



SALSIFY

Product Content Management and
Syndication Platform

Detailed product content is the
#1 driver of online purchasing decisions*.
Is your content ready?

* Comscore and UPS

Walmart

Channels > Walmart Content Spec 2.0 >

Readiness Report: 343 Products Ready of 370 Total Last run 17 days ago [REFRESH NOW](#)

28 REQUIRED ATTRIBUTES MISSING SOURCES	4 REQUIRED ATTRIBUTES MISSING DATA	182 ATTRIBUTES COMPLETED	5 OPTIONAL ATTRIBUTES MISSING DATA	44 OPTIONAL ATTRIBUTES MISSING SOURCES																																																							
<div>Show attributes for... <input type="text" value="search attributes"/></div> <div>10 per page 1 - 10 of 82 Next >></div> <table border="1"> <thead> <tr> <th>WALMART CONTENT SPEC 2.0 ATTRIBUTE</th> <th>REQUIRED</th> <th>DATA TYPE</th> <th>COMPLETION</th> <th>SOURCE</th> </tr> </thead> <tbody> <tr> <td colspan="5">General Attributes</td> </tr> <tr> <td>Category</td> <td>Y</td> <td>Picklist / Category</td> <td>99% <div></div></td> <td>Walmart Category</td> </tr> <tr> <td>Product Name</td> <td>Y</td> <td>String</td> <td>100% <div></div></td> <td>concatenate(value("Brand"), " ", value("Name"))</td> </tr> <tr> <td>Long Description</td> <td>Y</td> <td>String</td> <td>72% <div></div></td> <td>Description</td> </tr> <tr> <td>Shelf Description</td> <td></td> <td>String</td> <td>1% <div></div></td> <td>Description - US</td> </tr> <tr> <td>Short Description</td> <td>Y</td> <td>String</td> <td>100% <div></div></td> <td>Description 100</td> </tr> <tr> <td>Main Image</td> <td>Y</td> <td>String</td> <td>0% <div></div></td> <td>Images</td> </tr> <tr> <td>Additional Assets</td> <td></td> <td>String</td> <td>0% <div></div></td> <td>Choose Source</td> </tr> <tr> <td>Product Identifiers</td> <td>Y</td> <td>String</td> <td>0% <div></div></td> <td>Choose Source</td> </tr> <tr> <td>MSRP</td> <td></td> <td>String</td> <td>0% <div></div></td> <td>MSRP</td> </tr> </tbody> </table>					WALMART CONTENT SPEC 2.0 ATTRIBUTE	REQUIRED	DATA TYPE	COMPLETION	SOURCE	General Attributes					Category	Y	Picklist / Category	99% <div></div>	Walmart Category	Product Name	Y	String	100% <div></div>	concatenate(value("Brand"), " ", value("Name"))	Long Description	Y	String	72% <div></div>	Description	Shelf Description		String	1% <div></div>	Description - US	Short Description	Y	String	100% <div></div>	Description 100	Main Image	Y	String	0% <div></div>	Images	Additional Assets		String	0% <div></div>	Choose Source	Product Identifiers	Y	String	0% <div></div>	Choose Source	MSRP		String	0% <div></div>	MSRP
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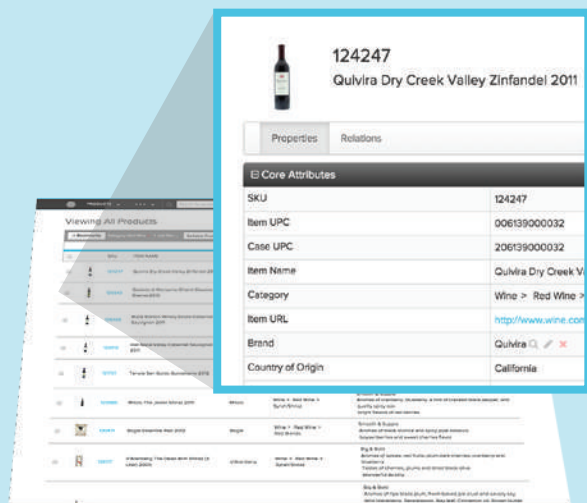
Get your products to
market faster and sell
more. Manage your
product content and
publish to all your sales
channels with Salsify.

“ We onboarded over 900 products to Walmart.com in one day using Salsify.”
- SETH DIAMOND, DIRECTOR OF ECOMMERCE | DRIVE MEDICAL

“ If you're trying to better manage and create better content, I highly
recommend Salsify as a starting point.”
- GARRETT BLUHM, HEAD OF ECOMMERCE, HYLAND'S



SALSIFY FOR BRANDS



ONE CENTRAL DATABASE

A SINGLE SYSTEM OF RECORD

Store the latest product attributes, copy, images, videos and data from your ERP and PIM in one place

COLLABORATION WORKFLOWS

Automatically assign tasks to teams as content needs to be created or approved

COMPLETE ACCESSIBILITY

Make your content easily accessible to your entire organization via the cloud



CONTENT MAPPING & READINESS

BUILT-IN RETAILER REQUIREMENTS

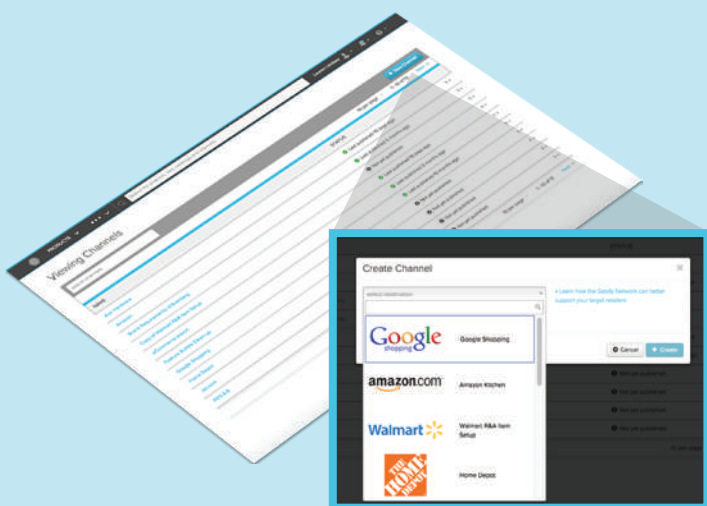
See how well your content stacks up to major retailer requirements

READINESS REPORT

Know at a glance what you need to change before you publish

IMAGE TRANSFORMATIONS

Automatically resize, rename and reformat images to each retailer's specs



PRODUCT CONTENT SYNDICATION

DIRECT PUBLICATION

Customers are using Salsify to publish directly to Walmart, GDSN and more

TEMPLATED EXPORTS

Save any retailer's item setup sheets to Salsify and let the tool automatically populate them for you

DIGITAL CATALOGS

Share up-to-date catalogs with your long-tail of retailers and your sales organization

Today, hundreds of brands like Bosch, Reckitt-Benckiser, Newell-Rubbermaid, Jones New York and John Hardy Jewelry use Salsify to communicate information for millions of products to hundreds of retail & distribution partners and marketplaces - including Walmart, Home Depot, Amazon, Target, Staples, Essendant and Wayfair. **Are you ready to Salsify?**

