Beyond the GDSN:
8 Benefits of Comprehensive Product Content for Suppliers

With the Global Data Synchronization Network (GDSN), suppliers can be confident the product content they are required to share with their trading partners is standardized and validated, real time, in 1 comprehensive system—preventing the need for individual, disparate updates.

But what if you could do more to elevate your "supplier" game?

Leverage comprehensive product content coverage to help you:

1 Start the process with the right guidance
Rely on a team of product content experts who have successfully assisted thousands of users with loading and publication of data. We assess the level of content sourcing, creation or loading support you need to meet retailer data quality requirements. If product content gaps exist, we work to provide fast supplier response to troubleshoot & resolve the problem and guide you throughout the process.

2 Reduce content upload errors
Improved supply chain product data processes, including real-time validation alerts, mean that poor image quality or missing product attributes are no longer an issue affecting your product sales.

3 Accelerate product launch & distribution
Leverage an end-to-end, integrated process of item setup and syndication to complete content maintenance & distribution in less than half the time.

4 Prevent product content supply chain bottlenecks
Allocate resources to best fit business needs. Leverage a reliable, authoritative global data synchronization network to address system downtime before it happens.

5 A picture worthy of more shopping cart conversions
High-quality images are no longer a "nice-to-have" but a necessity in today's marketplace. Image Capture Services instill confidence that your images and metadata are compliant with GS1 standards to provide enhanced e-commerce experiences and increased conversions due to greater consumer engagement.

6 Custom item attribute population made easy
Have a specific requirement that your retailer is asking of you that you can't address solo? Or perhaps you want to manage a custom attribute that will differentiate your product better? No problem. Leverage our extensive list of attributes across various product categories—160 attributes per category courtesy of the new Content Acceleration process.

7 Leverage deeper integration to better own your product content journey
Benefit from a seamless experience and higher-quality standards—from product content capture to syndication—through deepened technology integration that targets above- and below-the-fold content, and interactive, 360-degree, VR, 3-D automated product experiences.

8 Practice Confident Commerce through product differentiation
We ensure you have peace of mind that your products are highlighted to consumers in the best way possible to sell your products. No detail is too small to address—from complete, accurate product descriptions and attributes, to compelling marketing "why buy" messaging to high-quality imagery and animations, to applying SEO best practices, and more.
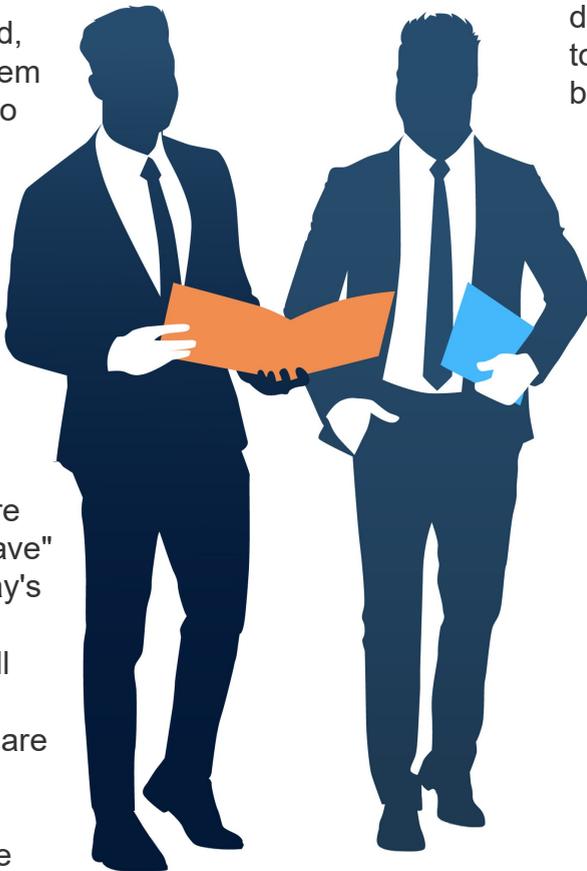
Go beyond the GDSN with enriched content that works for you