

# Sell Your Products Everywhere

Global Reach.  
In-store and eCommerce.



Products Move When Content Flows™

## Leverage the world's largest retailer network to drive better sales.

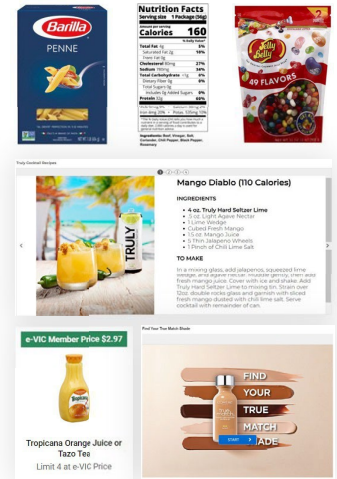
Syndigo offers the largest retail trading partner network, across Food, Beverages, Apparel, Household Goods, DIY, Hardlines, Electronics and more. Access the retailers you need to maximize your growth with winning product content, both online and in-store.

### Valued partners include:



### Syndigo unlocks the engaging content you need to drive sales growth:

- **Core & Enriched Content Creation.** Create and verify accurate product descriptions, imagery, weights, measures, and more.
- **Enhanced Content.** Build engaging experiences on product detail pages that deliver a compelling story on the digital shelf.
- **Nutrition Information.** On- and off-label content—nutrition facts, ingredients, allergens and wellness/dietary compliance.
- **Digital Shelf Analytics.** Optimize product content based on shopper behaviors, in near real-time.
- **In-store Solutions.** Accurate dimensions/label data at shelf drives awareness, assortment planning, and efficient re-stocking.



*"It's really easy. You just link the products in Syndigo to the products with the recipient, and then you hit publish. Within 2-3 days we saw the content coming online. Our content went from being about 55% accurate to 90% accurate on Kroger."*

**Kyle Roble—Senior Manager of Omni-Channel Content, Kellogg's**

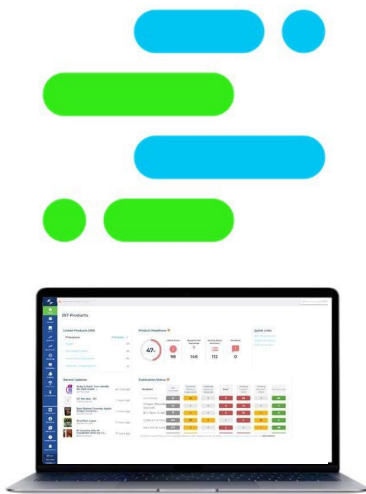


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Multiple Methods. Unified Platform.

## Seamless Syndication leads to Unified Commerce.

Syndication is not the same as simple distribution. There is no 'one size fits all' solution. **Syndigo provides coverage for all your scenarios.**



Syndigo is a true **unified solution** that supports the **broadest syndication network**.

Syndigo ensures your content will be accepted based on **industry and recipient-required data formats**.

### Direct Syndigo Technological Connections:

Syndigo created core content is delivered directly to the recipient's vendor portal/item set up, to push via API / XML. Requirement sets are pre-defined based on recipient specifications.



**API:** Our API connects directly with recipient systems, bypassing manual work for end users (e.g. manual searches for items to review and export). This is subject to delivery sites' fluctuating business relationship.



**Custom Exports:** Requirement sets are defined by the customer. Product data can be sent as a file export (Excel, CSV, XML, or JSON) to an email address or FTP.