



# BigCommerce Connector App

The application supports BigCommerce Connector App to enable the business users to enrich their product information and seamlessly publish them to the BigCommerce channel, thus making it available to potential customers.



## Target Audience

Data Stewards, E-Commerce Manager, Merchandisers



## Value Proposition

- **Seamless Enrichment and Publication:** Enrich your product information effortlessly and publish seamlessly to the BigCommerce channel. The application empowers business users to enhance their product details, ensuring they reach potential customers in a way that drives engagement and conversions.
- **Expand Your Digital Footprint:** Whether you're a manufacturer, brand owner, or retailer, our app is tailored to boost your product visibility across digital stores. Reach a broader customer base and enhance your brand presence for better business scope and growth.
- **Efficient Category and Classification:** Simplify your product management with clear category and classification. The app supports systematic organization, making it easier for customers to navigate your product catalog and find exactly what they're looking for.
- **Enriching and Syndicating Solution:** Need an effective solution to enrich and syndicate your products? Look no further. Our app provides a comprehensive platform for enhancing product content and ensuring it reaches the right audience through seamless syndication.
- **End-to-End Connectivity and Tracking:** Enjoy end-to-end connectivity for your product content. The BigCommerce Connector App not only facilitates content distribution but also enables you to track syndication status in real-time. Stay informed and in control throughout the entire process.



## Value Proposition

- **Comprehensive Product Details:** Ensure that all your products have the necessary details—name, price, weight, category, and type. The app streamlines the process, making it easy for business users to manage and publish comprehensive product information with just a few clicks.
- **Dynamic Syndication and Withdrawal:** Take control of your product lifecycle with the ability to syndicate and withdraw products seamlessly. Manage categories and variants effortlessly, adapting to market demands and maintaining an agile e-commerce strategy.
- **Image Linking and Variant Options:** Enhance the visual appeal of your products by linking images effectively. The app supports numerous variant options (e.g., size, color, flavor), allowing you to showcase product diversity and meet the preferences of a diverse customer base.
- **Custom Field Attributes:** Tailor your product information with multiple custom field attributes. The app accommodates the uniqueness of your products, allowing you to showcase them with attributes that resonate with your brand identity.
- **Flexible Category Attributes:** Achieve product syndication excellence with support for single or multi-valued category attributes (ID). Customize your product listings to align with industry standards and optimize your presence across digital channels.



## Key Features



Ability to syndicate and withdraw products (along with its category) and variants



Support linking of multiple images for product



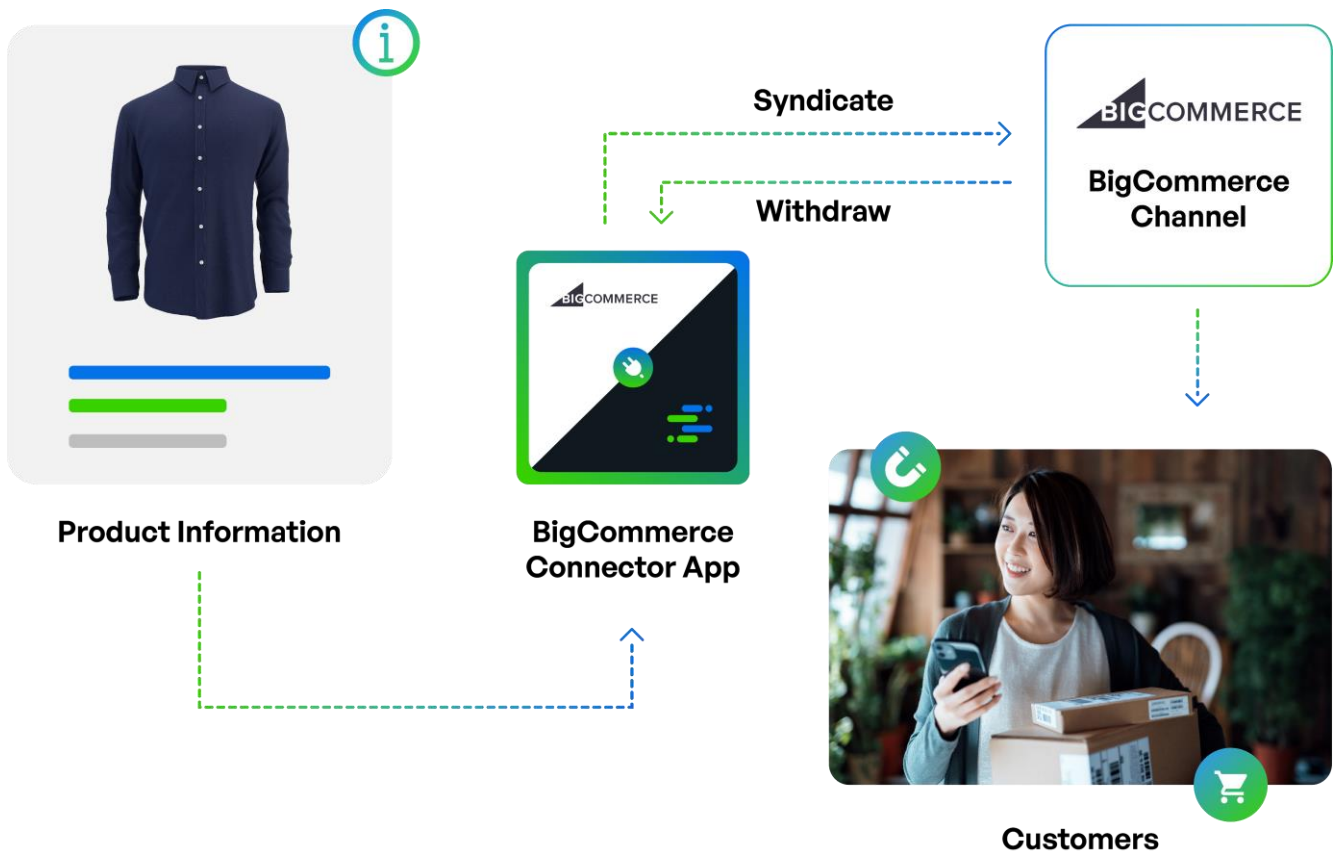
Support numerous variant options for the product (Example: size, color, flavor)



Support multiple custom field attributes for the product



Support single or multi-valued category attribute (ID) during product syndication





## Licensing & Contact Information



**AppId:** app-bigcommerce



**Subscription:** Add-on



**Applicable Product Offering:** All



**Contact:** sales@syndigo.com



Syndigo is the leading provider of MDM, PIM, and PXM, delivering data mastery and exceptional customer experiences across departments, organizations, and commerce platforms. With the largest integrated network for content distribution, Syndigo is the end-to-end solution on the journey to data confidence and success. Whether an enterprise needs to achieve a “single source of data truth” inside the organization or distribute it to an external network in pursuit of faster, more efficient commerce, Syndigo makes it happen.

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