

Uber Eats

Dear Valued Supplier,

At Uber, we are committed to providing the most accurate and reliable product data to our merchants and customers. To achieve this, we are excited to introduce an important initiative aimed at improving how we manage and access product information from our suppliers.

Take control of your product's data on Uber. Merchants provide Uber with product catalogs, which may not always be complete or current. To address this, Uber uses the Uber Canonical Product Catalog (UCPC) as a centralized source of truth for all product listings.

We have partnered with 1WorldSync to integrate product content directly into Uber's Canonical Product Catalog (UCPC) through the GDSN network. This ensures that all product data displayed on the Uber app is up-to-date, complete, and verified, allowing for a seamless experience for both merchants and end consumers.

Why Your Product Content Matters to Uber:

Consistency Across the Platform: All retailers integrated with Uber and submitting GTINs will display the same version of your product—the one you provide. This ensures a consistent and reliable presentation of your brand across Uber's app.

Ensures Product Updates and Completion: Whenever you update or add a product through the GDSN network, it is automatically reflected in the UCPC. This ensures that Uber always has the most current product information, reducing the risk of discrepancies and enhancing the overall customer experience.

Unlocks Additional Features: Products listed in the UCPC become eligible for additional features like Google Shopping activation, Search Engine Optimization (SEO), and quality assurance processes. This ensures that your product stands out in Uber's marketplace, with more opportunities for effective promotions.

Unlock Assortment Reporting: When a brand has shared over 80% of their assortment through a the GDSN network, they unlock assortment reporting, which will include the detail of which of their products are being sold in the uber app by which merchant and in which store, and which % of their assortment is missing

Better Data for Ads: By providing complete product data through UCPC, your products can be more efficiently promoted and sold, ensuring merchants and consumers always have access to the latest details, helping drive sales.

Why Should You Participate?

By submitting your product content to Uber via Content1 and the GDSN network, your brand will benefit in several ways:

Enhanced Brand Integrity: With consistent and high-quality product information across all platforms, your brand will be represented exactly as you intend.

Improved Consumer Experience: Accurate product data ensures Uber users see the best possible representation of your products, from images to descriptions, enhancing trust and purchase confidence.

Streamlined Operations: The GDSN integration means fewer requests for updates or corrections from Uber, as the latest product information is already available in the system.

Expanded Market Reach: As more platforms adopt digital shelves, participation in UCPC ensures that your brand is ready for broader omnichannel opportunities.

How to Get Started:

Uber leverages 1WorldSync's Content1 platform to access your product data, making it easy for you to ensure accuracy. Here's how to get started:

Log into Item Management > click the "?" icon in the top right corner > "My Action Items" > "Opt In" under "Introducing Content1"

There is no additional cost for 1WorldSync subscribers to submit content via Content1. All shared content is protected, ensuring the integrity of your brand's presentation.

If you have any questions or would like to learn more, please visit 1WorldSync's support page or contact their customer support at +1 866.280.4013 or via email at technicalsupport@1worldsync.com.

We value your partnership and look forward to continuing our collaboration to enhance the consumer experience and drive growth for your brand.

Sincerely,
The Uber Team