



Drive Medical Adds 900 Products to Walmart.com in One Day

In the throes of the holiday shopping season - the worst time of the year to introduce new products - Drive Medical was able to use Salsify to add over 900 products to Walmart.com's online product catalog. In this case study, Seth Diamond, VP of E-commerce at Drive Medical, describes his experience.



company profile

Drive Medical Design and Manufacturing is the fastest growing manufacturer of durable medical equipment. The company has an extensive selection of mobility, personal care, respiratory, and self-assist products with approximately 2000 SKUs available for sale online. Drive Medical's products reach customers across the globe and are sold through the largest online retailers including Amazon, CVS, Overstock, Walmart, Walgreens, Wayfair, among others. With an unparalleled appetite for innovation, the company is constantly releasing new products, often on a weekly basis.

The Challenge

With such a large product offering and aggressive new product introduction schedule, the item setup process proved a significant challenge for Drive Medical. Even though the company had a Product Information Management (PIM) system in place, the PIM system didn't have a way to organize and prepare product content that was appropriate to each and every retail partner.

To solve this, the marketing team had created numerous spreadsheets for each online retail partner containing product information tailored to their individual requirements, copying & pasting product information from the PIM system by hand.

In addition to being time consuming, this process led to numerous errors - including sending incorrect UPC codes to Walmart, a mistake that is very difficult to correct - and an inability to find all the latest product information for any given product. Moreover, it was very troublesome to update products and correct errors across multiple channels since the information was decentralized.

Automated Item Setup and Customized Content Distribution

Drive Medical sought a solution to address these item setup and content distribution challenges. “Beyond centralization, we wanted accuracy and automation,” said Seth Diamond, “Specifically we wanted our item setup process to ensure we’re delivering correct product information to our customers, and we wanted to automate the generation of our data feeds.”

After surveying the landscape, Seth opted for Salsify, citing its quick implementation in bringing together all sources of information, ease-of-use in managing all product content, and automation capabilities.

Central location for information:

Salsify’s item database allowed Drive to bring together the decentralized data sources into a single repository including all product attributes, images, and datasheets.

Structured workflow:

Salsify’s workflow enabled the marketing team to quickly review and curate existing product content, as well as a process to create content for new products.

Automated template generation:

Drive Medical uploaded Walmart.com’s template spreadsheet and mapped the Salsify fields to the specific columns in the spreadsheets - that was all that was needed in order to automatically distribute item setup spreadsheets.

Resized product images:

Drive Medical also specified the required image dimensions for each retail partner so Salsify could automatically resize product images as needed.

At this point, Drive Medical had Salsify publish all the product content to Walmart.com’s FTP drop location, and set up automatic publication to these destinations every week.

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- Seth Diamond

VP of E-commerce,
Drive Medical

“Salsify makes it simple to add new products and ensures that we have a resource for complete and up-to-date product content that we deliver to our retail partners,” said Seth. “What’s key for us is while all our product information is in one place in Salsify, we can automatically generate and maintain customized product feeds appropriate to every channel.”

Concrete Business Results

Despite it being in the middle of the holiday shopping season, Drive Medical now had a tool to streamline the item setup process, and went to work expanding its product offering on Walmart.com, a key retail partner with which Drive had a drop ship relationship.

Within a day, Drive Medical was able to onboard over 900 products to Walmart.com's website, quadrupling the total number of products available for sale.

"We had a decent process for introducing new products - we've been doing it for years - but Salsify completely streamlined everything about it," noted Seth, "What would have taken us a dedicated week - and that's just for a single retail partner - took our team only a day."

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What's Next

With so much success onboarding products to Walmart.com, Seth is poised to repeat the process using Salsify for his other key retail partners including Amazon, CVS, Overstock, Walgreens, Wayfair, and others.



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To learn more about Salsify, visit www.salsify.com or send an email to info@salsify.com.