ENHANCE
YOUR
PRODUCT
PAGE

FREQUENTLY ASKED QUESTIONS

ENHANCED CONTENT

Will I have my Onboarding Specialist as a contact indefinitely?

Your Onboarding Specialist will be your main point of contact for around 2 weeks to help you get your initial set-up completed, and they'll help you publish out some of your priority items. They are there to answer questions you may have so that you are able to syndicate items on your own moving forward. Once Onboarding is complete, you will have our technical Support team to reach out to in the future.

What is the timeline from creating content to seeing it go live on my retailer's site?

While every retailer has their own unique process for implementing content, it is best practice to allow at least 1 business week from creating, publishing, and mapping new content to seeing it go live on your product page.

Will the data for my items flow over to CXH from my retailer's site?

Retailer product catalogs do not feed into the CXH Platform. All item records will need to be created in your CXH account.

Do I need to populate all attributes when creating my product record?

No – for Enhanced Content purposes, there are only 2 attributes that are necessary for each product record. These are:

1. Product Name
2. Unique ID (such as a GTIN or MPN)

Feel free to leave the remaining attributes blank – the only information that gets syndicated out to your retailer is the content that is created and published on the Enhanced Content tab.

Are there image / video guidelines for each widget?

While there are no specific sizing guidelines laid out per widget, it is best practice to keep images around 3500px or below on the longest side, as well as videos smaller than 1GB. Please ask your OB Specialist for typical sizing recommendations.

What is the difference between Hero Image and In Line content?

Hero Image content is above the fold (ATF) and shows on the most-viewed top of the page area that captivates shoppers who are not committed to scrolling down the product page. In Line content is below the fold (BTF), detailed content that provides a deeper dive into the product details.

What are collections?

A collection is a created set of Enhanced Content widgets for one or more retailer sites that can be filtered further by locale/language. Collections are helpful if you would like to send differentiated content to multiple retailers for the same item.

Will CXH translate my content when creating it in a language-specific collection (e.g., Costco Canada French)?

No – all translations should be completed before uploading your content.

What are .VTT files in the Video widget?

Many retailers require .VTT files for videos as a part of Accessibility Compliance. This is the file format to upload Closed Captions that include all dialogue and other relevant sounds. If your video has No Audio or Music Only, you can use the generic .VTT files built into the platform to satisfy this requirement.

Is there a way to add the same set of content to multiple items?

Yes – there are two different ways to achieve this. First, you can use the Link Content feature in the Actions menu. Linking content across multiple products allows a user to create and manage one set of Enhanced Content widgets from a single "parent" product and have all changes flow to all linked "child" products. Only the "parent" product can be edited.

Second, you can utilize the Copy Content feature. When copying, you can push or pull entire collections of widgets from one item to another while still having the capability to edit the widgets on each individual product record. This is helpful if you have items that will have similar content, but not quite the same.

How does the content I have created in Syndigo connect with my product pages?

The content you have created in CXH is connected to your live product page through mapping the product record to the specific URL where you would like your content to fall. Mapping can be completed by pasting in the URL for your individual item in the Product Pages tab before or after publishing.

How can I know when my published content has been approved or rejected?

To check on the publication status of your item while in the CXH Platform, navigate to the product record > Enhanced Content tab > Actions menu > Publish Status.

To receive email alerts when your items are approved or rejected by our review team, navigate to Configurations > Alerts > Create New. From here, enter an Alert Name and your email address, select what type of alert you would like (e.g., Status Change) and Save Changes.