Amazon Catalog Content Capture

GDSN Initiative

May 22 / 23

Meeting Attendee's

- **Brand Owners**
  - GDSN Item Setup & Maintenance
  - Business: Sales, Operations, eCommerce, Marketing, Master Data
- **Amazon**
  - Andrew Lonzo, Senior Manager, Consumables
  - Kishore Kumar, Product Manager, Consumables
- **1WorldSync**
  - Payal Patel – Supplier Engagement Leader
  - Ashley Dowdy– Implementation Manager
  - Steve Papian – Strategic Sales Executive

Meeting Objective

- Amazon's **Catalog Content Capture** Initiative

- Why Amazon is leveraging **GS1 Standards** and the **Global Data Synchronization Network – GDSN**

- Secure your commitment to **begin publishing 100% of your Amazon Catalog**, today!

Consumer Behavior – Driving Demand for Transparency

- **Information about the product** has grown to become as important as the Product itself - **influencing 56 cents of every dollar in retail sales.**
Fierce Retail, 2016

- **88%** of consumers say that detailed product content is extremely or very important to their purchasing decision.
Shopping Guide, 2016

amazon

More on-line shoppers visit Amazon for a product search than any other search engine, before making a purchase.

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Product Content Quality Principles

- **Usability** – content Usability is significant since GDSN content is being used to drive recipients eCommerce solutions and, manufacturers digital strategies

- **Accuracy** – content inaccuracy can impact a Brand's reputation

- **Consistency** – repeatable processes, including governance, are critical underpinnings

- **Completeness** - reflects a manufacturer's overall content governance and transparency strategy, to build trust with your consumer

Why is Amazon asking suppliers to publish their product content via the GDSN?

amazon

- **Amazon is looking to leverage the GDSN to enrich product content in an automated manner.**
- The use of GDSN content is multifold:
  - Some fields that are not mandatory in the Vendor Central spreadsheet are mandatory attributes in the GDSN. This has resulted in increased attribute coverage for products synchronized via the GDSN.
  - Improved data quality mostly in areas such as full item hierarchies received via the GDSN.
  - Automating product content enrichment and updates significantly reduces the manual effort of the Vendor Central spreadsheet process on both ends - vendors and Amazon

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Phase 1 Outcomes

- **Amazon's Phase 1 GDSN Content Capture initiative successfully demonstrated improvements in coverage and quality:**
  - Attribute Coverage: Improved from 71% to 98%
  - Attribute Data Quality: Improved from 60% to 90%

- ***This is not a pilot or test.*** GDSN is another way of providing product content updates to Amazon and should be considered as a normal business practice

- Over 200 brand owners are syndicating product content with Amazon, via GDSN

Amazon's Objective

- **Acquire 100% of each Retail Brand's Catalog Content via GDSN**
  - Amazon will review each attribute before ingesting and displaying on-line
  - **GDSN Attribute Publication:**
    - 30 Core attributes + 33 Amazon required attributes
    - Additional Amazon attributes will be shared throughout 2018

- **Amazon welcomes 1:1 conversations with supplier community**

FAQ's

1. **What type of Amazon vendors are in scope?**

   ▪ Amazon Retail Vendors are in scope for the GDSN process.

2. **What Amazon product categories are included?**

   ▪ Everything that is sold on Amazon.com today.

3. **What Amazon platforms are impacted by this?**

   ▪ All Amazon platforms. Amazon utilizes UPC as a base for all products presented on various platforms.

4. **Does this impact new item set up via the Vendor Central?**

   ▪ No. New item set up through Vendor central remains unchanged for now.

FAQ's

5. **What information is Amazon taking through the GDSN?**

   - Mostly supply chain attributes (Amazon requirements) are currently ingested with a plan to ingest the remainder of the VC attributes for item maintenance in the future.

6. **Current requirements do not ask for the Amazon Specific Item Number (ASIN). How is Amazon mapping UPC/GTIN with ASIN?**

   - Every product set up with Amazon has an associated UPC. The Amazon feed system will be able to look up the UPC and synchronize product details automatically to an ASIN.

7. **When will Amazon be taking all attributes required for item maintenance?**

   - The objective is to ingest all product attributes before end of 2018.

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Critical Next Steps

- **100% of your Amazon Retail catalog**, currently being sold on Amazon.com

- Landing Page for all Information: www.1worldsync.com/amazon
  - **Amazon GLN: 0848719000016**
  - Amazon Implementation Guide
  - Amazon Attribute Requirement Guide
  - Frequently Asked Questions

Contact Resources

- Amazon
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    - kishorve@amazon.com
  - Andrew Lonzo, Senior Manager, Consumables
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- 1WorldSync
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Thank you.

Questions?