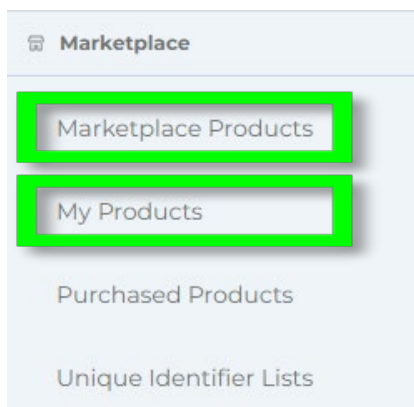


Welcome to the Syndigo Marketplace!

The Marketplace is the source for Syndigo verified content for grocery, space management, and advertising. When Syndigo verifies product content, it is auto-published to the Syndigo Marketplace, located in the left navigation bar (see below).



IMPORTANT: Products sent by you or your company for verification will appear in the "**My Products**" tab, while the "**Marketplace Products**" tab will display *all* items you have access to within the Marketplace.



In this document we answer several questions including...

- Where can I find my products?
- How can I group my products that I need to view together?
- How can I run match reports on my products?
- How can I download my content?

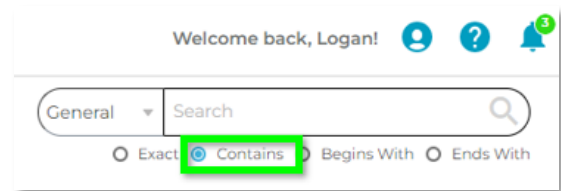
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Searching for Marketplace Products

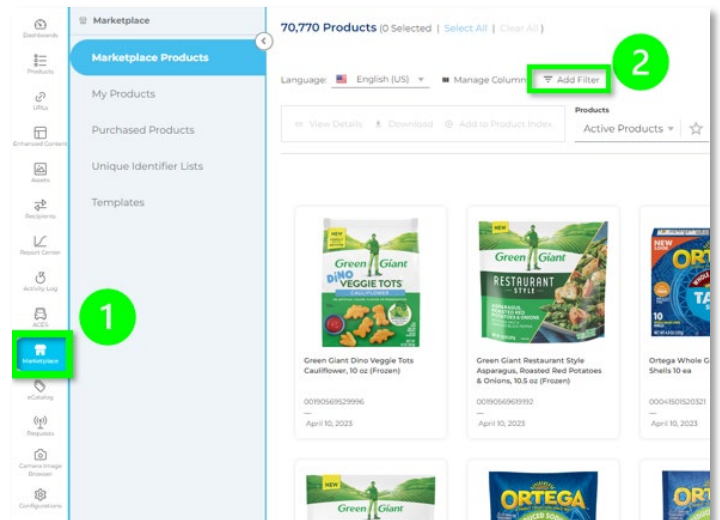
To search for a single product, use the search bar in the Marketplace tab. Search by *Product Name*, or *GTIN* or *UPC*. We recommend using “contains” to ensure you receive the desired search results.



Applying Filters

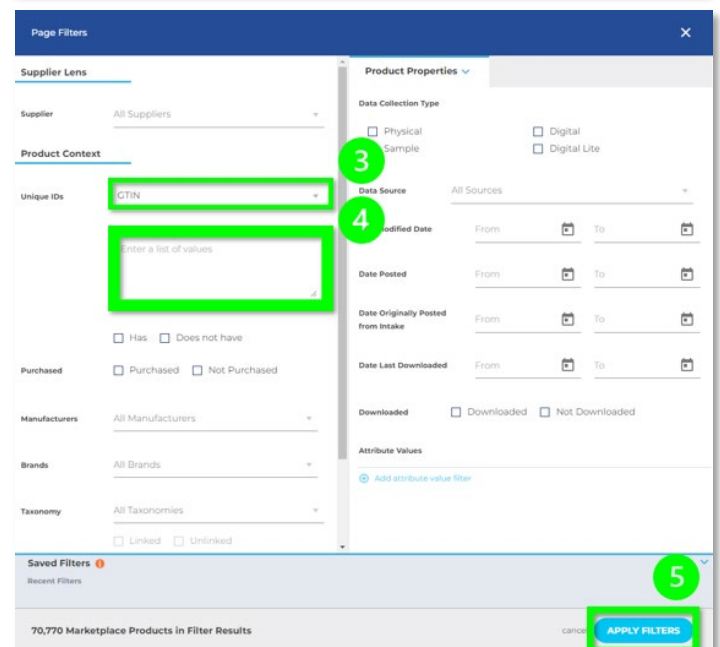
Filters help narrow down a product list to view or work with specific group of products within the Syndigo Marketplace. To add a filter...

1. Click **Marketplace**.
2. Click **Add Filter**.
3. Select a filter from the Filter menu.
4. Select/enter the associated filter options/values.
5. Click **Apply Filter**.
6. Add more filters as needed.



Available filters include...

- *Unique ID Values*
- *Taxonomy & Category*
 - *Gladson – Legacy GDN categories*
 - *Syndigo – More granular categories*
- *Date Posted*
- *Last Downloaded*
- *And More!*



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Creating or Uploading Unique ID Lists

Marketplace users can create and upload Unique ID Lists. Once created, a Unique ID List can be referenced as a filter on the Marketplace Index Page, and a "matched" report can be downloaded.

1. From Unique Identifier Lists tab in Marketplace, click **Create New List**.
2. Name your Unique ID List by clicking "No List Name" and entering a new value.
3. Click **Add to List** and a new modal will load.
4. Click the dropdown to select the Unique ID.
5. Choose your delimiter from the dropdown.
6. Copy/paste Unique IDs into the modal, OR, click **Upload File**. *NOTE: When uploading via an Excel file, Unique IDs must be listed in Column A with no header.*
7. Click **Add Item(s)**.
8. Click **Process**.



The screenshots show the following steps:

1. Clicking the **CREATE NEW LIST** button in the Unique Identifier Lists tab.
2. Clicking **No List Name** and entering a new name.
3. Clicking **Add to List** to open the modal.
4. Selecting **UPC - All Digit Lengths** from the Unique Identifier dropdown.
5. Selecting **Multi Line** from the delimiter dropdown.
6. Clicking **UPLOAD FILE** to open the file selection dialog.
7. Clicking **ADD ITEM(S)** to confirm the upload.
8. Clicking **PROCESS** to generate the report.

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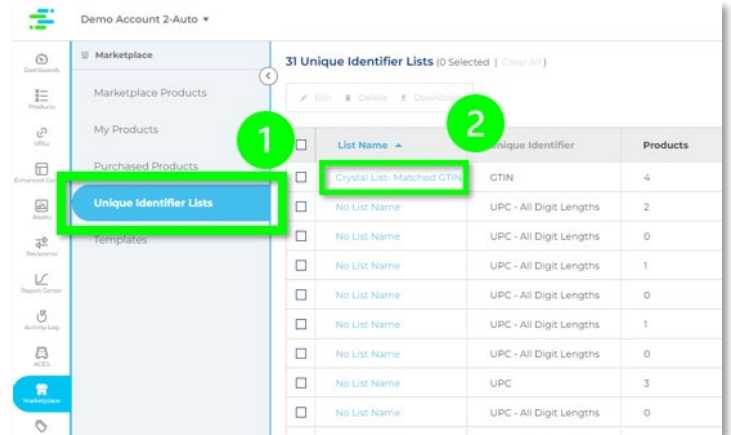
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Matching to a Product List (Viewing or Downloading Unique ID "Matched" Reports):

Once a Unique Identifier List is processed, users can view or download a summary of matched/unmatched products within the Unique ID List.

1. From the Marketplace Index, click the *Unique Identifier Lists* tab.
2. Click the desired list name to view the details of the list (Use the search bar to narrow the list if needed).
3. Users can see a "matched" or "unmatched" status for each product without the need to download.
4. To download the match report, click **Download**. The direct download file will include a list of Unique IDs and a True/False value for a "matched" status.



List Name	Unique Identifier	Products
Crystal List- Matched GTIN	GTIN	4
No List Name	UPC - All Digit Lengths	2
No List Name	UPC - All Digit Lengths	0
No List Name	UPC - All Digit Lengths	1
No List Name	UPC - All Digit Lengths	0
No List Name	UPC - All Digit Lengths	1
No List Name	UPC - All Digit Lengths	0
No List Name	UPC - All Digit Lengths	3
No List Name	UPC - All Digit Lengths	0



Status
Unmatched
Unmatched

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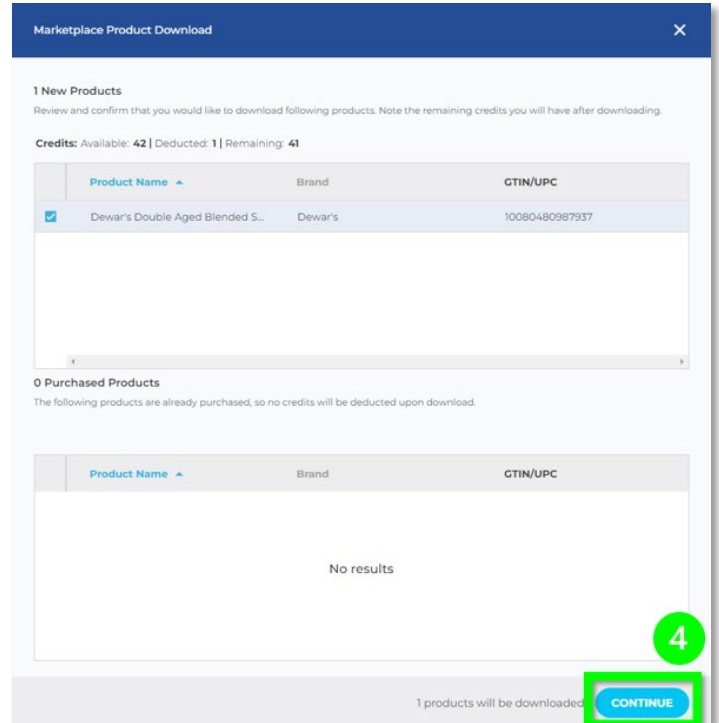
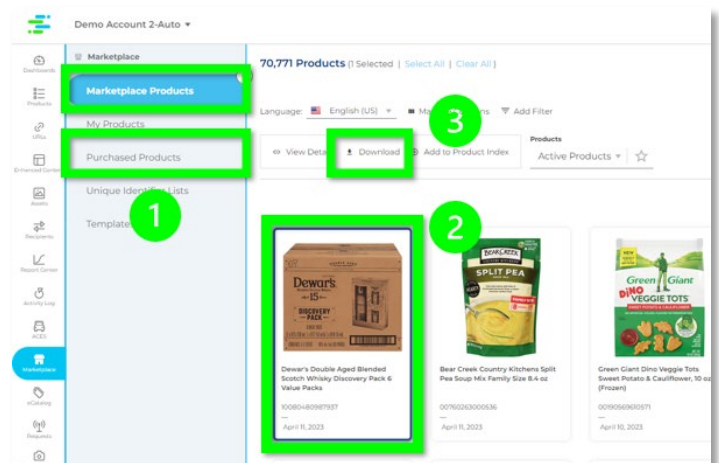
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Downloading Attributes and Assets from the Marketplace

Product Content (attributes) and Assets (images) that are accessible in the Syndigo Marketplace can be downloaded into a customized spreadsheet/folder for use outside of the Syndigo platform. This download can be performed for one or more products.

1. Navigate to **Marketplace Products** OR **Purchased Products**.
2. Select the products you wish to download.
3. Click **Download**. The selected products fall into two categories:
 - **New Products** – Products whose Content/Assets have never been downloaded from your account. *If you have a limited number of download “credits,” details of that credit balance and the credit deduction for the download will be displayed.*
 - **Purchased Products** – Products whose Content/Assets have previously been downloaded from your account. Accounts with a limited number of download “credits” will not be “charged” to re-download these products.
4. Click **Continue**.



Continued on next page...

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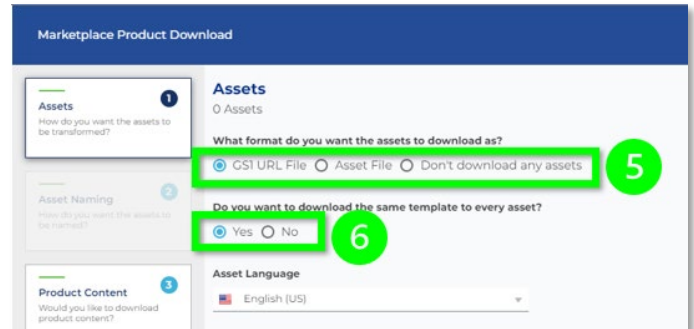
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From the Marketplace Product Download screen, users are guided through a 4-step process to create a customized download:

Panel 1 - Asset Templates - Set which assets and asset specifications are included in the download.

5. Select your asset format.
6. Specify if all asset types should use the same template.
 - A. If "Yes," choose the Asset Template from the dropdown menu, or click Create New Template from the dropdown menu.* Then, select the asset types you wish to download.
 - B. If "No," select each Asset Type you wish to download and assign a template to each.

Continued on next page...



Marketplace Product Download

Assets
How do you want the assets to be transformed?

Asset Naming
How do you want the assets to be named?

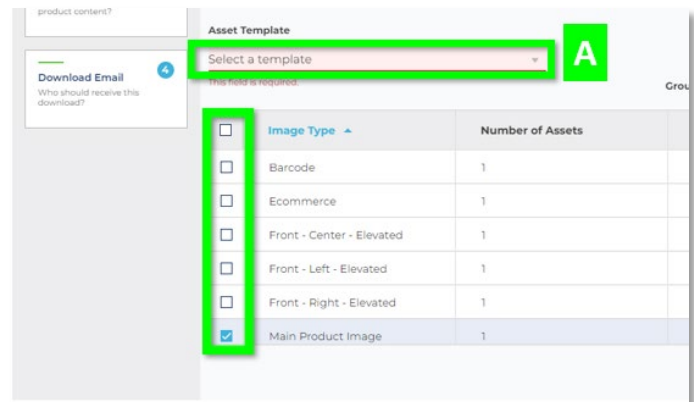
Product Content
Would you like to download product content?

Assets
Assets

What format do you want the assets to download as?
 CSI URL File Asset File Don't download any assets

Do you want to download the same template to every asset?
 Yes No

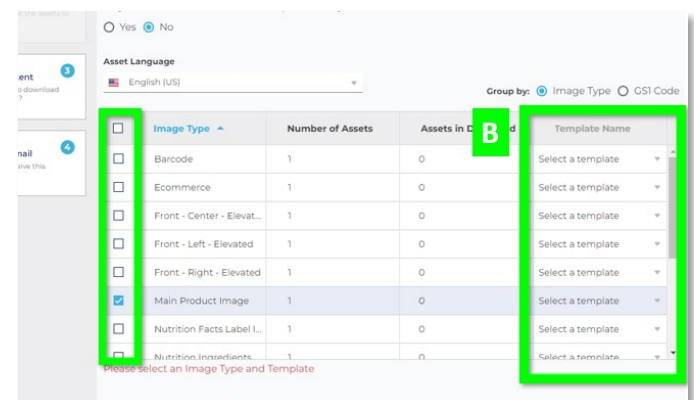
Asset Language
English (US)



product content?

Asset Template
Select a template
This field is required.

<input type="checkbox"/>	Image Type	Number of Assets
<input type="checkbox"/>	Barcode	1
<input type="checkbox"/>	Ecommerce	1
<input type="checkbox"/>	Front - Center - Elevated	1
<input type="checkbox"/>	Front - Left - Elevated	1
<input type="checkbox"/>	Front - Right - Elevated	1
<input checked="" type="checkbox"/>	Main Product Image	1



Yes No

Asset Language
English (US)

Group by: Image Type CSI Code

<input type="checkbox"/>	Image Type	Number of Assets	Assets in Download	Template Name
<input type="checkbox"/>	Barcode	1	0	Select a template
<input type="checkbox"/>	Ecommerce	1	0	Select a template
<input type="checkbox"/>	Front - Center - Elevat...	1	0	Select a template
<input type="checkbox"/>	Front - Left - Elevated	1	0	Select a template
<input type="checkbox"/>	Front - Right - Elevated	1	0	Select a template
<input checked="" type="checkbox"/>	Main Product Image	1	0	Select a template
<input type="checkbox"/>	Nutrition Facts Label L...	1	0	Select a template
<input type="checkbox"/>	Nutrition Ingredients	1	0	Select a template

Please select an Image Type and Template

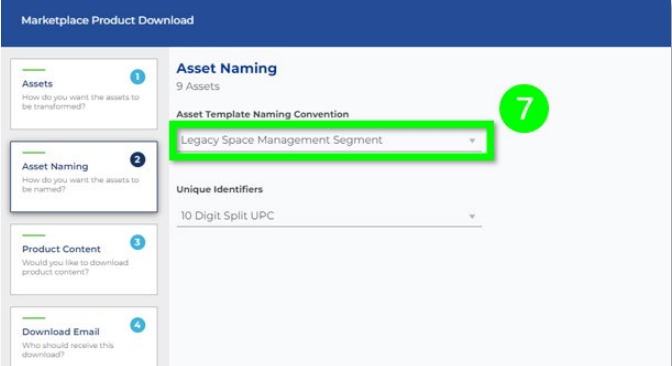
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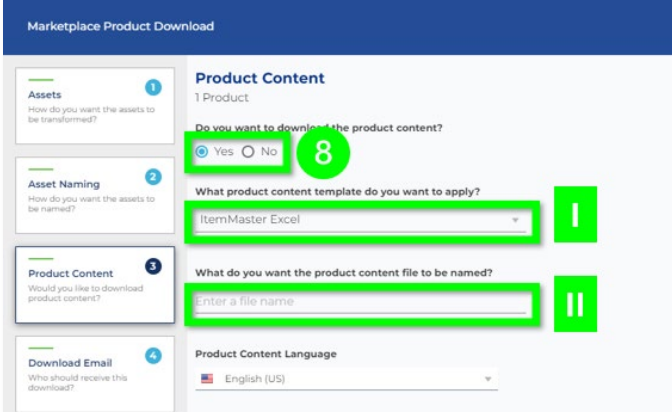
Panel 2 – Asset Naming – By default, the Asset Naming Convention is defined by the selected Asset Template.

7. If needed, select a predefined Naming Convention from the dropdown menu or create a Custom Naming Convention.



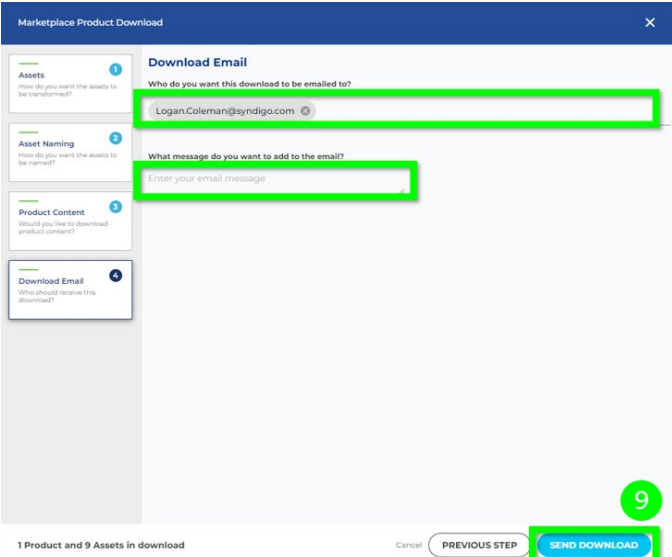
Panel 3 – Product Content – Attributes associated with the selected products (excluding assets/images).

8. Specify if you would like to include Product Content in your download.
 - I. If “Yes,” choose a Product Content template from the dropdown.
 - II. Name your product content file.



Panel 4 – Download Email – By default, Marketplace Downloads are delivered via email to the email address associated with your Syndigo login.

- You may edit or add email addresses as needed.
 - You may elect to include an optional message which will be shared with all email recipients.
9. Click **Send Download**.



HELPFUL LINKS

Below are additional resources to help you use the Content Experience Suite as efficiently and quickly as possible!

[Product Shipment Form](#)

Syndigo.com

- [Overview of Active Content Engine](#)
- [Overview of CPG](#)
- [Overview of Foodservice](#)

Syndigo Help Center

- [Tour the Marketplace](#)
- [Marketplace Tab vs. Product Index Tab](#)
- [Create an Asset Template \(Marketplace\)](#)
- [Edit an Asset Template \(Marketplace\)](#)
- [Download Content from Marketplace](#)
- [Download Individual Assets from a Marketplace Product Page](#)
- [Search and Filter Marketplace Products](#)
- [Using Unique Identifier Lists in the Marketplace](#)
- [Create and Manage Saved Filter Sets](#)
- [Manage Marketplace Columns](#)

For additional help, contact [Syndigo Support](#).