

# Commercetools Connector App

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



## Target Audience

Data Stewards, Category Manager, E-Commerce Manager



## Value Proposition

- **Embrace the Future of Commerce:** In a rapidly evolving business landscape, traditional models fall short. Our solution connects seamlessly with Commercetools Merchant Center, empowering manufacturers, brand owners, and retailers to navigate the complexities of modern commerce successfully.
- **Maximize Digital Visibility:** Amplify your brand's reach by making your products visible across a myriad of digital stores. Whether you're a manufacturer, brand owner, or retailer, our solution ensures that your products are strategically positioned to capture a broader customer scope and drive business growth.
- **Enriching and Syndicating Excellence:** Elevate your product information with our enriching and syndicating solution. From captivating titles and detailed descriptions to accurate pricing and product types, our solution ensures that your products stand out in the crowded digital marketplace
- **End-to-End Connectivity and Control:** Experience seamless end-to-end connectivity for managing your Commercetools project. Our solution enables business users to effortlessly send product content and track syndication status in real-time, providing unparalleled control over your online presence.
- **Comprehensive Product Details:** Ensure that every product in your catalog is equipped with the necessary details. From compelling titles and engaging descriptions to accurate pricing and clear product types, our solution ensures that your products meet the expectations of today's discerning customers.



## Value Proposition

- **Drive Global Customer Engagement:** Enhance global customer engagement with content that speaks directly to your audience. Our solution enables you to enrich and translate product content, fostering a deeper connection with customers in diverse markets.
- **Link Digital Images for Maximum Appeal:** Enhance the visual appeal of your products by linking digital images effectively. Our solution supports the seamless integration of digital images to products and variants, ensuring that your customers get a compelling visual experience, fostering increased engagement and conversions.
- **Syndication Status at Your Fingertips:** Stay informed with a syndication dashboard that provides real-time visibility into the status of your product syndication. Track progress, identify areas for improvement, and ensure that your products are reaching their intended digital destinations efficiently.
- **Efficiency Redefined:** Our solution redefines efficiency by automating critical processes. Eliminate manual efforts and save valuable time, allowing your team to focus on strategic initiatives that drive growth and innovation.
- **Future-Ready Commerce:** Position your business for success in the future of commerce. Our solution, integrated seamlessly with Commercetools, is designed to evolve with your business, providing the agility and adaptability needed to thrive in a dynamic and competitive market.
- **Syndicate Variants with Visual Impact:** Capture attention with a dynamic product showcase. Our solution allows you to syndicate product variants seamlessly, including captivating images. Showcase the diversity of your products and appeal to a broader audience with visually stunning listings.



## Key Features



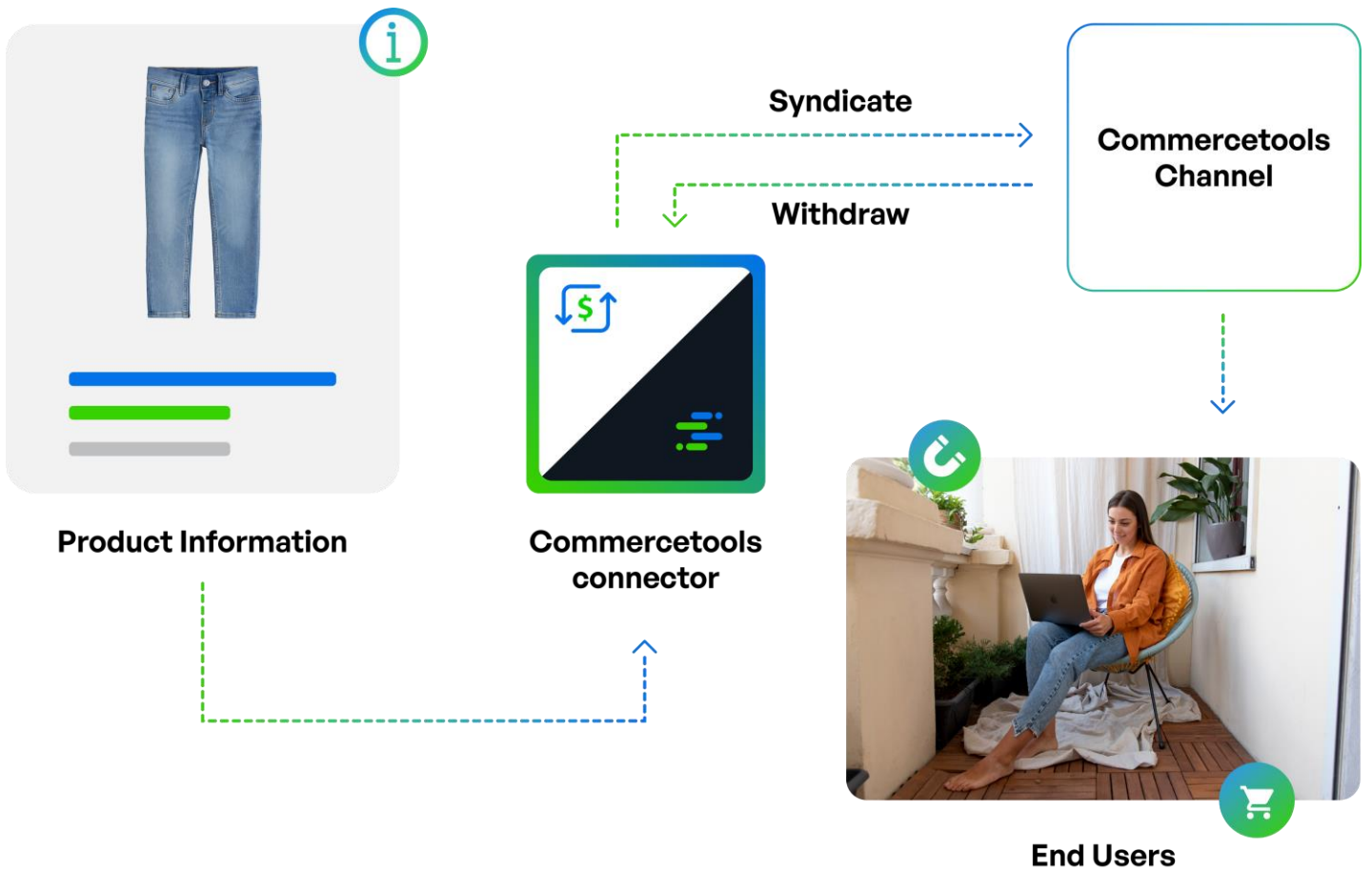
Ability to syndicate product variants with images



Supports linking of digital images to product and variants



Ability to view Syndication status via syndication dashboard





## Licensing & Contact Information



**AppId:** app-commercetool



**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.

Syndigo serves more than 14,000 leading enterprises worldwide across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, energy, and healthcare.

