

Syndigo Enhanced Content Quick Guide

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The following instructions are designed to help you build your Syndigo Enhanced Content with ease. The instructions are set out in order of completion. Let's get building!

⚠ First time logging into CXH? You will be prompted to complete account set-up questions. Please review the "Initial Account Set Up" instructions at the end of this guide.

Step 1: Add Recipients

Upon logging into CXH, you will first want to establish your desired Enhanced Content recipients.

1. Go to the "Recipients" tab in the left-hand toolbar.
2. Click **Add New Recipient**.

The screenshot shows the CXH interface with the 'Recipients' tab selected in the left-hand toolbar. The main content area displays a table of 128 recipients. The 'ADD NEW RECIPIENT' button is highlighted in a red box. The table columns are Recipient, Total Products, Type, and Readiness Score.

Recipient	Total Products	Type	Readiness Score
08/15	1	Enhanced Content	100%
Selement	25	Enhanced Content	96%
A Nossa Drogaria	0	Enhanced Content	0%
AI Toys Ltd	0	Enhanced Content	0%
AAFES - Enhanced Content	2	Enhanced Content	50%
Abasteco	0	Enhanced Content	0%

3. Select "Enhanced Content" and search for the applicable retailer(s).
4. Click **Add Recipient**.

The screenshot shows the CXH interface with the 'Add a new recipient' modal dialog open. The 'Enhanced Content' option is selected in the dropdown menu. The search results list several retailers, with 'Ace Hardware Corporation' selected. The 'ADD 1 RECIPIENT' button is highlighted in a red box.

Which type of recipient would you like to add?
Enhanced Content

Select the recipient you want to add

ace

- Ace Hardware Corporation
- Acer Australia
- Almacenes La Ganga - Enhanced Content
- Atajo - Enhanced Content
- Computacenter
- Elevate Marketplace
- Industrias Haceb SA
- iPlace
- Mercacentro Colombia

Step 2: Add Assets

1. Go to the “Assets” tab in the left-hand toolbar.
2. To bulk upload, click **+ Add New Asset**.

15,481 Assets (0 Selected | Clear All) **IMPORT METADATA** **ADD NEW ASSET** Search

Add Filter

Preview Add to Asset Folder Download

Preview	File Name	Asset Folder	Date Uploaded	Type	Size
	9999941372_FC_08042C		October 24, 2022	jpeg	2 MB
	9999941372_Ingredient:		October 24, 2022	jpeg	52 KB
	9999941372_Nutrition_C		October 24, 2022	jpeg	310 KB
	9999941372_SM1_08042		October 24, 2022	jpeg	2 MB
	9999941372_SM2_0804:		October 24, 2022	jpeg	1 MB
	9999941372_SM3_0804:		October 24, 2022	jpeg	887 KB

Step 3: Establish and Set-up Item Records

Quick Tip: If you already use CXH for other existing services such as GDSN or Core Content, you are welcome to use existing item records. Within these records you can jump straight to the Enhanced Content Tab to get started.

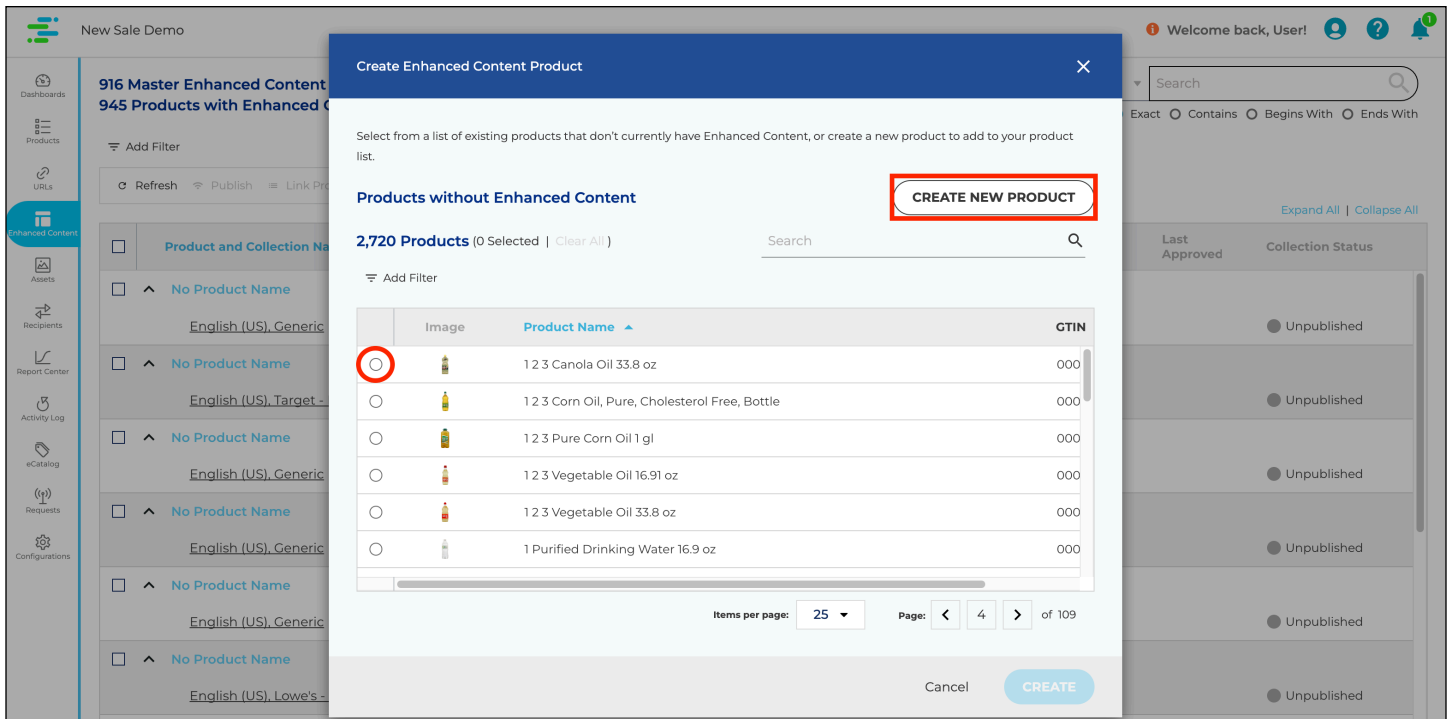
1. To create new item records, go to the “Enhanced Content” tab in the left-hand toolbar.
2. Click **Create New Enhanced Content Product**.
3. You can now select to create a new product containing enhanced content, or choose a pre-existing item record to add enhanced content to.

916 Master Enhanced Content Products⁰ (0 Selected | Select All | Clear All) **CREATE ENHANCED CONTENT PRODUCT** General Search

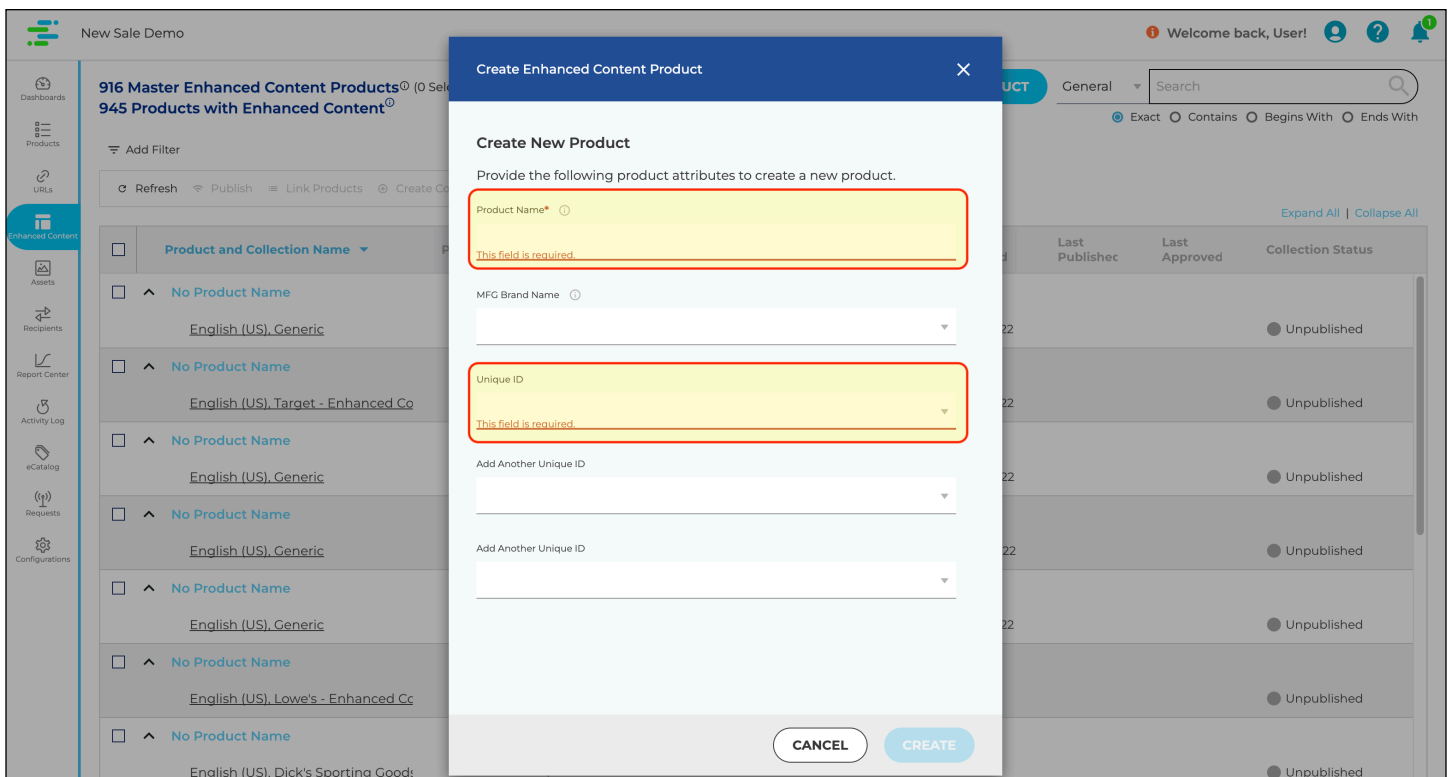
Exact Contains Begins With Ends With

Refresh Publish Link Products Create Collection Delete Collection Cancel Review

Product and Collection Name	Preview	Total Products	In-Line	Hero	Changed Since Last Published	Last Updated	Last Publishes	Last Approved	Collection Status
No Product Name	English (US), Generic	1	✓			12/12/2022			Unpublished
No Product Name	English (US), Target - Enhanced Co	1	✓			10/31/2022			Unpublished
No Product Name	English (US), Generic	1	✓			10/12/2022			Unpublished
No Product Name	English (US), Generic	1	✓			10/27/2022			Unpublished



When choosing to create a new product: On the following screen, enter your **product name** and **unique Identifiers**. These may include GTIN's, OEM Numbers, Internal Supplier Part Numbers, etc. While unique identifiers **are not** necessary for syndication, they greatly help with organization and allow for more specific data when utilizing the reporting functionality once your content is live.



Step 4: Establish Collections

Now that we have our item record established, we can jump to the Enhanced Content Tab to start building your content. Collections are a way for you to establish multiple languages, locales, and content builds under one item record.

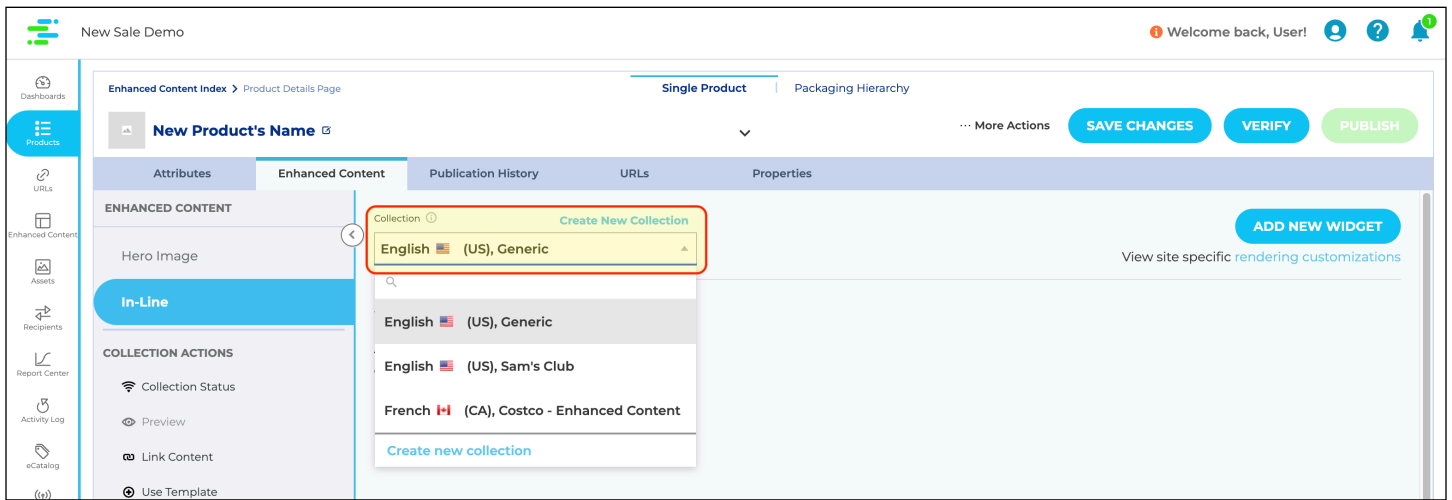
1. **Multiple Languages:** An example of this would be if you plan on sending content to Canada, as some sites require English and French renditions of your content. By using collections, we could establish an English (CA) collection and a French (CA) collection.
2. **Generic All Recipient Collection:** This allows for one content build to be sent to any retailer you previously added in the Recipients tab. ***Recommended**
3. **Retailer Specific Collection:** In most cases, you will want to select the Generic recipient. However, if you have different enhanced content builds for the same item on different sites, you will need to select specific recipients. For example, we could establish a Walmart (US) collection and a Target (US) collection. These would require their own unique publication but would allow us to build different content for each site.

Create Collection

Select the combination of language, locale, and recipients you would like this collection to be sent to. All selections may not be eligible for this action.

Language	Locale	Recipient
<input type="text" value="Search"/>	<input type="text" value="Search"/>	<input type="text" value="Search"/>
<input type="radio"/> Arabic	<input type="checkbox"/> English (AU)	<input checked="" type="radio"/> Generic
<input type="radio"/> Chinese	<input type="checkbox"/> English (CA)	<input type="radio"/> 08/15
<input type="radio"/> Dutch	<input type="checkbox"/> English (GB)	<input type="radio"/> Selement
<input checked="" type="radio"/> English	<input type="checkbox"/> English (IN)	<input type="radio"/> A Nossa Drogaria
<input type="radio"/> French	<input checked="" type="checkbox"/> English (US)	<input type="radio"/> A1 Toys Ltd
<input type="radio"/> German		<input type="radio"/> AAFES - Enhanced Content
<input type="radio"/> Hungarian		<input type="radio"/> ABC Warehouse
<input type="radio"/> Italian		<input type="radio"/> ACOSA
<input type="radio"/> Japanese		<input type="radio"/> AVB Marketing
<input type="radio"/> Lithuanian		<input type="radio"/> Abasteo
<input type="radio"/> Polish		<input type="radio"/> Academy
<input type="radio"/> Portuguese		<input type="radio"/> Accessory Fulfillment Center
<input type="radio"/> Russian		<input type="radio"/> Acme Tools - Enhanced Content

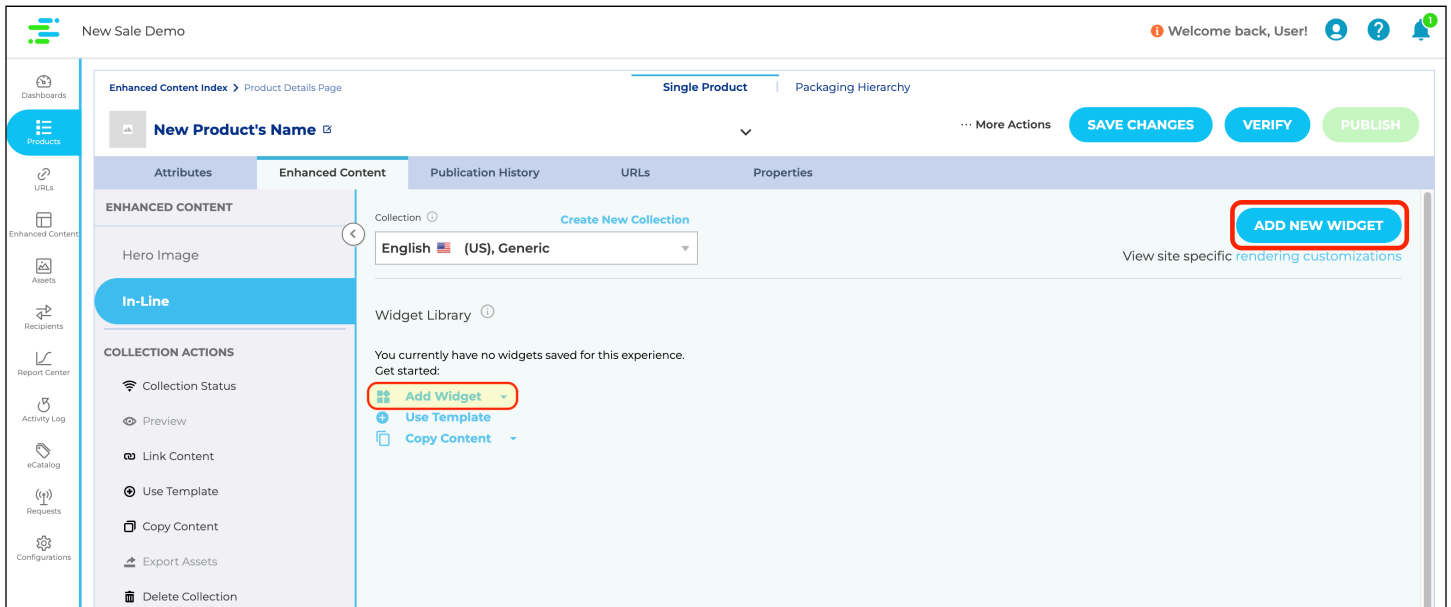
Good to know: Once your collections have been established, you can navigate between them by clicking on the drop-down (circled in the screenshot below). This will also give you the option to create a new collection.



Step 5: Build Your Enhanced Content

Now that our collections have been established, we can begin utilizing Widgets to build out our content.

1. Click **Add Widget** or **Add New Widget** (both buttons perform the same function) and select the type you would like to use from the drop-down menu. Note: Prior to adding your first widget, there will be two “Add Widget” buttons. Both perform the same function!



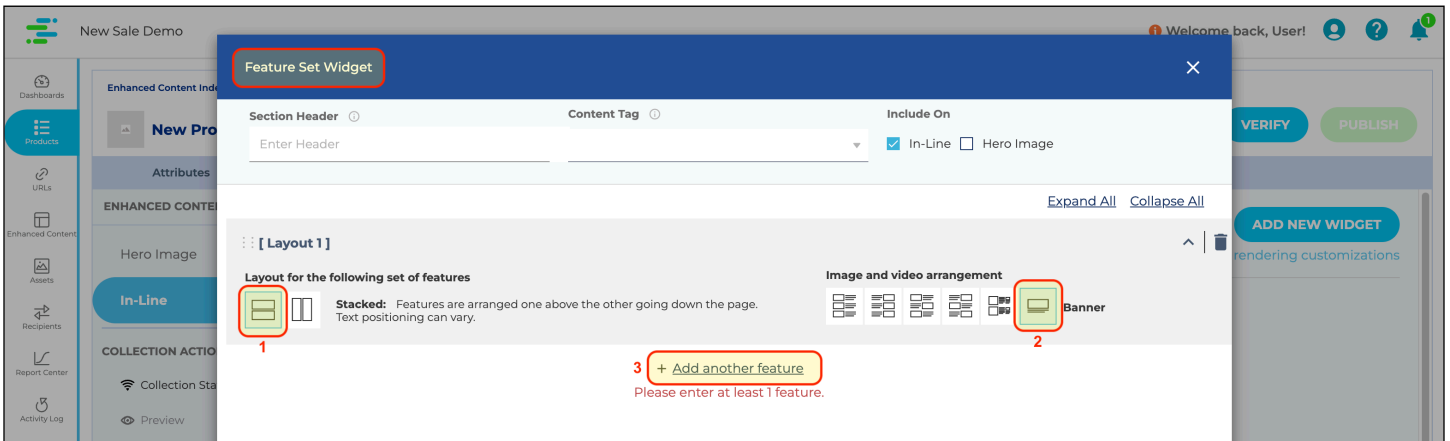
2. Start customizing your widget. In the following example, we are going to be using a *Feature Set Widget* to create a full width banner image.

⚠ Important: Every widget has two primary fields; *Section Headers* and *Content Tags*.

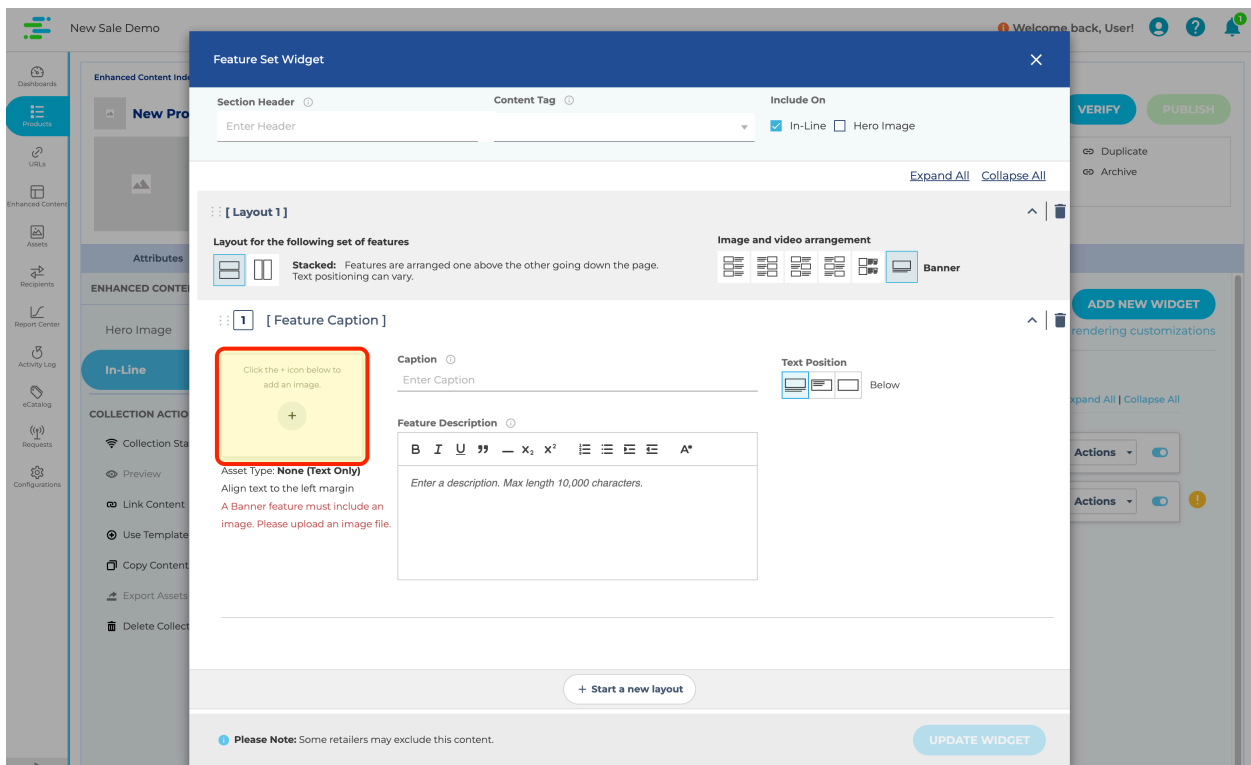
- **Section Headers** are a way to separate your various pieces of content with a title/header. If you do not wish to add a section header, you can simply leave the field blank.
- **Content Tags** are a way to label you widgets. These **do not** populate onto the retailer site, but are a great way to quickly reference your widget library once multiple pieces of content have been built.

3. Select a Layout.

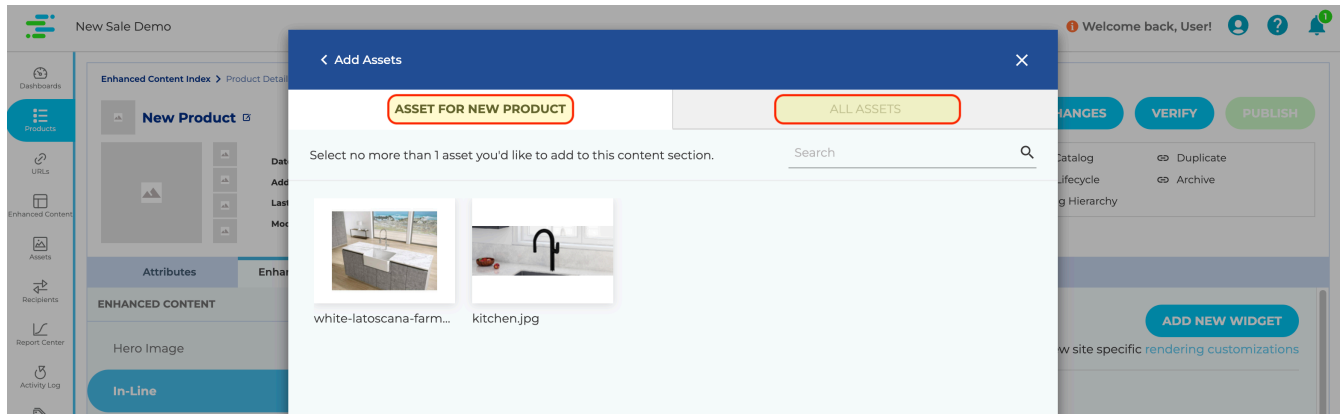
With Feature Set widgets, we have Vertical and Horizontal Layouts, followed by multiple arrangements. Since we are creating a banner image in this example, we will want to select the horizontal layout followed by a Banner arrangement.



4. Click the + icon to add an asset. You can also add text in the “Caption” and “Feature Description” text fields. Note that these fields are *not* required, and can be left blank.



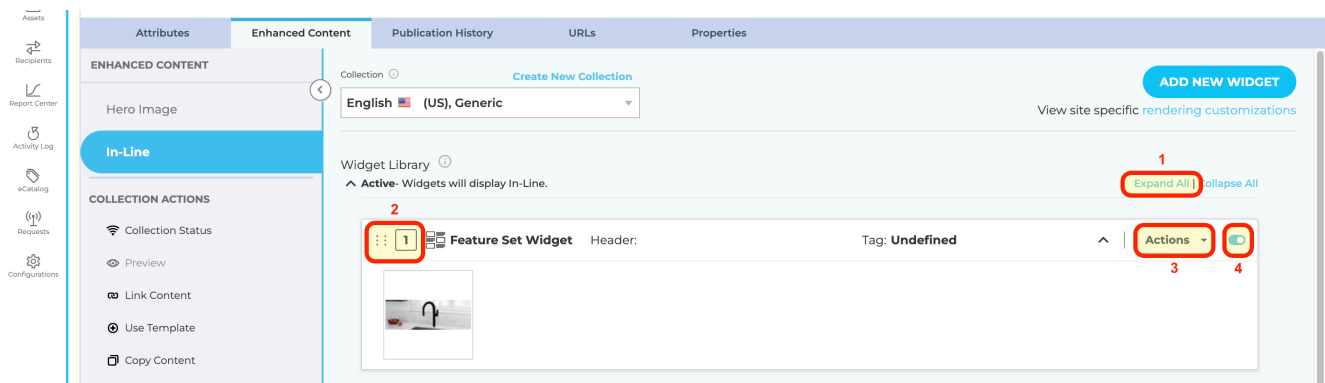
- In the “Add Assets” popup window, select the asset(s) you would like to utilize, and click “add assets”. **Note:** You will see two tabs. The first tab (Assets for *product name*) will contain any assets you’ve already utilized for the item. The second tab (All Assets) will allow you to select any asset(s) you’ve previously uploaded in your asset library.



- Click **add widget**.
- Your widget will now appear in the Widget Library.

Within your widget library, there are a few useful tools:

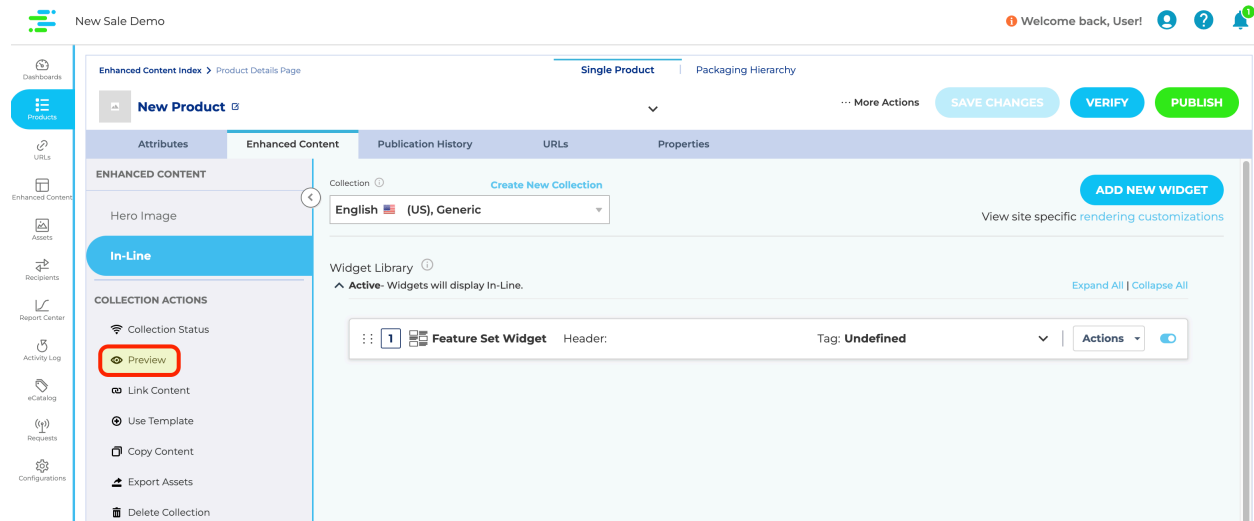
- Expand** your widgets to see a quick glimpse at which assets they contain.
- Re-order** your widgets once you have created multiple by using the 6 dots on the left-hand side.
- Edit** widgets by clicking on the “Actions” drop down. You can also use this to delete widgets.
- Toggle** individual widgets to hide or show them.



Step 6: Preview Content Build

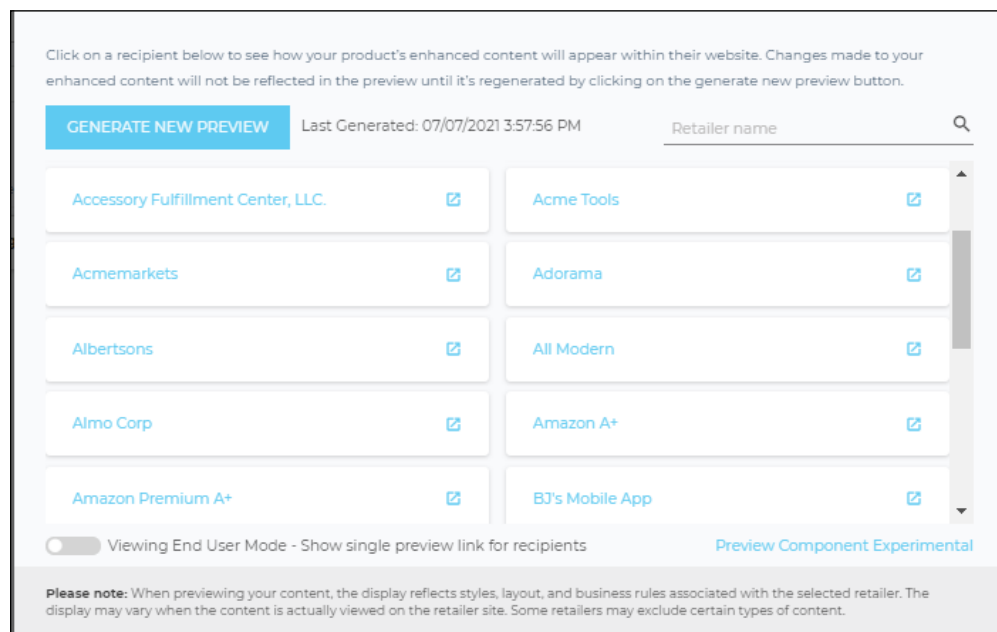
After building each of your desired widgets, we can choose to preview our content according to how it will display on each of our retailers' sites.

1. **Save your changes** in the top right-hand corner.
2. Click **preview** located in the left column.



3. Click **generate new preview**.

Shows you how our content will appear on each retailer's site. The reason we offer a preview for each retailer is because some retailers exclude certain widgets. Along with this, Enhanced Content formatting will automatically default to the retailer's own formatting requirements.



Note: The URL's to these previews are shareable and public, in the sense that you do not need a CXH login to see them. You are welcome to share these with other members of your organization.

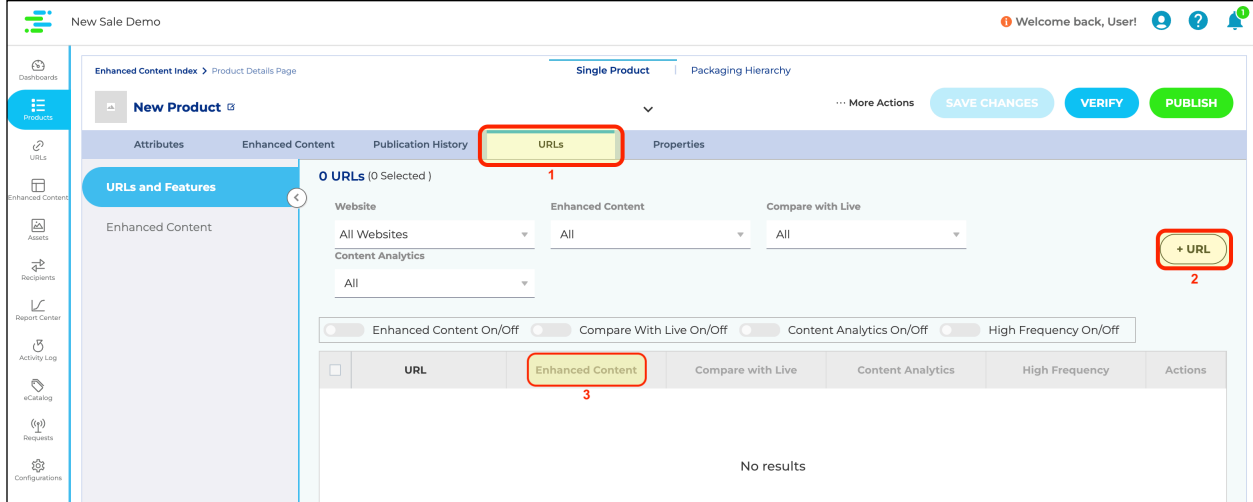
Step 7: Add URLs (Product Pages)

Once you have finished building and previewing your content, there is one last step before we can publish out to your retailer sites.

⚠ This is the most important step of Enhanced Content

Although you have determined which language, locale, and recipient you want your content to go to, you need to input the exact product page URL you wish for our content to populate onto. Once you have gathered your desired destination URL's, here is how you input them into the Product Page:

1. Select **URL tab** in the upper tab bar within the item.
2. Select **+URL**.
3. **Paste in any URL's** you wish to send that item's content to.
4. Ensure that Enhanced Content is **toggleed on** (labeled "3" in the image below).



Step 8: Publish Your Content

Now that you have added your Product Page URL's, you are ready to publish your content out!

1. Click the **Publish** button in the top left-hand corner (if this button is greyed out, you first will need to hit Save Changes).
2. Select **Enhanced Content** from the drop-down menu.
3. Continue and then confirm your publication.

The subsequent screen will show you each recipient the system will attempt to publish to. Keep in mind that your content will only successfully publish to a retailer in which you added a product page URL for in the Product Page tab.

Congratulations, you have successfully published the Enhanced Content for your very first item!

Quick Tips:

- The average time frame for your content to go live is 2-4 business days. Your content is first reviewed by our Quality Assurance team, and then mapped to the URL's you previously input. You can always track the status of your publication via the Publish Status button under the Enhanced Content tab.
- Once your item is listed as available, we recommend looking on your retailer's sites in an incognito/private window due to how internet browsers sometimes cache data. You may also choose to clear your browser's cache instead.