key Features' for 886888527040 - Burton Snowboard Gloves Gore-Tex Snowb. Key Features are missing for this product! Please add them. Use the image and description includ...	Created: 2018-05-20	

Questions?

