

OVERVIEW

This document will help Recipients and Supplier understand the various types of content that can be supplied via Syndigo. By default, all content widgets are turned on for all Recipients.

CONTENT WIDGET

Content Widgets are a set of design tools in Syndigo's Content Experience Hub (CXH), made available to help Suppliers assemble and publish rich content to Recipient sites.

VIDEO

Widget Description: Suppliers are able to upload one or more videos for a product. Videos are typically used to present a demo or a tour of a product and are arranged in a gallery, along with a caption and a description for each video. It is recommended to provide Accessibility Files (.vtt format) for each video.

- [Click here to view example](#)

IMAGES

Widget Description: Suppliers are able to upload one or more images for a product to show different views of the product. Images are arranged in a gallery that lets the Supplier provide a caption and a description for each image.

- [Click here to view example](#)

INTERACTIVE TOUR

Widget Description: An Interactive Tour allows shoppers to interact with a product by clicking on feature hotspots that have been positioned on a product image. Each hot spot highlights a key aspect or feature of the product. The content for each hotspot is displayed in a feature box which can include text, image, and video.

- [Click here to view example](#)

360° VIEW

Widget Description: 360° View allows shoppers to learn about a product by interacting with the product image as it rotates horizontally. Shoppers can control the rotation, letting the image spin automatically, or use the controls to view the image frame-by-frame. Shoppers can also stop the motion, zoom in on a particular frame, as well as reverse the order of the rotation.

- [Click here to view example](#)

iFRAME

Widget Description: The iFrame widget allows users to display an externally-hosted web page as Enhanced Content. The widget is considered an "add-on" feature and is not included in the basic Enhanced Content offering in CXH. If you're interested in learning more about the iFrame widget, please contact your Syndigo representative.

FEATURE SETS WITH VISUALS

Widget Description: CXH provides the option to combine visuals (images and/or videos) with text to create attractive and informative content about a product's features. Feature sets are useful for presenting a Supplier's brand or product story (features and benefits) in a structured way.

[Click here to view example](#)

SPECIFICATIONS TABLE

Widget Description: The Specifications Table widget allows the Supplier to present technical information in a reference table format. A Supplier can enter content in columns and organize the content under group headings.

- [Click here to view example](#)

COMPARISON TABLE

Widget Description: CXH provides the option to create tables displaying related products side-by-side so shoppers can compare product features. Comparison tables can be dynamically assorted, based on the catalog feed provided by the Recipient.

- [Click here to view example](#)

DOCUMENTS

Widget Description: CXH provides the option to upload one or more PDF documents. Documents let the Supplier provide additional information about the product, such as data sheets, technical specifications, and user manuals.

- [Click here to view example](#)

TEXT

Widget Description: Text lets a Supplier write their own free-form copy. Formatting functionality provides basic style options, such as paragraphs, boldface and italics, and bullet lists (with optional sub-bullets).

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CAROUSEL

Widget Description: A Carousel lets a Supplier combine text, video and graphics to show a sequence of steps or stages pertaining to the product. For example, a Carousel can be used to show how to assemble a product, best practices for using the product, as well as maintenance and storage instructions.

- [Click here to view example](#)