

Troubleshooting Lowe's Core Marketing

- 1** **Verify you are editing Lowe's Core Marketing:** Check the Recipient | Requirement Set show bar to verify it reads "Lowe's – Core Marketing". If it does not, click the show bar, select the "Lowe's" recipient and "Lowe's Core Marketing".
- 2** **Verify Lowe's Core Marketing is at 100% readiness:** While viewing the Lowe's Core Marketing requirement set, verify the Readiness Score reads 100%. If it does not, ensure a category is added and complete all required attributes until the Readiness Score is 100%.
- 3** **Ensure a Lowe's Category is added:** Click the Properties tab. Under "Product Category," ensure a Lowe's category is added. If it is not, click "Add Product Category," click "Lowe's" and follow the prompts to generate a product category.
- 4** **Check for feedback and errors in Lowe's Core Marketing:** While viewing the Lowe's Core Marketing requirement set, if the "Needs Review," "Critical errors," or "Required Not Populated" buttons are highlighted red, there are errors that need to be corrected to successfully publish. Click each button to identify the needed changes.
- 5** **Check formatting in Product Name, Marketing Copy, and Benefit Bullets:** These issues may appear as critical errors or as suggestions.
 - Sentence Case Structure: Only the first word of a sentence can be capitalized.
 - Title Capitalization: Each word must be capitalized.
 - Punctuation: Special characters such as "&" are not permitted.
 - Proper Feet and Inches: Inches and feet must be denoted with "-in" and "-ft"
 - Character Limits: Fields are limited to a predetermined number of characters.
 - Benefit Bullets cannot end with punctuation
- 6** **Check for ID changes in Syndigo Default:** If no errors are found, check the "Syndigo – Syndigo Default" requirement set. Click "Needs Review" if it is highlighted in red. If the "Needs Review" message starts with "Error!" and references an Identifier, open a Syndigo Support case.

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Verify active Lowe's Core Marketing subscription: Click the Properties tab and click "Lowe's" in the Recipient section. If a Subscriptions section is visible with a status of "Active," the item has an active marketing subscription. If not, Lowe's will have to issue a subscription for the GTIN's GDSN data.

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Ensure publication was made to Lowe's recipient: While Viewing the Lowe's Core Marketing requirement set, click the "Publications" tab. Here you will see a history of the publication statuses for the product. If the publication date precedes the date the changes were made, or there is no publication date, the product will need to be republished.