



Syndication as a Service





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Unlock the Full Potential of Your Digital Products with Syndigo Content Management Services

While the digital syndication landscape is constantly evolving, content remains king. Managing, optimizing, and delivering your product content efficiently can be the difference between success and obscurity on digital shelf. By utilizing Syndigo Services, you can stay ahead of trends, algorithms, and competitors, ensuring your digital products remain relevant and competitive.

Why Syndigo Services?

- **Expertise That Matters:**

Our team of content analysts are experts on digital product content management. We understand the intricacies of content organization, recipient distribution, and cross-channel optimization needed to ensure your digital products meet Retail partners requirements and appeal to consumers.

- **Staffing Efficiency & Peace of Mind:**

No need to maintain a Syndication staff trained in the Syndigo platform (Think: Productivity, and Risk Reduction of Staff Dependency)

Syndigo will provide an extension of your team –Managing, Editing, and Create Content, eliminating the need for your core team to operate in the Syndigo platform.

- **Drive Sales:**

We know that great content drives the consumer. Our services focus on optimizing your content to engage, inform, and convert shoppers into customers.

SYAAS Customer Experience

Readiness Package

- 1:1 Guidance to prepare for the Customer for Syndigo SYAAS handoff

Kickoff: Account Configuration Optimization and Content Audit

- A content audit will be performed to ensure both parties are satisfied with Core and Enhanced product content and confirm account configurations are set to meet ongoing Syndication goals.

Named Services Project Manager

- 1 x Monthly recurring call with SYAAS Project Manager, 1 hour

Value Assurance Reporting

- Monthly Content Health Scorecard (Delivered by Services PM)

SYAAS vs. Partner vs. Customer Managed



Syndigo SYAAS

- For customers that prefer a "hands off" approach to syndication
- Ideal customers lack staff or bandwidth to work within Syndigo
- Only needs assistance with the Syndigo CES platform
- \$25K-\$150K ACV Customers
- Verified, Brand Created, or Enhanced Content Management

Agency Partner

- For customers using multiple CSPs
- Need a single partner to provide services across several systems
- Has a complex process or data structure
- OK with a higher services premium and a more "hands off" approach

Customer Managed

- Have the capacity to both learn and work successfully in the Syndigo platform
- Often makes ad hoc updates to their product content
- Mature content management strategy
- Understands retailer eComm and space management needs and requirements



SYAAS Readiness Preparation

Prior to Services Kickoff call:

- Ensure all key parties are invited to the call
- Determine who needs to receive alerts/auto emails from Syndigo when content verification is complete and/or Enhanced Content is approved or rejected

During Services Kickoff call:

- Confirm preliminary details:
 - Review current agreement and product subscriptions
 - Confirm added-cost retailers are called out in the current contract (if applicable)
- Review current Platform Accounts and how they are used today
- Confirm active users, inactive users, and the right level of interaction by Syndigo role
 - Upon Audit completion, client users will be set to "Read Only" platform access
- Review any upcoming new or existing product changes/submissions

Following Services Kickoff call:

- Consult with any cross-functional teams that may have separate Syndigo platform accounts at your company. Confirm if they still need/use any of their open accounts.
- Be prepared to allocate 2-4 hours for the pre-Services content audit; This ensures mutual alignment on all account product content prior to the Services start date.



SYAAS Readiness: Account Audit Prep

Prior to the Content Audit, prepare the following:

- Be prepared to allocate 2-4 hours for the pre-Services content audit; This ensures mutual alignment on all account product content prior to the Services start date.
- Obtain images + data for total SKU count products
 - Gather your active master product list (Product name, GTIN)
 - What products may need a package refresh? What products are missing?
 - Determine if content needs to be used for space management (Need to send in physically)
- Prepare and ship any new products or products that need to be refreshed for submission/shipping
 - Complete online Verification Form; Note: the Verification process can take up to 15 business days
- Review and approve eComm images before items are pushed to Marketplace
 - Proofs will be sent by email and come from a ZiFlow domain

Content Audit, we will:

Verify the number of CES accounts needed, merge/delete relevant accounts and data if necessary, clean up duplicate products if necessary

- **Product Staging/Marketplace Subscriptions and Settings:**
 - Verify Marketplace > Product Index flow is set to match based on Correlation ID or GTIN
 - Determine if Marketplace Subscriptions and Staging are needed and/or present on the account
 - Determine if "Preferred Products" and/or "My Products" tabs would benefit the account
 - Verify the preferred Data Collection Type is aligned with the goals of the account; If the client uses digital or physical verification and if this is the best method for the client based on their goals
 - Verify unique identifier list filters are not present and active in Marketplace and if additional data owners are present in Marketplace Licensing

SYAAS Readiness: Content Audit Overview



Content Audit, we will:

- Verify the provided data meets standards and requirements necessary for Syndigo Verification based on the below:
 - Front image of the product with no plunge
 - A mechanical flat of the packaging for data capture. This must include:
 - All available surfaces of the product – including any hidden surfaces such as peel back labels
 - A clear view of all ingredients (if applicable)
 - All product warnings (if applicable), including if the warnings are on the top or bottom of the package
 - A clear view of any product fact panels (if applicable)
- Front Center Elevated image of the product (with plunge) for eCom distribution
- Images must be 300 DPI
- Longest edge to be 2400 pixels without including excess white canvas – product should fill most of the space on the longest side
- Files to be saved as a JPEG and be consistent for each product submitted
- NOTE: More than 1 image may be required to meet these requirements.

Following the Content Audit:

- Prepare and ship any new products or products that need to be refreshed for submission/shipping
 - Complete online Verification Form;
Note: the
 - Verification process can take up to 15 business days Z
- Review and approve eComm images before items are pushed to Marketplace
 - Proofs will be sent by email and come from a ZiFlow domain

SYAAS Readiness - Syndigo Verified Physical Product Data



First 30 days, Clients:

- Complete Services Kickoff call and Content Audit
- Prepare and ship any new products or products that need to be refreshed for submission/shipping
- Complete online Verification Form; Note: the Verification process can take up to 15 business days
- Review and approve eComm images before items are pushed to Marketplace
- Proofs will be sent by email and come from a ZiFlow domain

In the first 30 days, Syndigo will:

- Conduct the customer/Syndigo content audit session
- Guide the customer through the physical submission process and notify the client once the Verification process is complete
- Work with the customer to ensure the Verified products are approved
- Confirm marketing content has been delivered to the retailer
- Get started on Brand created content once Marketplace products are added



SYAAS Readiness - Syndigo Digital Verified Product Data

Prior to Services kick-off, Client should:

- Review and understand requirements of Syndigo Digital Verified Onboarding
- Obtain images + data for total SKU count products
 - Gather your active master product list (Product name, GTIN)
 - What products may need a package refresh? (*existing customers only)
 - What products are missing? (*existing customers only)
- Determine if content needs to be used for space management (Need to send in physically)
- Be prepared to allocate 2-4 hours for the pre-Services content audit; This ensures mutual alignment on all account product content prior to the Services start date.

In the first 30 days, Syndigo will:

- Conduct the customer/Syndigo content audit session
- Upload data and create product records in the Syndigo platform
- Link and populate products within the Verify My Product requirement set and publish
 - The Verification process can take up to 15 business days to process up to 50 products, and each week 50 more products can be processed
- Confirm marketing content has been delivered to the retailer
- Review retailer nuances around what kind of data they will use to update their websites



SYAAS Readiness: Brand Created Content

Prior to Services Kickoff:

- Gather your active master product list (Product names, GTINs)
 - Consider what products may need a package refresh? (*existing customers only)
 - What products are missing? (*existing customers only)
 - Is digital submission or physical best? Continuing your current path?
 - Prepare content for submission
- Determine which recipients you want to reach and compile your master list for each recipient within an excel spreadsheet
 - What products (Product name, GTIN) are being sent to which recipient?
 - What products need additional brand created data (i.e. Lifestyle images, hero images, banner images, additional feature bullets, marketing copy)?
 - Gather and prepare additional brand created data to meet recipient requirements.

In the first 45 days, Syndigo will:

- Conduct the customer/Syndigo content audit session
- Notify the client once the Verification process is complete and Brand Content can be added
- Confirm all Marketplace products have completed Verification and are present in the account's Marketplace
- Link products to recipients, add Brand Content supplied by the client, and publish to recipients
- Communicate any errors or feedback to the client and collaborate to resolve any feedback or errors
- Confirm marketing content has been delivered to the retailer



SYAAS Readiness: Enhanced Content

Prior to Services Kickoff:

- Have all assets created and prepared
- Using the Syndigo provided template options, have all required creative approval of layouts by internal teams; The Brand Labels that your company markets are an important part of automatic mapping. They enable an automatic link to your Product Detail Pages.
- Identify priority retailers
- Understand requirements and recommended image specifications
 - Banner Images: 2000P x 1000P – JPEG or PNG
 - All Other Assets: 2000P x 2000P – JPEG or PNG
 - Videos: Maximum 1GB; MP4 file type

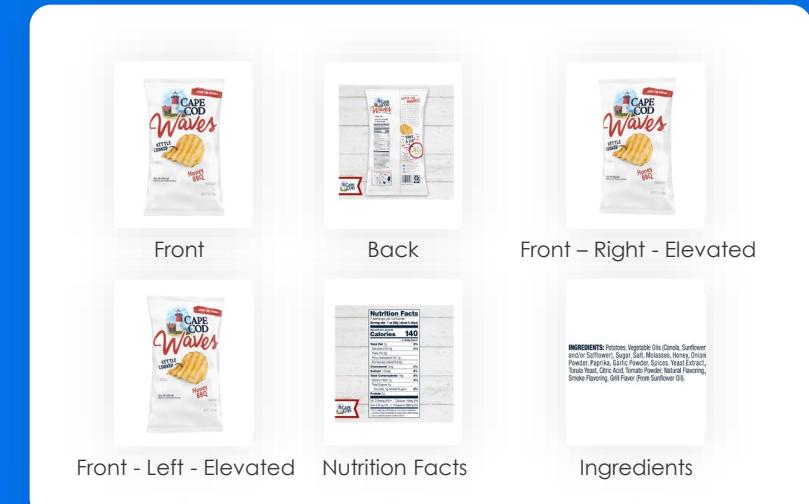
In the first 45 days, Syndigo will:

- Load images you've created and prepared
- Load product URLs
- Build widgets and publish
- Confirm Enhanced Content is live on site
- Provide the first Enhanced Content report in your Monthly Scorecard

Requirements for Digital Verification

- Digital Verification best practice: Customer submits 6 planogram sides of the packaging + 1 eComm image. **If all 6 planogram images cannot be provided**, to process any digital product, Syndigo requires a minimum of:
 - Front image of the product with no plunge
 - Front Center Elevated image of the product (with plunge) for eComm distribution
 - A mechanical flat of the packaging for data capture. This must include:
 - All available surfaces of the product – including any hidden surfaces such as peel back labels
 - A clear view of all ingredients (if applicable)
 - All product warnings (if applicable), including if the warnings are on the top or bottom of the package
 - A clear view of any product fact panels (if applicable)
- In addition to the above images, we must receive the following data associated with each product:
 - UPC
 - Height in inches with 2 numbers after the decimal
 - Width in inches with 2 numbers after the decimal
 - Length in inches with 2 numbers after the decimal
 - Gross weight in pounds or ounces

***If specifications cannot be met, client must send in physical products ***



SYAAS: What is it? What's Included? What Isn't?

What is Syndication as a Service?

- Management of content to meet recipient requirements*
- Delivering content to the recipients
- Services are available for Core and EC management only and from CES platform

What's Included?

- Data preparation/import of Syndigo Verified Content
- Two annual product refresh projects per year
- Linking products, image ordering in accordance with recipient requirements*
- Adding “top-off” marketing data and/or optional attributes, ensuring products meet 100% readiness score

What isn't included?

- **Solutions:**
 - Analytics reporting or strategy
 - MDM/PIM
- **Services:**
 - Custom Templates
 - API
 - Asset formatting/clipping path edits
 - Data transformation
 - GDSN Foodservice/nutrition
 - 3+ Package refresh products per SKU

Example Items Covered in Account Review

Account Management:

- Verify the number of CES accounts needed
- Merge/delete relevant accounts and data if necessary
- Clean up duplicate products if necessary

Marketplace Subscriptions and Settings:

- Verify Marketplace > Product Index flow is set to match based on Correlation ID or GTIN
- Determine if Marketplace Subscriptions and Staging are on or needed
- Determine if the “Preferred Products” tab would benefit the account
- Determine if the “My Products” tab would benefit the account

Marketplace Licensing:

- Verify the preferred Data Collection Type is aligned with the goals of the account
- Determine if the client uses digital or physical verification and if this is the best method for the client based on their goals
- Verify account is licensed to see the correct/desired brands
- Determine if unique identifier lists are created
- Verify unique identifier list filters are not present and active in Marketplace
- Verify if additional data owners are present in Marketplace Licensing