Syndigo and Do It Best
Frequently Asked Questions

Question: Why is Do it Best partnering with Syndigo?

Answer: In an effort to help grow sales for our members and their ability to sell any product they offer online, we have made the commitment to build an item database that has well over 1,000,000 items and any key brand in our industry.

To get there, the E-commerce and Merchandising divisions have partnered with Syndigo, an active content engine that powers a continual flow of data from vendors to us and our members. It enables us to streamline the way we get product information and images from you.

Question: Do I have to use Syndigo to send data to Do It Best?

Answer: Do It Best is strongly encouraging all vendors to utilize the Syndigo program. Ideally, all vendors we work with will submit their entire product offering through Syndigo so Do it Best can have access to the item data that helps sell items. Please note: at this time, warehouse stocking items still need to flow through VIMS but all other items in your full product line we would love to have in Syndigo. The Do it Best IT team is actively working to be able to handle warehouse item data through this process as well.

Question: How many products should I publish to Do It Best?

Answer: Do It Best requests that you publish your entire product catalog! As noted above, Do It Best has a current initiative to significantly increase their online assortment.

Question: What content do I need to publish?

Answer: The Do It Best requirement set within Syndigo CXH displays the required and optional content. Do It Best strongly encourages you to provide the optional images and videos to improve the online shopping experience.

Question: Does Do It Best require GDSN data?

Answer: No, Do It Best does not require GDSN data currently.

Question: What if I have a question for the Do It Best team?

Answer: You can contact ContentManagement@doitbest.com

Question: How can I get assistance using the Syndigo CXH platform?

Answer: Suppliers can submit a case or access phone support by visiting www.syndigo.com/support