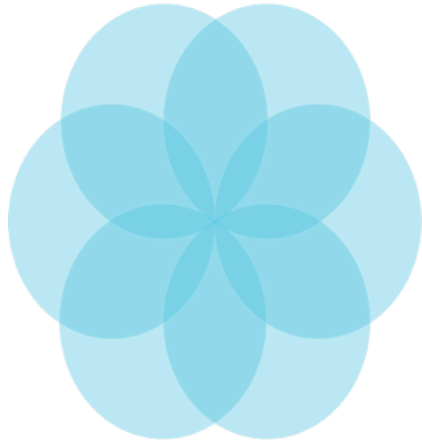




**"I'VE BEEN SHOPPING ALL DAY  
AND MY FINGERS ARE KILLING ME!..."**



# SALSIFY

**The Importance of Product Content**

**& What Walmart Wants**

# Today's Agenda

- **The Importance of Product Content**
- **What Walmart Wants**
- **6 Steps to Success**
- **Questions**



# Product Content: Some Numbers





**Over 189,000,000 people  
in the U.S. own a smartphone.**

**That's**



**of the U.S. Adult Population.**





72%

- U.S adults that make \$50k – \$74.9K year

84%

- U.S. adults that make \$75k+ year

**They all own a smartphone.**



**Smartphones have changed  
the way we shop.**





# Shoppers pursue information throughout the entire purchase experience.

87% searched for information prior to visiting a store




79% searched for information while visiting a store



35% searched after visiting a store.







**But when they looked  
in-store,  
2 in 3 didn't find the  
info they were  
looking for...**

**43% were left  
frustrated.**

**It's not surprising that 42% of in-store consumers conduct research online - even while in store.**





# And when they search in-store...

64% use search engines

46% use the retailer's site/app

30% use a different retailer's site/app

26% use another type of site/app





73% say that **detailed product content** is the single most important factor in the search and selection process.

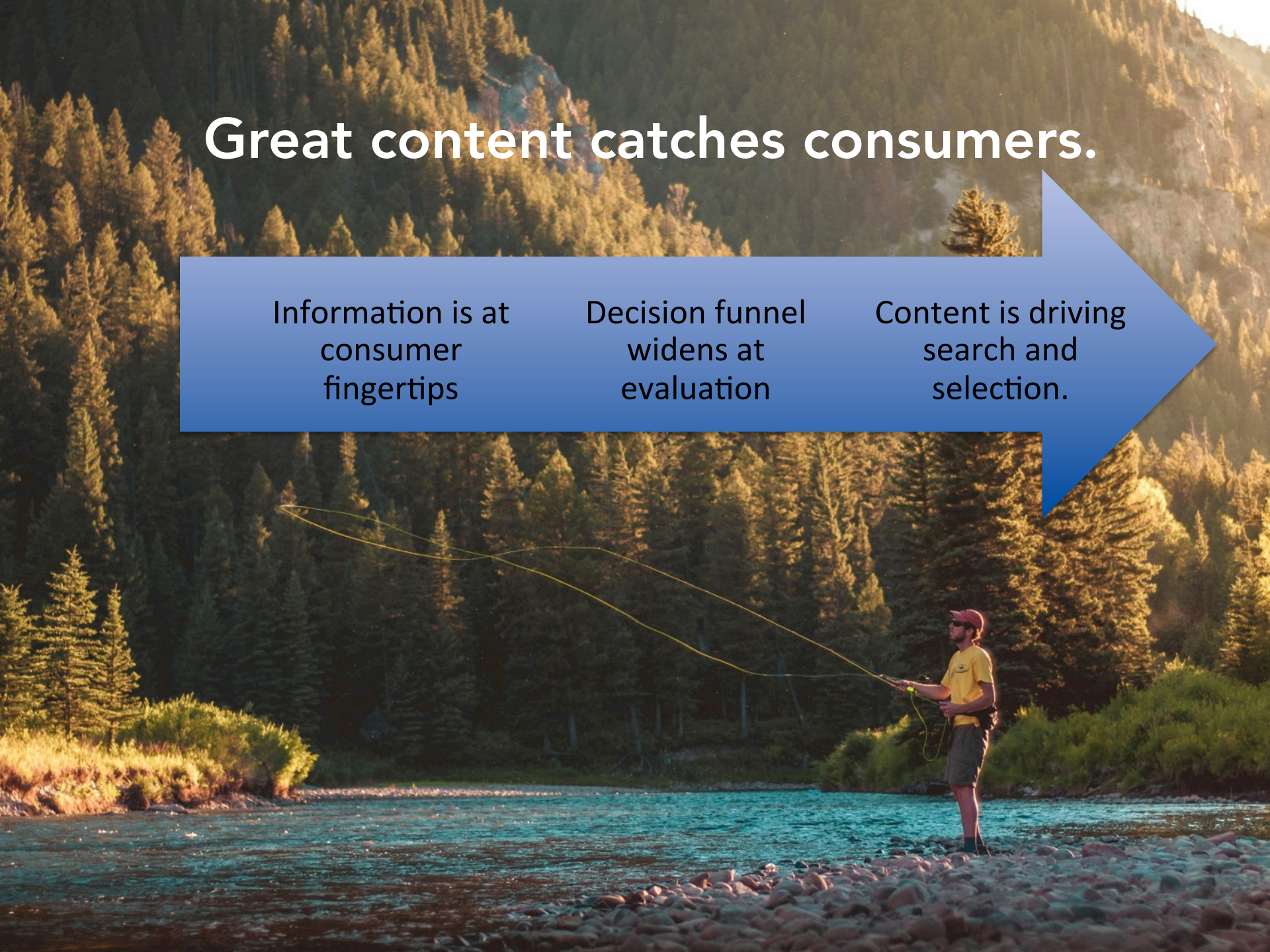


# Great content catches consumers.

Information is at  
consumer  
fingertips

Decision funnel  
widens at  
evaluation

Content is driving  
search and  
selection.



# Driving a rich brand experience through great content on the digital shelf matters now more than ever.



87%

State that improving and maintaining product content is a priority in their organization today.



52%

Plan to invest resources to improve product content management in the near future.



# Walmart Sees the Need too...

**Walmart PCCS and Product Content Spec 2.0**

**Reena Khinvasara, Product Manager, Walmart**





# Walmart: What is PCCS & Why Is It Happening?

## (Product Content Collection System)

@WalmartLabs

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### The @WalmartLabs Blog

## Delivering Exceptional Product Content: Solving a Universal Problem

Posted on June 26th, 2015 by Bao Nguyen

Written by Ram Rampalli, global head of content acquisition

The Internet and social media have reshaped the retail landscape, transforming it from a static, linear world to a dynamic, networked world. Whereas local brick & mortar stores were once the center of the retail universe, more and more of today's consumers enjoy the convenience of shopping anytime, anywhere in stores, online or via mobile devices. Traditional media, social media and the Internet are the new knowledge gatekeepers and increasingly influence consumer-purchasing behaviors. However influential they may be.



# Walmart: What does this mean for brands?

(Really: what's in it for me?)

- Providing better content increases likelihood of getting found & chosen
- Search informs offline selection. Consumers will look for your products when they get to the store
- *You* can merchandise your entire catalog of products on Walmart
- Increase assortments with Walmart over time
- Stay in compliance with Walmart demands



# Walmart: What are the deadlines?

## By October 1:

- Content Spec 2.0 content for all products sold in store, but not online

## What's next:

- Content Spec 2.0 content for all products that Walmart sells (ecomm only selection)
- List your full catalog with Walmart (excludes private label items)
  - (Yes, this means you'll increase the assortment you sell with Walmart!)
- Make sure your content is right, even if you aren't listing the product



# How can brands meet these deadlines?

- Work with a Content Solution Provider
- Go it on your Own: Map your content and submit through Retail Link
- Whichever path you choose, follow our 6 steps





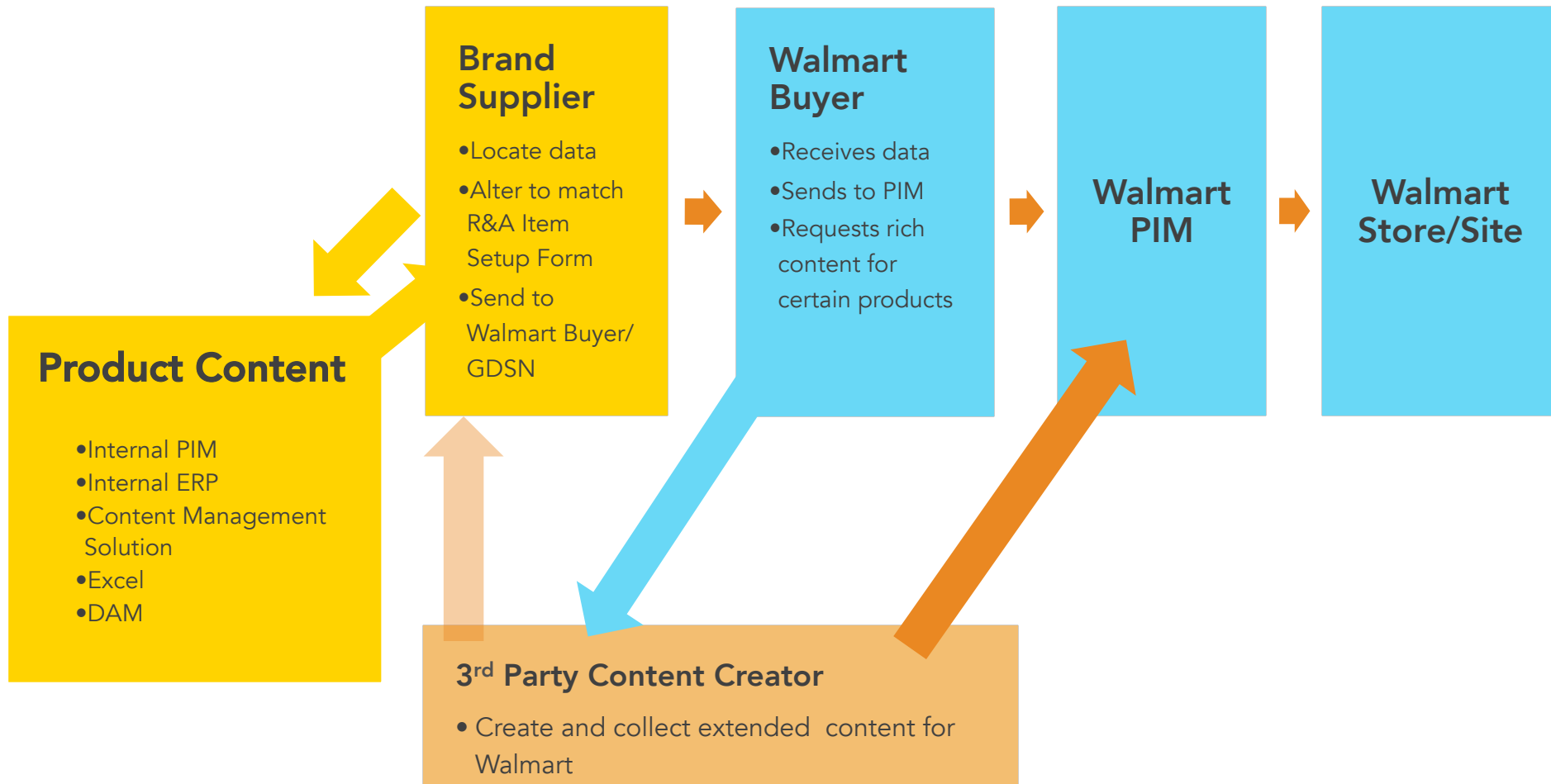
# The Playbook: 6 Steps To Ongoing Walmart Readiness

**Liron Berlin**

**Salsify - Walmart Product Content Expert**



# A Changing Landscape: Today



# A Changing Landscape: Tomorrow

Brand Suppliers create and map content to new spec using Content Solution Provider or on your own



Walmart

# 6 Steps to Walmart Readiness

1. Build the list of products you want to send to Walmart
2. Identify the content you have and the content creators
3. Download the new Content Spec requirements
4. Map your content to the new Walmart Spec, identify gaps
5. Fill in the gaps with the team you've created
6. Publish your content as it's ready





# 6 Steps to Walmart Readiness

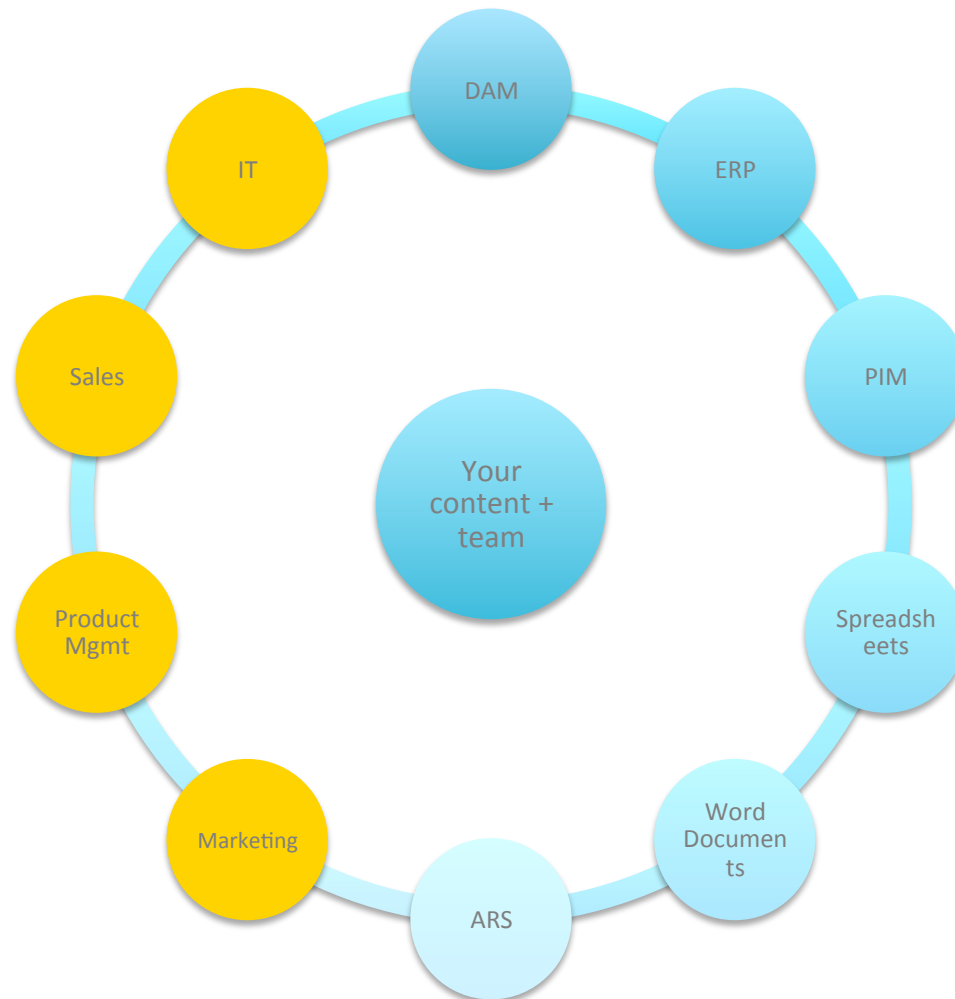
## 1. Build the list of products you want to send to Walmart

- For Oct 1: View the GTINs Walmart has prioritized for your brand. This is your list.
  - You can find the list in the DCQI report on RetailLink
- Moving Forward: Start with a select list of products.
- We recommend choosing the products with highest sales to maximize return from effort



# 6 Steps to Walmart Readiness

## 2. Identify the content you have and the content creators



# 6 Steps to Walmart Readiness

## 3. Download the new Content Spec requirements

**www.Salsify.com/walmart**

**SALSIFY**    The Problem We Solve    Product Tour    Pricing    Resources    [START A FREE TRIAL](#)    [LOGIN](#)

**WALMARTSPEC 2.0 UPDATE CENTER**

### Stay Ahead of Walmart's Changing Requirements

**LATEST UPDATE - SEPT 2, 2015**

#### Are You Walmart-Ready For the Holidays?

*So, Joe, can I tell you that I love you?"*

It's not too often I hear that from a customer, but it's kind of cool when I do. And my wife is fine with it. Because this declaration of love from a Data Analyst at a major food and beverage retailer was out of relief that, with our help, he knew they could meet Walmart's October 1st Content Spec 2.0 deadline.

[READ THE BLOG POST](#)

**FAST FACTS & RESOURCES**

- Mark your calendars! The next Content Spec 2.0 deadline is **October 1, 2015**.
- [Download the User Guide](#) and the most up-to-date [Specification Templates](#).
- [Learn about Salsify's 6-step process for getting your products Walmart-ready](#)

**Download Content Spec 2.0**

# 6 Steps to Walmart Readiness

## 4. Map your content to the new Walmart Spec, identify gaps

- Pay close attention to requirements and level of complexity
  - Images – URL rather than file
  - Limitations on number of characters
  - Closed list of accepted values
- Required attributes must be completed



# 6 Steps to Walmart Readiness

## 5. Fill in the gaps with the team you've created

- Start with the required attributes
- Infer from the content you've already created
- Use different members of your team to help fill gaps quickly





# 6 Steps to Walmart Readiness

## 6. Publish your content as it's ready

- For October 1, upload the complete file to RetailLink as soon as you have it
- Moving forward: Ship what you have when you have it, updates can be made easily



# 6 Steps to Walmart Readiness

1. Build the list of products you want to send to Walmart
2. Identify the content you have and the content creators
3. Download the new Content Spec requirements
4. Map your content to the new Walmart Spec, identify gaps
5. Fill in the gaps with the team you've created
6. Publish your content as it's ready



# Final Thoughts:

- **Product content is the foundation of a solid e-commerce business. It deserves your attention.**
- **All products matter. Create great content for online & offline catalogs of products. Prioritize those with highest sales first.**
- **Prep content for products that you don't sell on Walmart today. It can help and they'll want them soon.**
- **Use the six steps. They've worked hundreds of times over.**
- **Refresh your content regularly on all channels.**
- **Work with a Content Service Provider to help speed your time to market.**
  - **If you don't have one, we're happy to help.**



# Questions?

Thanks for your time!

Special Offer:

Free Content 2.0 Readiness Assessment

The screenshot shows the Walmart Content Spec 2.0 Readiness Report interface. At the top, the Walmart logo is displayed. Below it, the text 'Channels > Walmart Content Spec 2.0 >' is visible. The main heading is 'Readiness Report: 343 Products Ready of 370 Total'. To the right of this heading, there is a button that says 'Last run 14 minutes ago' and a 'REFRESH NOW' button. Below the heading, there are five tabs: '4 REQUIRED ATTRIBUTES MISSING SOURCES', '2 REQUIRED ATTRIBUTES MISSING DATA', '25/101 ATTRIBUTES COMPLETED', '1 OPTIONAL ATTRIBUTES MISSING DATA', and '69 OPTIONAL ATTRIBUTES MISSING SOURCES'. The 'ATTRIBUTES COMPLETED' tab is selected. Below the tabs, there is a search bar with the text 'Show attributes for...' and a search button. Below the search bar, there is a table with the following columns: 'WALMART CONTENT SPEC 2.0 ATTRIBUTE', 'REQUIRED', 'DATA TYPE', 'COMPLETION', and 'SOURCE'. The table lists three attributes: 'Category', 'Product Name', and 'Long Description'. The 'Category' attribute is required, has a data type of 'Picklist / Category', and is 100% complete. The 'Product Name' attribute is required, has a data type of 'String', and is 100% complete. The 'Long Description' attribute is required, has a data type of 'String', and is 'Not Applicable'. Below the table, there is a 'Details' section for the 'Long Description' attribute. It contains a description: 'Complete description that will be displayed on the item page as a bulleted list. Enter the item's key features, benefits, and other notables, each on its own line. HTML is supported to create the bulleted list.' It also contains a 'Requirements' section: 'This attribute is required. It may only have one value.' and a 'Maximum Length' of 4000. Below the details, there is a 'Sample Values' section: 'Fabric content; Features and/or attributes related to the product as a whole, such as pattern, fabric, etc.; Neckline; Sleeves; Fit; Additional details (any info on tag); Hem details; Bonus item/accessory, if applicable; Care instructions'. To the right of the details, there is a list of sources: 'Not Applicable', 'Item Master - Marketing Description', 'Advertising Front Image (AIA3)', 'Choose Source', 'UPC', 'Choose Source', and 'Net Content'. At the bottom of the table, there is a pagination bar that says '10 per page' and '1 - 10 of 101'.

WALMART CONTENT SPEC 2.0 ATTRIBUTE	REQUIRED	DATA TYPE	COMPLETION	SOURCE
Category	Y	Picklist / Category	100%	Walmart Category
Product Name	Y	String	100%	Walmart Item Name
Long Description	Y	String	Not Applicable	Not Applicable

**Details**  
Complete description that will be displayed on the item page as a bulleted list. Enter the item's key features, benefits, and other notables, each on its own line. HTML is supported to create the bulleted list.

**Requirements**  
This attribute is required. It may only have one value.

**Maximum Length**  
4000

**Sample Values**  
Fabric content; Features and/or attributes related to the product as a whole, such as pattern, fabric, etc.; Neckline; Sleeves; Fit; Additional details (any info on tag); Hem details; Bonus item/accessory, if applicable; Care instructions

Not Applicable  
Item Master - Marketing Description  
Advertising Front Image (AIA3)  
Choose Source  
UPC  
Choose Source  
Net Content

Send feedback and a set of your data to  
[walmart@salsify.com](mailto:walmart@salsify.com)

# Resources, Research & Image Sources

## Helpful Resources:

- Your content solution provider
- [Walmart.com/blog](http://Walmart.com/blog)URL
- [Salsify.com/Walmart](http://Salsify.com/Walmart)

## Research Sources

- Google, Oct 2014: <https://www.thinkwithgoogle.com/articles/how-digital-connects-shoppers-to-local-stores.html>
- Comscore + UPS Study, June, 2015 <http://www.marketingcharts.com/online/what-types-of-web-content-and-app-features-are-important-to-online-shoppers-55595/>
- Pew Research: <http://www.pewresearch.org/fact-tank/2015/04/01/6-facts-about-americans-and-their-smartphones/>
- Salsify proprietary research, September 2015

## Photo Sources:

- <https://unsplash.com/>
- <https://stocksnap.io/>
- Salsify proprietary