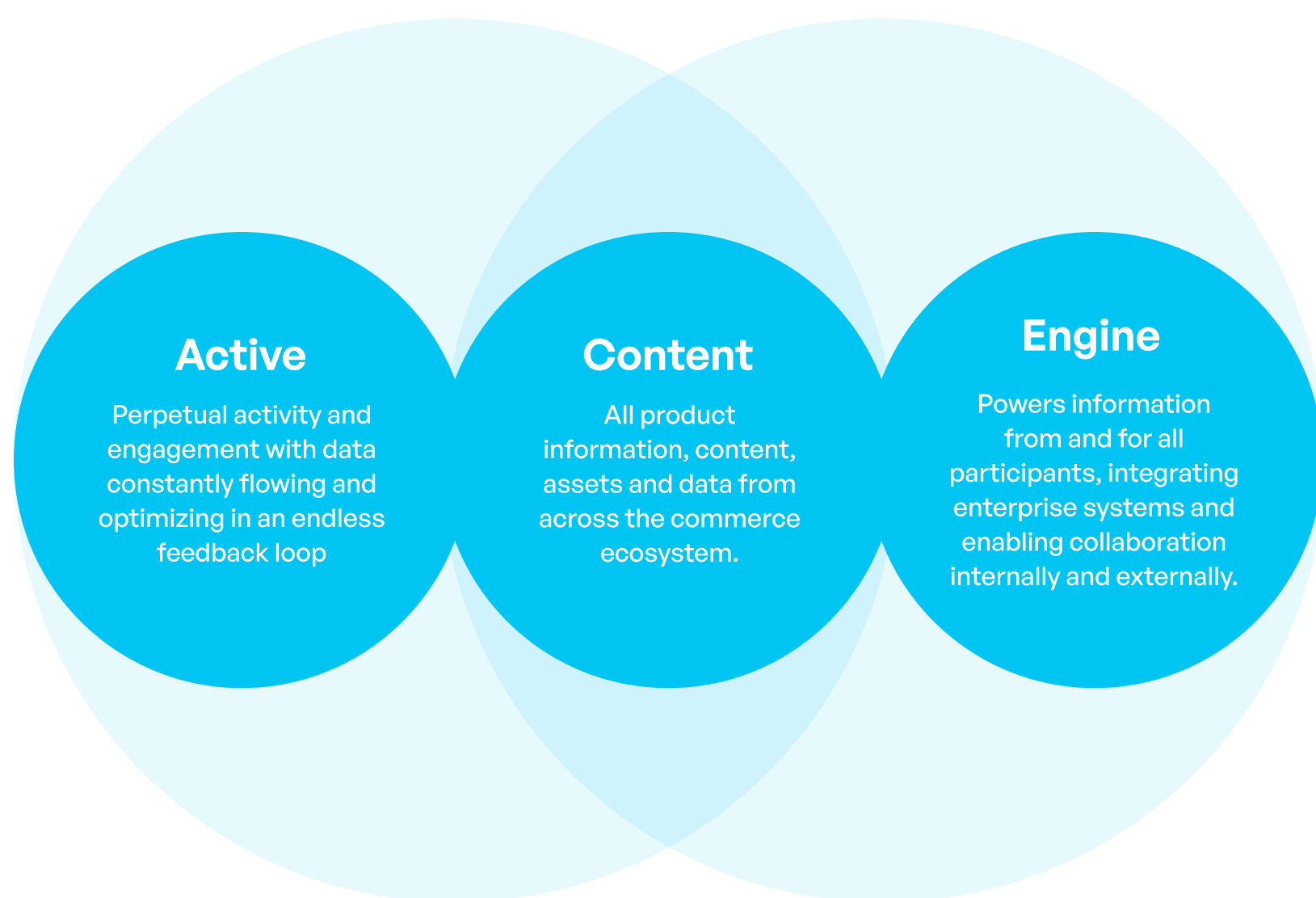


# EXPLORING THE ACTIVE CONTENT ENGINE

A Look Under the Hood of the All-in-one Endless Growth Machine

Syndigo is the world's first and only Active Content Engine: the most complete and efficient approach to powering commerce more effectively. We improve decision-making and accelerate sales on every shelf by delivering timely, accurate information.



## AVOIDING THE COSTS OF BAD DATA

Commerce is changing so quickly that updates to data and content happen constantly, across millions of data points. It's no longer effective to manage information—whether it's customer and location data, or product attributes and images, or shipping information—in standalone databases or spreadsheets.

In today's real-time economy, businesses are feeling the real-dollar effects of poor data quality:

**12%**

Companies lose 12% of total revenue due to bad data  
*(Experian)*

**\$ 3T**

Combined, companies lose \$3 trillion dollars  
*(IBM)*

## A MORE CONNECTED APPROACH

A fully integrated, comprehensive engine is needed to move data and content continuously, intelligently and efficiently throughout multiple systems. Syndigo is that **Active Content Engine**.

### Signals from manufacturers, brands, suppliers, and partners

- Creative from agencies and third parties
- Nutritional and allergen information
- Supply chain data attributes
- Core and Enhanced Content
- GDSN Data
- Shipping and logistics
- Warehousing and inventory

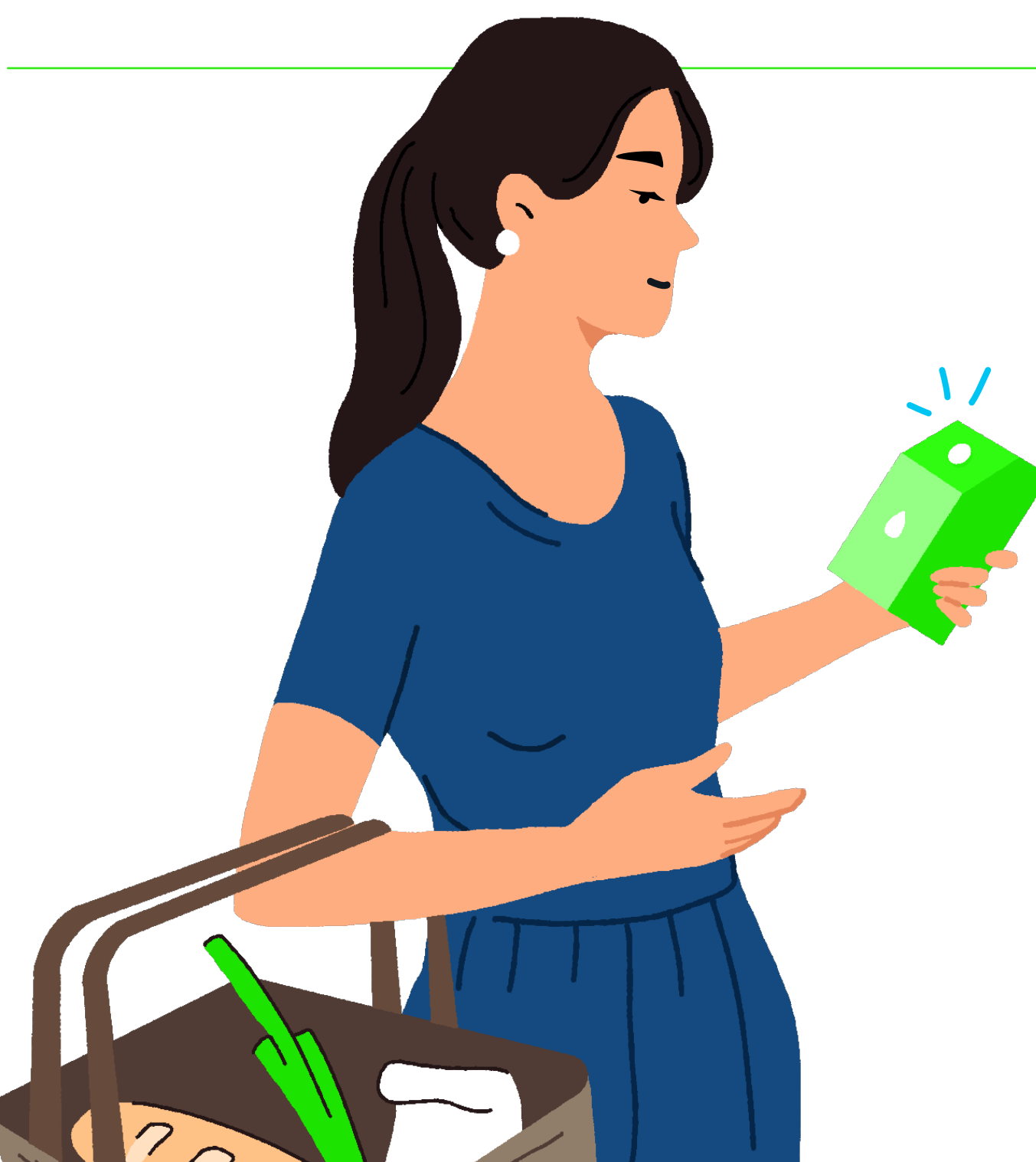
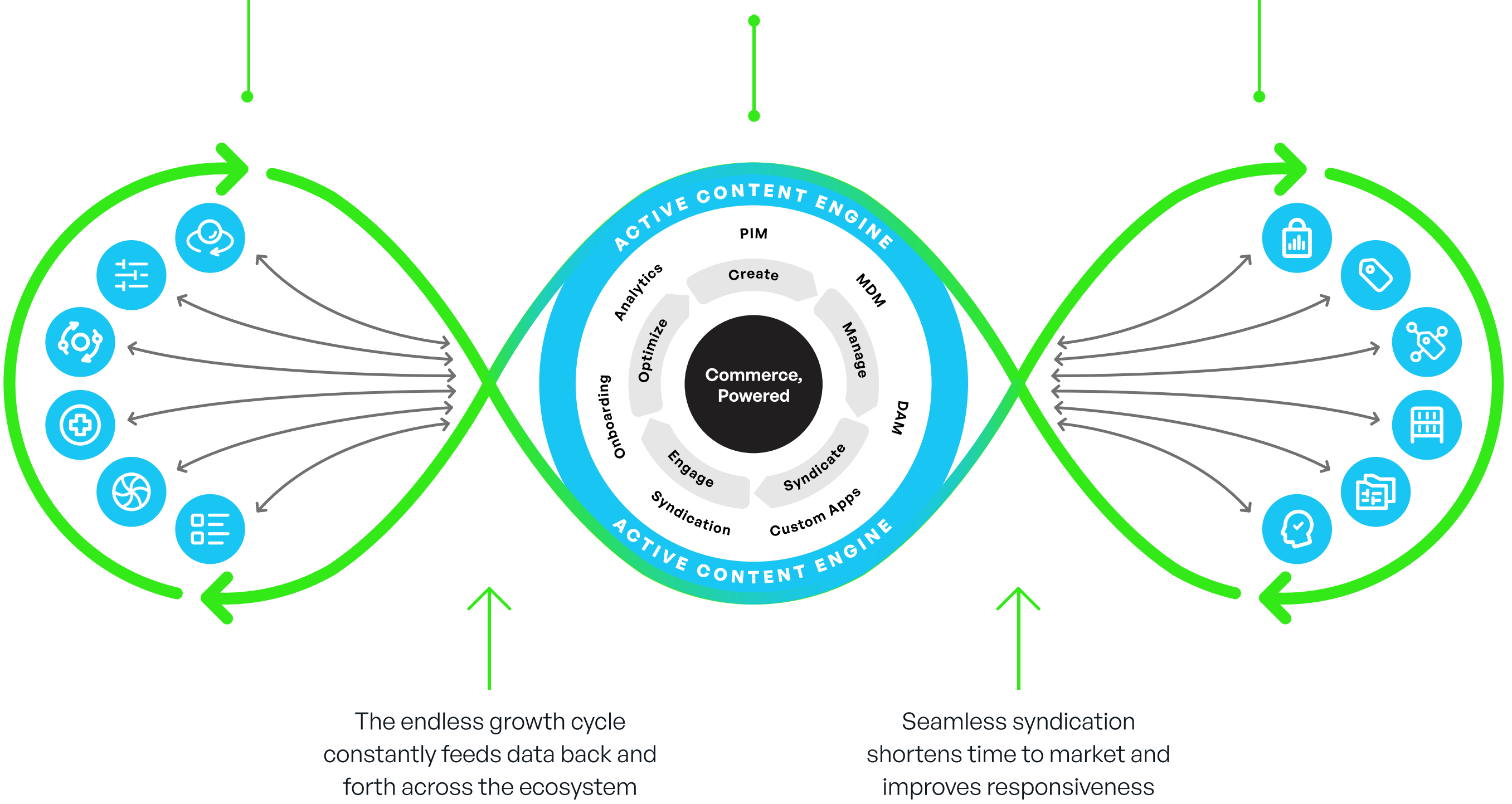
### Exactly what you need, With no trade-offs

Our singular solution scales to the most complex, customizable systems, for any stage of eCommerce and content maturity.

Rather than working through scattered vendors or systems across data governance, supply chain content, brand assets, eCommerce and analytics, you can manage it all with Syndigo. Orchestrate all content and data flows, harness data growth, continuously optimize data—and get everything you need in one place.

### Signals from retailers, distributors, marketplaces, and consumers

- Customer ratings and reviews
- User generated content
- eCommerce sites
- Sales and returns
- Mobile apps
- eCommerce stores and marketplaces
- Social media
- Competitive intelligence
- Transactional and customer data
- Rewards programs



## Products Move When Content Flows

When data and content are truly able to flow freely, they enable the accelerated movement of your products.

### Get a Personalized Tour Now

See the power of the first and only Active Content Engine for yourself.

[Schedule Now](#)