

EPSON



EPSON in Latin America: Harnessing the Power of Rich Content to Enrich the Shopper Experience and Increase Engagement

To enhance the consumer experience across Latin America, Epson, a global technology leader dedicated to exceeding customer expectations, is taking an active role in expanding the Syndigo retailer network throughout the region.

“Delivering more rich product content is a top priority in Latin America, a region that is still growing in the IT spectrum,” explained Gilberto Sifontes, Manager, Digital and Channel Marketing, “The more retailers that are integrated with Syndigo, the better for our brand in terms of engagement and conversions.”



“Ecommerce retail sales is booming in Latin America, projected to surpass \$85 billion* by 2019.”
- Business Insider

Epson’s Latin America team has worked diligently to add new strategic retailers and distributors by initiating contact and leading the conversation to syndicate content. The team packages the Syndigo CXH platform along with other channel initiatives and solutions, and presents it in a way that helps to fully illustrate the benefits of syndication and ease of integration.



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“Syndicated rich content enables us to deliver high quality product and technology information to provide a best-in-class customer experience, while standardizing our product messaging across retailers and distributors,” said Paula Soto Movilla, Epson’s Associate Manager, Channel Marketing, Latin America.

The team’s efforts have produced significant results.

- **201% INCREASE** in monthly content views
- **174% INCREASE** in annual content views
- **139% INCREASE** in monthly unique shoppers
- **1,284,003 TOTAL** content views

Sifontes noted that as more retailers and distributors partner with Syndigo, competitors become increasingly motivated to move forward with syndication.

“Our stakeholders value the information that we can provide through rich content, giving them a useful marketing tool, especially considering how valuable it is for Latin distributors to sell to retail.”

With a product lineup ranging from inkjet printers and printing systems, to 3LCD projectors and more, Epson has partnered with Syndigo since 2007 and has been syndicating rich content in Latin America since 2015. Today, nearly 2,000 Epson product content packages are live across more than 80 retailer sites in the U.S. and Canada, along with content for more than 130 products across 47 retailers and distributors in Latin America.

ABOUT SYNDIGO

Syndigo™ helps clients grow sales by providing extensive product content, nutrition information and digital media that power engaging experiences across brands, distributors and retailers. Clients in industries such as automotive, consumer goods, DIY, foodservice, grocery, hardlines, and healthcare all benefit from Syndigo’s integrated platform, Content Experience Hub – which enables clients to collect, store, manage, syndicate and publish their content for consumers across the largest trading network in the world.

Syndigo™ solutions include: detailed and verified product information with audit analytics to help facilitate buying decisions; syndication of data to GS1 global standards via GDSN; store optimization services for effective in-store layouts and shelf merchandising; publishing of rich product content integrated into retail sites globally; and interactive tools to allow restaurant and foodservice brands to organize and share nutrition data with their customers. For more information please visit www.syndigo.com

*8/2016 - 8/2017

