

# Syndigo and Lowe's- API

## Quick-Start Guide for Existing Syndigo Customers

### Overview:

The purpose of this guide is to walk through the specific steps required to prepare and send your product content to Lowe's specifically.

Additionally, with the updated API connection and data model, there is an "**Important Information**" section below that is critical to review.

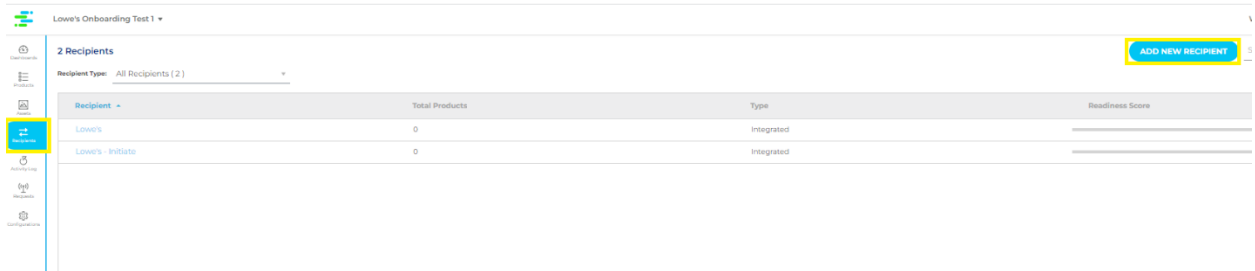
We also offer a program landing page for Lowe's Vendors. This page features a completion of resources and documents that are constantly evolving. Please visit [www.syndigo.com/lowes](http://www.syndigo.com/lowes) for more details.

### Important Information:

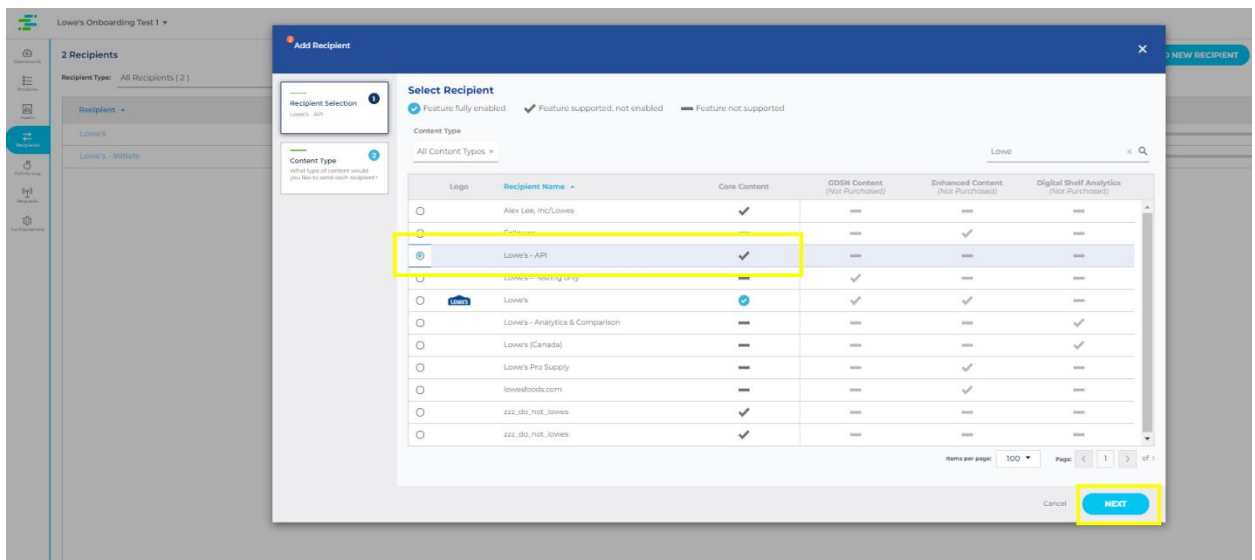
- The new Lowe's – API connection has been condensed down to **ONE** Requirement Set for Lowe's, as opposed to the Lowe's- Initiate, Lowe's- GDSN, and Lowe's Core Marketing requirements utilized in the previous connection
- Existing items that were set up in Syndigo will be linked to the Lowe's- API Recipient and Requirement Set (**Steps 1 and 2, as outlined below**)
- Existing data that is **present and utilized** in the new Requirements, will be mapped by Syndigo
- Existing items will likely have new attributes required, as driven by the new Lowe's data model
- Existing items **do not** need to be updated immediately, but the new requirements will need to be addressed if updates are needed in the future
- **Previous GDSN Suppliers:** Syndigo made an effort to update your latest Packaging Hierarchy, but it is important to review before publishing
- Moving forward, net new items will need to be 100% complete based on the Lowe's – API Recipient and Requirement Set. **Suppliers will no longer use the old Lowe's Recipients and Requirement Sets**
- **Model Identifier** attribute in the new Lowe's – API Requirement set is equivalent to the Model Number that was previously collected in GDSN/Lowe's- Initiate and **must be consistent** with Lowe's records
- When utilizing spreadsheet imports, please ensure your chosen **Primary identifier** for import = **UPC. Please note, this is due to the fact that Lowes no longer collects or requires GTIN.**
- *With the new Lowe's- API connection, changes in data quality validations and rules will not be static and will be dynamic in nature, meaning Lowes business will be introducing new rules as deemed necessary.*

## Step 1 – Add the Lowe’s - API Recipient to your Syndigo Account

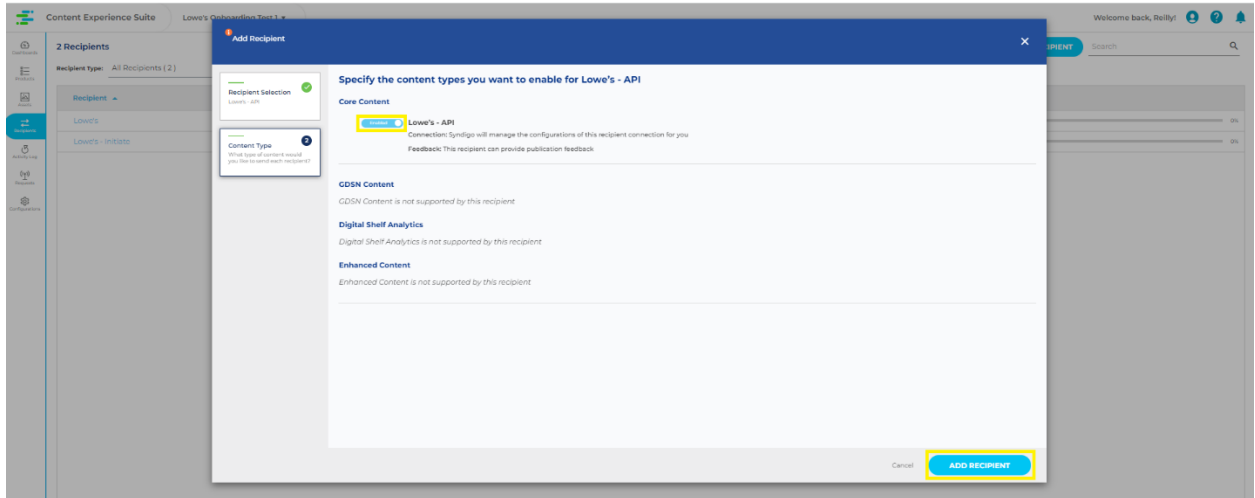
- A. Log in to Syndigo CES Account
- B. Click the **Recipients** button on the far left of the screen
- C. Click **Add New Recipient** near the top right of the screen



- D. Search & Select **Lowe’s – API**
- E. Click **Next**



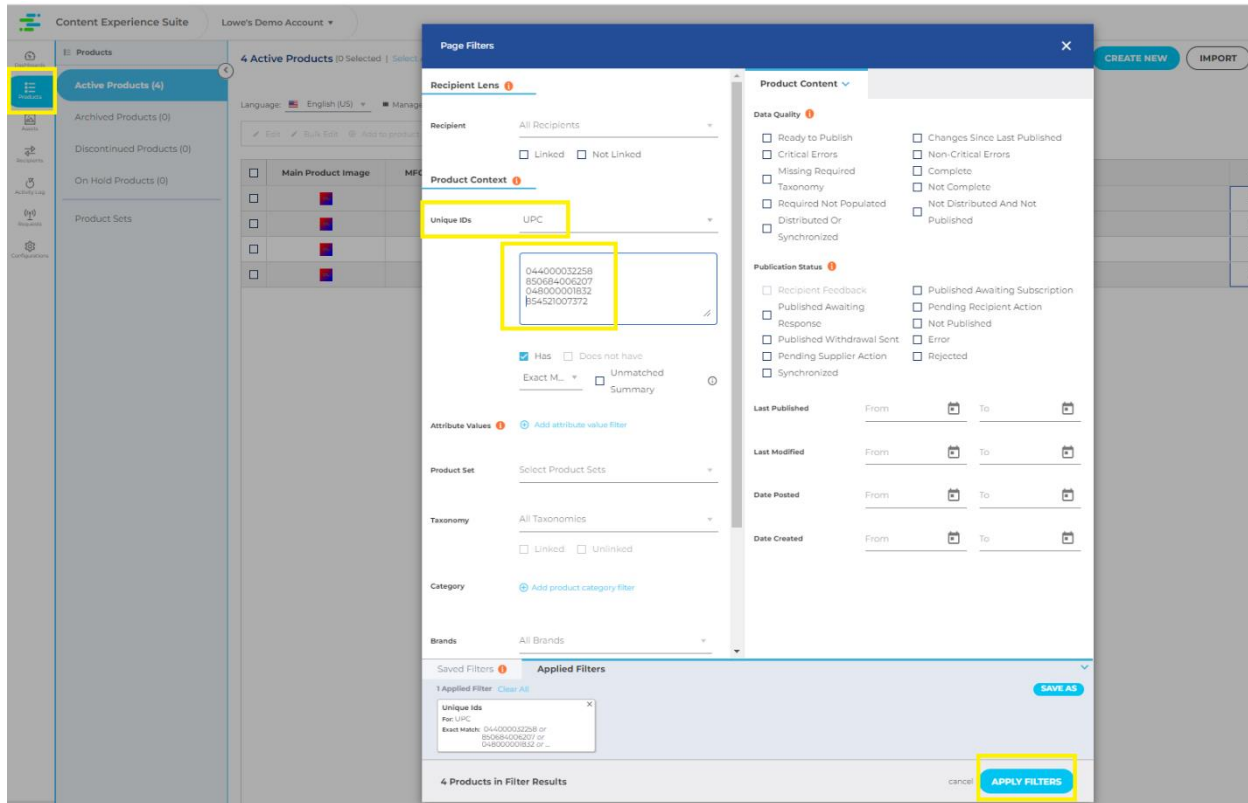
- F. Toggle Core Content to **“Enabled”** and click **“Add Recipient”**



## Step 2 – Link Your Products to Lowe’s – API Recipient + Requirement Set

### Option 1 – Multiple Products

- A. Click the **Products** button on the far left of the screen
- B. Click **Add Filter** in the top-middle of the screen
- C. Select the **Unique Identifier** that you wish to use to find the products (\***IMPORTANT**\* UPC will now be required, instead of GTIN)
- D. Paste your list of identifiers
- E. Click **Apply Filters**

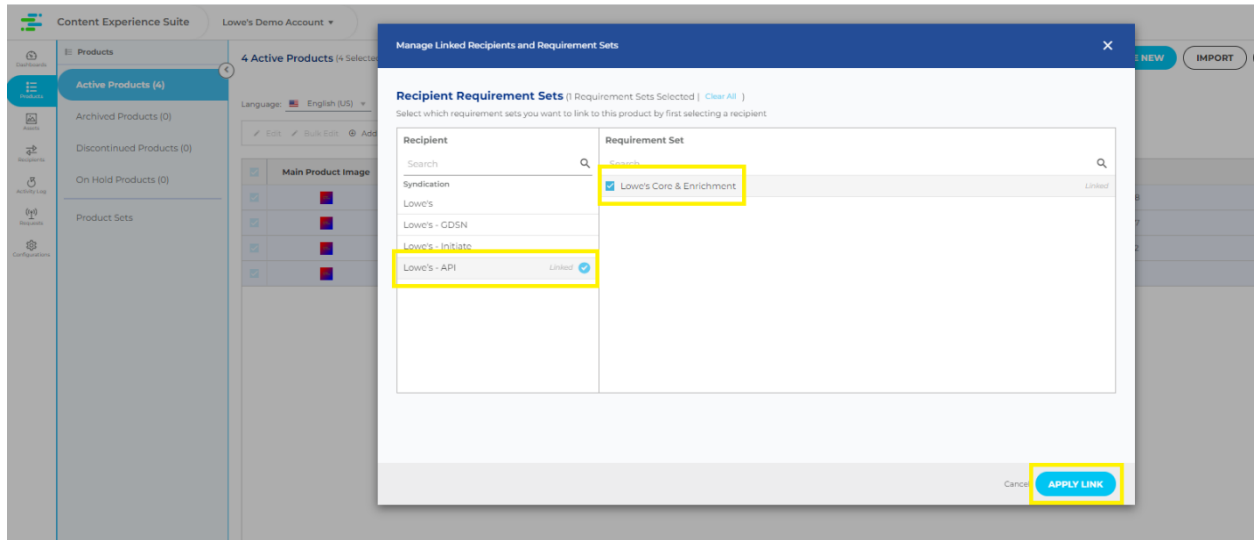


- F. Click **Select All** near the top of the screen
- G. Click **Link to Recipient**

The screenshot shows the main interface of the Content Experience Suite. The '4 Active Products' table is displayed, with the 'Link to Recipient' button highlighted in the top right corner of the table.

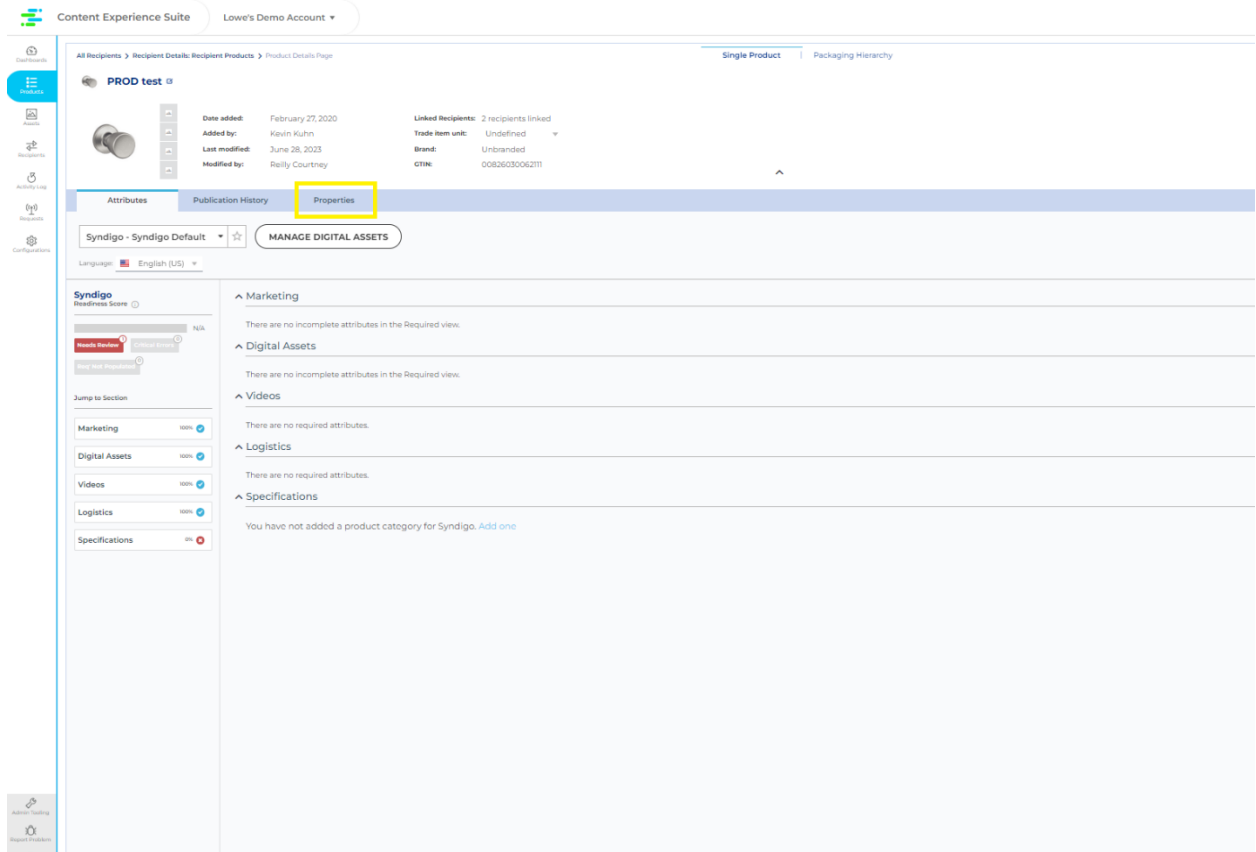
Main Product Image	MFG Model # (Series)	Product Name	Short Description	UPC	GTIN
		June 26th Test	No Short Description	044000032258	00044000032258
		June 27 CR	No Short Description	850684006207	00850684006207
		June 27 Test	No Short Description	048000001832	00048000001832
		June 27 Test Prod or New	No Short Description	854521007372	00854521007372

- H. Select the **Lowe's - API** recipient and **Lowe's Core & Enrichment** requirement set
- I. Click **Apply Link**



## Option 2 – Single Product

- A. Within the Single Item Edit (PDP) page, select **Properties** near the middle of the screen



## B. Click Add Recipient

The screenshot shows the 'Content Experience Suite' interface for 'Lowes's Demo Account'. The main panel displays the 'Properties' tab for a product named 'PROD test'. The 'Linked Recipients' section is expanded, and the 'Add recipient' button is highlighted with a yellow box. The interface also shows a 'Requirement Sets' table with two rows: 'Lowes's Initiate CAN' and 'Lowes's Initiate USA', both with a 'Readiness' of 20%.

Recipient	Readiness
Lowes's	Not Available
Lowes's - Initiate	42%

Requirement Sets	Readiness
Lowes's Initiate CAN	20%
Lowes's Initiate USA	20%

## C. Select the **Lowes's - API** recipient and **Lowes's Core & Enrichment** requirement set

## D. Click **Apply Link**

The screenshot shows the 'Manage Linked Recipients and Requirement Sets' dialog box. The 'Recipient' table lists 'Lowes's - API' as a selected recipient. The 'Requirement Set' table lists 'Lowes's Core & Enrichment' as a selected requirement set. The 'APPLY LINK' button is highlighted with a yellow box.

Recipient	Requirement Set
Search	Search
Syndication	
Lowes's	<input checked="" type="checkbox"/> Lowes's Core & Enrichment
Lowes's - CDSN	
Lowes's - Initiate	
Lowes's - API	

E. Click **Save Changes**

## Step 3 - Complete the Data and Publish

- A. Within the Single Item Edit (PDP) page, select **Attributes** near the left side of the screen
- B. Ensure that **Lowe's - API** is selected in the requirement set selector

The screenshot displays the 'Content Experience Suite' interface for a 'Lowe's Demo Account'. The main content area is titled 'PROD test' and shows the 'Attributes' tab. The 'Attributes' section is divided into 'Lowe's - API - Lowe's Core & Enrichment' and 'MANAGE DIGITAL ASSETS'. The 'Lowe's - API' section is highlighted in yellow. The 'Attributes' section is further divided into 'Vendor Information' and 'Item Information'. The 'Vendor Information' section includes fields for 'Item Number', 'Vendor Item Setup Contact Name (USA)', 'Vendor Item Setup Contact Email (USA)', 'Vendor Item Setup Contact Phone Number (USA)', 'Lowe's Merchant Email (USA)', 'Vendor ID', and 'Home Office Vendor Name'. The 'Item Information' section includes fields for 'Product Name', 'Product Description', 'Merchandise Sub-division Number', 'MTC Brand Name', 'Subbrand', 'Model Identifier', and 'Will the product ship to Lowe's Domestic or Import?'. The 'Product Name' field is highlighted in red, indicating it is a required attribute. The 'Product Description' field is also highlighted in red. The 'Merchandise Sub-division Number' field is highlighted in red. The 'MTC Brand Name' field is highlighted in red. The 'Subbrand' field is highlighted in red. The 'Model Identifier' field is highlighted in red. The 'Will the product ship to Lowe's Domestic or Import?' field is highlighted in red.

- C. Complete the required attributes shown in red
- D. When you reach the Specifications section, click **Add One** to classify the product in the **LowesOutbound** taxonomy

Content Experience Suite | Lowe's Demo Account

All Recipients > Recipient Details: Recipient Products > Product Details Page

Single Product | Packaging Hierarchy

**PROD test**

Date added: June 28, 2023  
 Added by: Reilly Courtney  
 Last modified: June 28, 2023  
 Modified by: Reilly Courtney

Linked Recipients: 1 recipient linked  
 Trade item unit: Please select an item  
 Brand: Unbranded  
 CTIN: —

Attributes | Publication History | Properties

Lowe's - API - Lowe's Core & Enrichment | MANAGE DIGITAL ASSETS

Language: English (US)

Vender Information 20%  
 Item Information 80%  
 Marketing Information 100%  
 Pricing Information 40%  
 Restrictions and Warnings 100%  
 Shipping and Ordering Information 60%  
 Additional Information 100%  
 Packaging Information 100%  
 Base (Packaging) Information 100%  
 Inner (Packaging) Information 100%  
 Case (Packaging) Information 100%  
 Pallet (Packaging) Information 100%  
 Additional Packaging Hierarchies 100%  
 Digital Assets 100%  
 Digital Assets (360-Spin) 100%  
 Videos 100%  
 Documents and PDFs 100%  
 Specification 0%

~ Videos

Assembly Instruction Video | Product Demo Video | Product Installation Video | Product Marketing Video | Product Review Video

sample-mp4-file-small.mp4 | NextStone - Faux Stone Sidin...

~ Documents and PDFs

Dimensions Guide | Energy Guide - PDF | How to Manual | Installation Guide - PDF | Instructions / Assembly | Lighting Facts | MSDS - PDF | Operating Manual

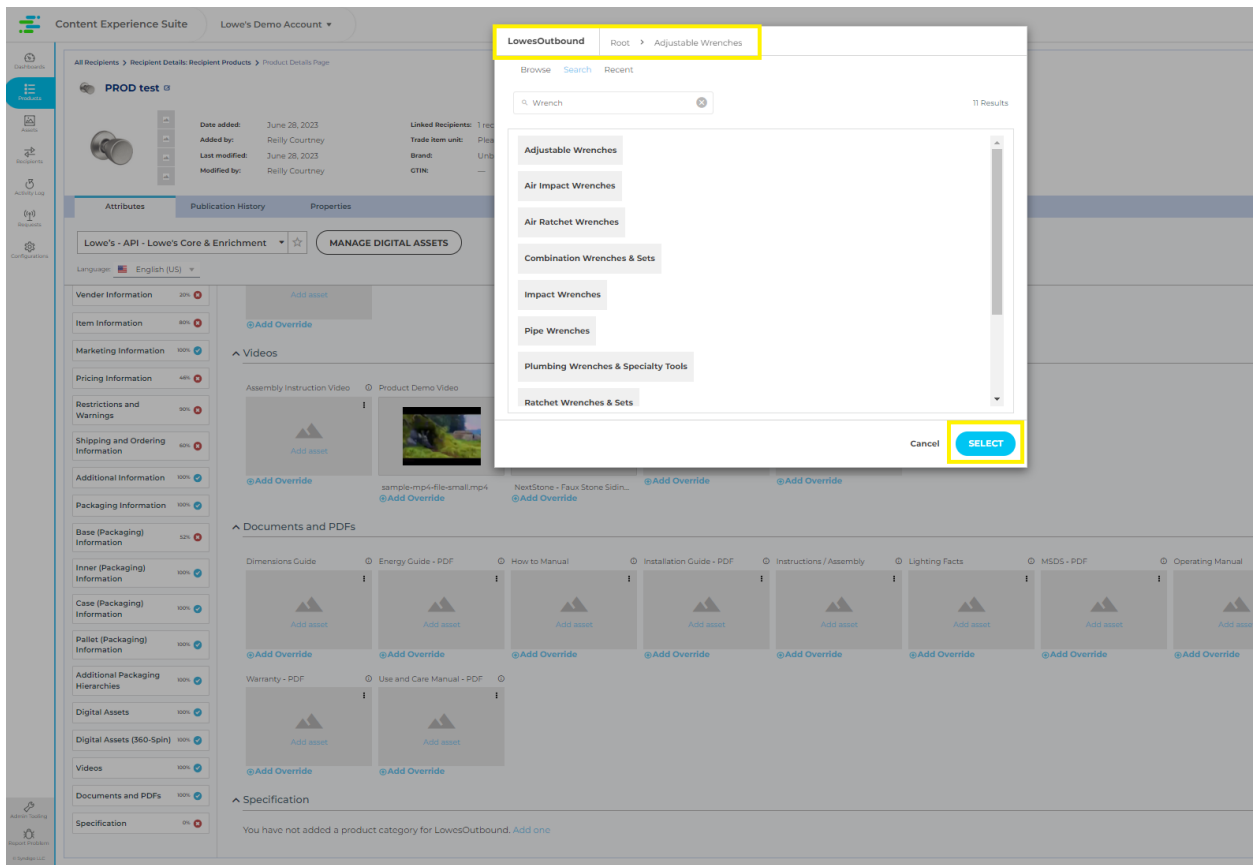
Warranty - PDF | Use and Care Manual - PDF

~ Specification

You have not added a product category for LowesOutbound [Add one](#)

- E. Navigate the **LowesOutbound** taxonomy or use the search function to find the appropriate category
- F. Click **Select**





G. Continue completing the required attributes until the **Readiness Score** reaches 100%

Content Experience Suite | Lowe's Demo Account

Single Product | Packaging Hierarchy

**PROD test**

Date added: June 28, 2023  
 Added by: Rolly Courtney  
 Last modified: June 28, 2023  
 Modified by: Rolly Courtney

Linked Recipients: 1 recipient linked  
 Trade item unit: Please select an item  
 Brand: Unbranded  
 GTIN: ---

Attributes | Publication History | Properties

Lowe's - API - Lowe's Core & Enrichment

Language: English (US)

**Lowe's - API**  
 Publication Status: Not Published  
 Readiness Score: 75%  
 Jump to section: Vendor Information, Item Information, Marketing Information, Pricing Information, Restrictions and Warnings, Shipping and Ordering Information, Additional Information, Packaging Information, Base (Packaging) Information, Inner (Packaging) Information, Case (Packaging) Information, Pallet (Packaging) Information

Product Category: LowesOutbound Adjustable Wrenches

Warranty: @Add Override  
 Width: @Add Override  
 Color/Finish Family: @Add Override  
 Total Number of Pieces: @Add Override  
 Detailed Product View 2": @Add Override  
 Detailed Product View 17": @Add Override  
 Detailed Product View 15": @Add Override  
 Finish: @Add Override  
 Length: @Add Override

MANAGE DIGITAL ASSETS

Search Attributes  
 Filter: All Attributes

SAVE CHANGES

Duplicate  
 Archive

- H. Click **Save Changes**
- I. Click **Publish**
- J. Select **Product Content** and **Continue**
- K. Select **Lowe's - API** and **Publish**
- L. Monitor for **"Needs Review"** Feedback sent from Lowe's

Content Experience Suite

Lowe's Demo Account

Dashboard

Products

Assets

Recipients

Activity Log

Requests

Configuration

All Products > Product Details Page

PROD test

Date added: June 28, 2023

Added by: Rolly Courtney

Last modified: June 28, 2023

Modified by: Rolly Courtney

Linked Recipients: 1 recipient

Trade Item unit: Please select

Brand: Unbranded

GTIN: —

Attributes

Publication History

Properties

Lowe's - API - Lowe's Core & Enrichment

MANAGE DIGITAL ASSETS

Language: English (US)

Lowe's - API

Publication Status

Not Published

Readiness Score

100%

Jump to Section

Vender Information

Item Information

Marketing Information

Pricing Information

Restrictions and Warnings

Shipping and Ordering Information

Additional Information

Packaging Information

Base (Packaging) Information

Inner (Packaging) Information

Case (Packaging) Information

Pallet (Packaging) Information

There are no incomplete attributes in the Required view.

Base (Packaging) Information

There are no incomplete attributes in the Required view.

Inner (Packaging) Information

There are no required attributes.

Case (Packaging) Information

There are no required attributes.

Pallet (Packaging) Information

There are no required attributes.

Additional Packaging Hierarchies

There are no required attributes.

Digital Assets

There are no incomplete attributes in the Required view.

Digital Assets (360-Spin)

There are no required attributes.

Videos

There are no required attributes.

Documents and PDFs

There are no required attributes.

Specification

Product Category

LowesOutboundAdjustable Wrenches

There are no incomplete attributes in the Required view.

Publishing Product Content

Core/Marketing Recipients

GDSN Recipients

Other Recipients

Select the recipient to send these products to:

1 Recipients Available To Publish (1 Selected | [Unselect All](#))

Recipients that are available and eligible to publish, have no critical errors, and are either at 100% or do not require 100% to publish

Search

Q

☒

Lowe's - API

Available: 100%

Publish to 1 Recipient

PUBLISH