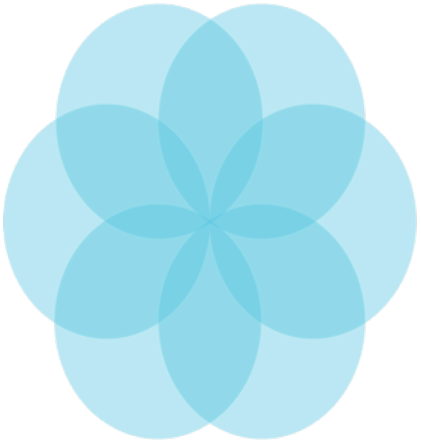
Source: http://www.linentablecloth.com/blog/internet-makes-wedding-planning-easier



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

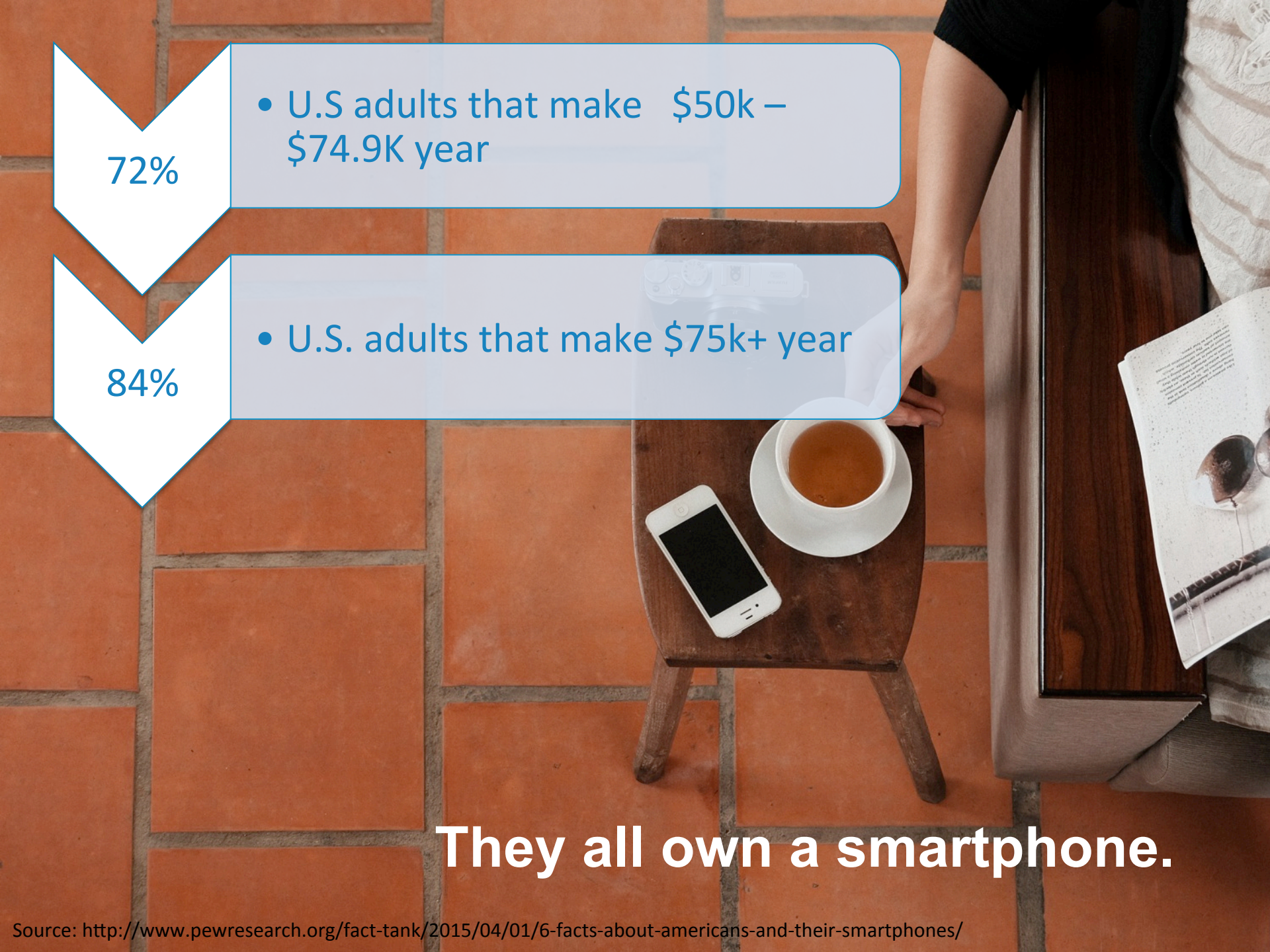
Product Content: Some Numbers

Source: http://www.pewresearch.org/fact-tank/2015/04/01/6-facts-about-americans-and-their-smartphones/

That's

of the U.S. Adult Population.

Source: http://www.pewresearch.org/fact-tank/2015/04/01/6-facts-about-americans-and-their-smartphones/



Source: http://www.pewresearch.org/fact-tank/2015/04/01/6-facts-about-americans-and-their-smartphones/

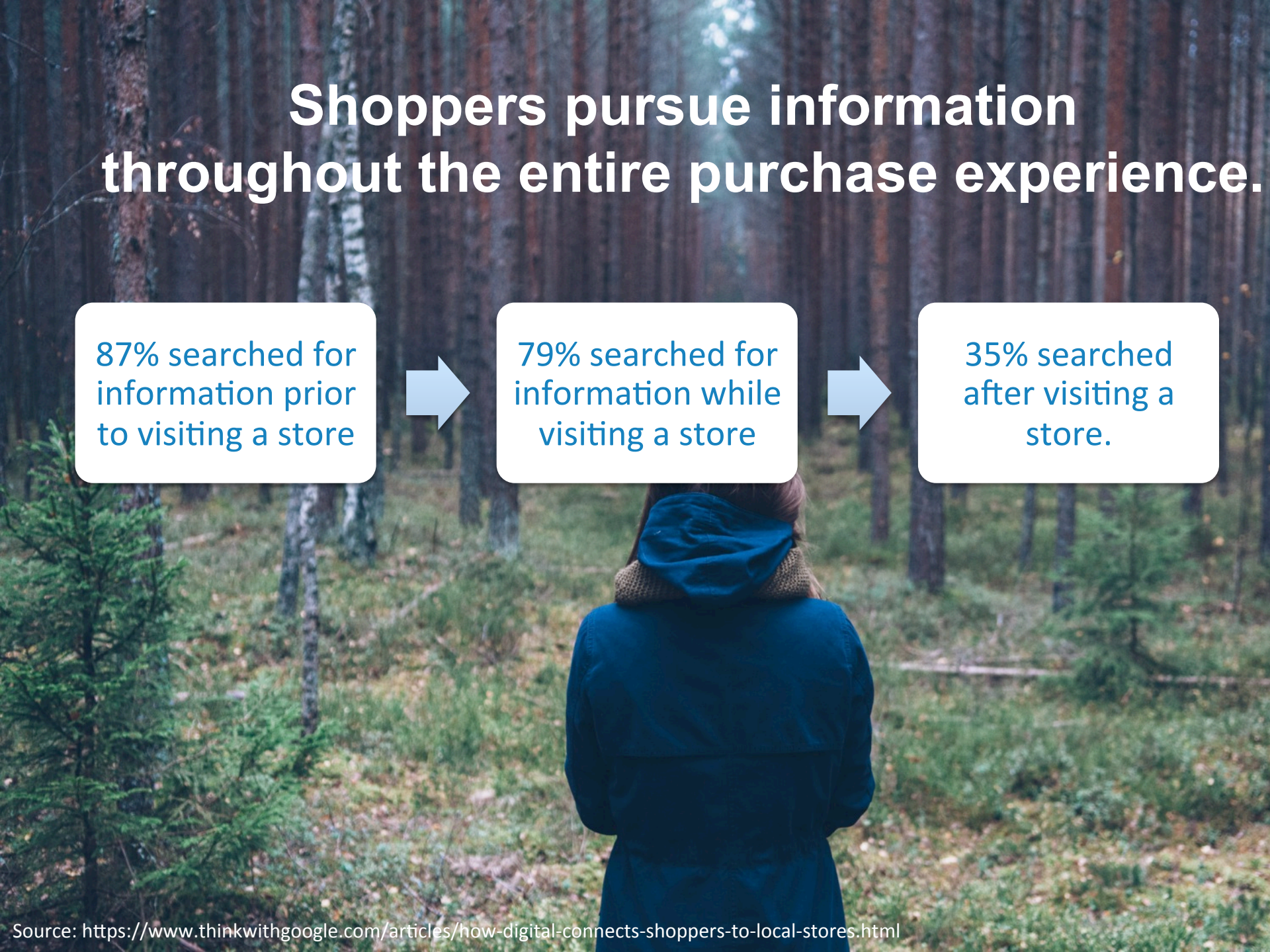
Smartphones have changed
the way we shop.

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.



Source: https://www.thinkwithgoogle.com/articles/how-digital-connects-shoppers-to-local-stores.html

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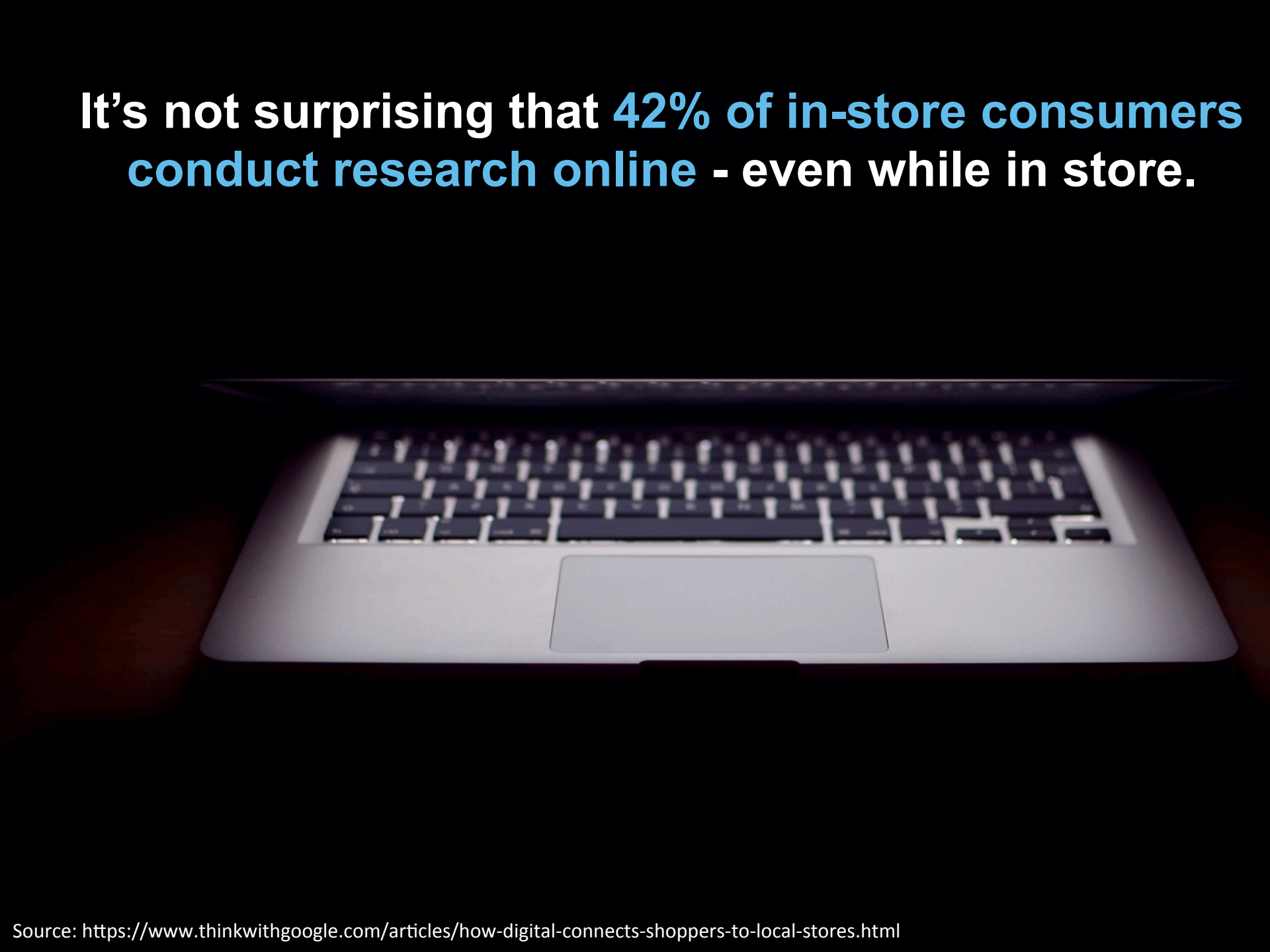
It's not surprising that 42% of in-store consumers conduct research online - even while in store.



Source: https://www.thinkwithgoogle.com/articles/how-digital-connects-shoppers-to-local-stores.html

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

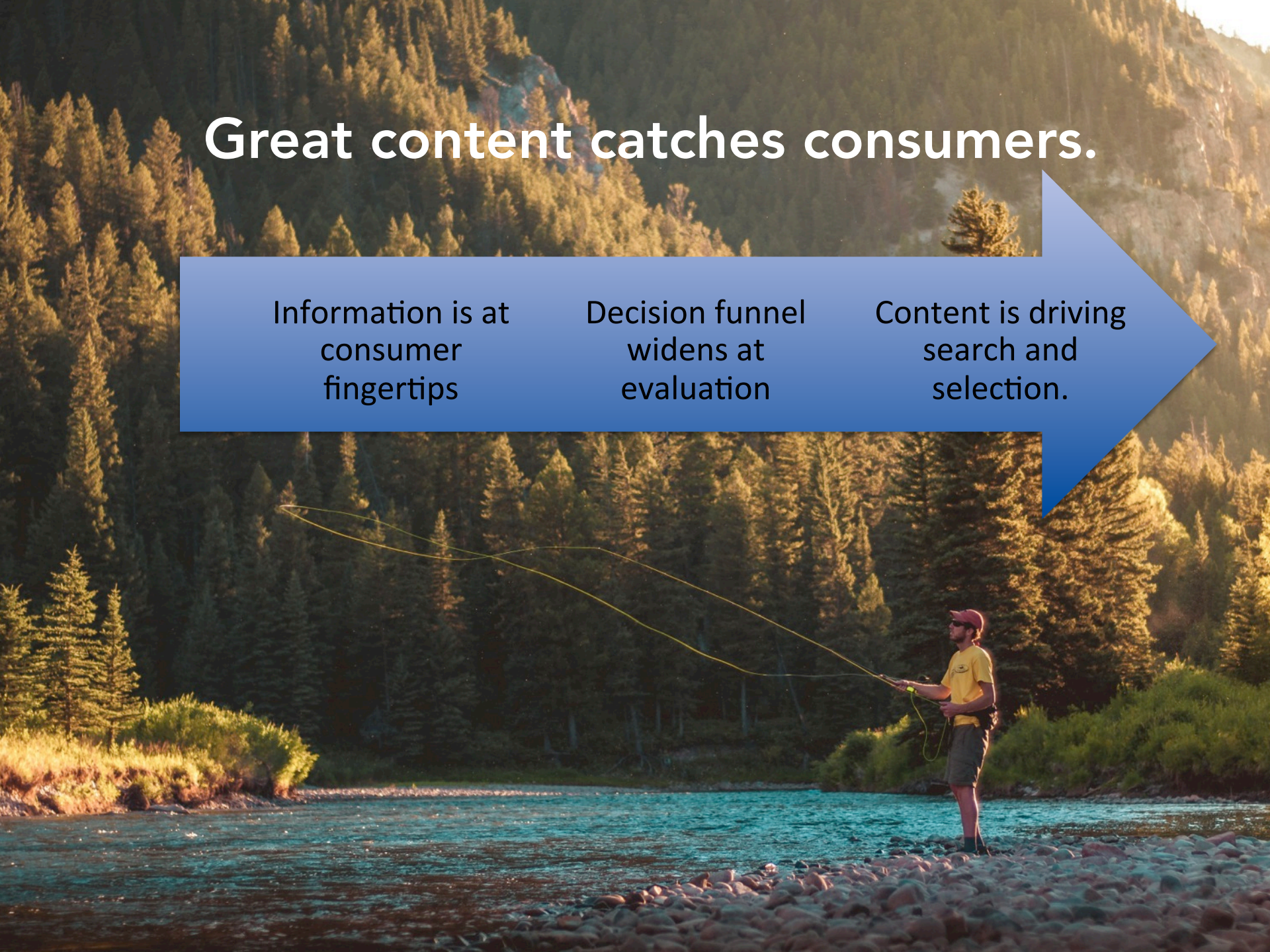
26% use another type of site/app

Source: https://www.thinkwithgoogle.com/articles/how-digital-connects-shoppers-to-local-stores.html

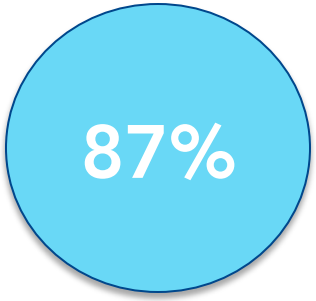
73% say that detailed product content is the single most important factor in the search and selection process.

Source: http://www.marketingcharts.com/online/what-types-of-web-content-and-app-features-are-important-to-online-shoppers-55595/

Great content catches consumers.



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



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

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

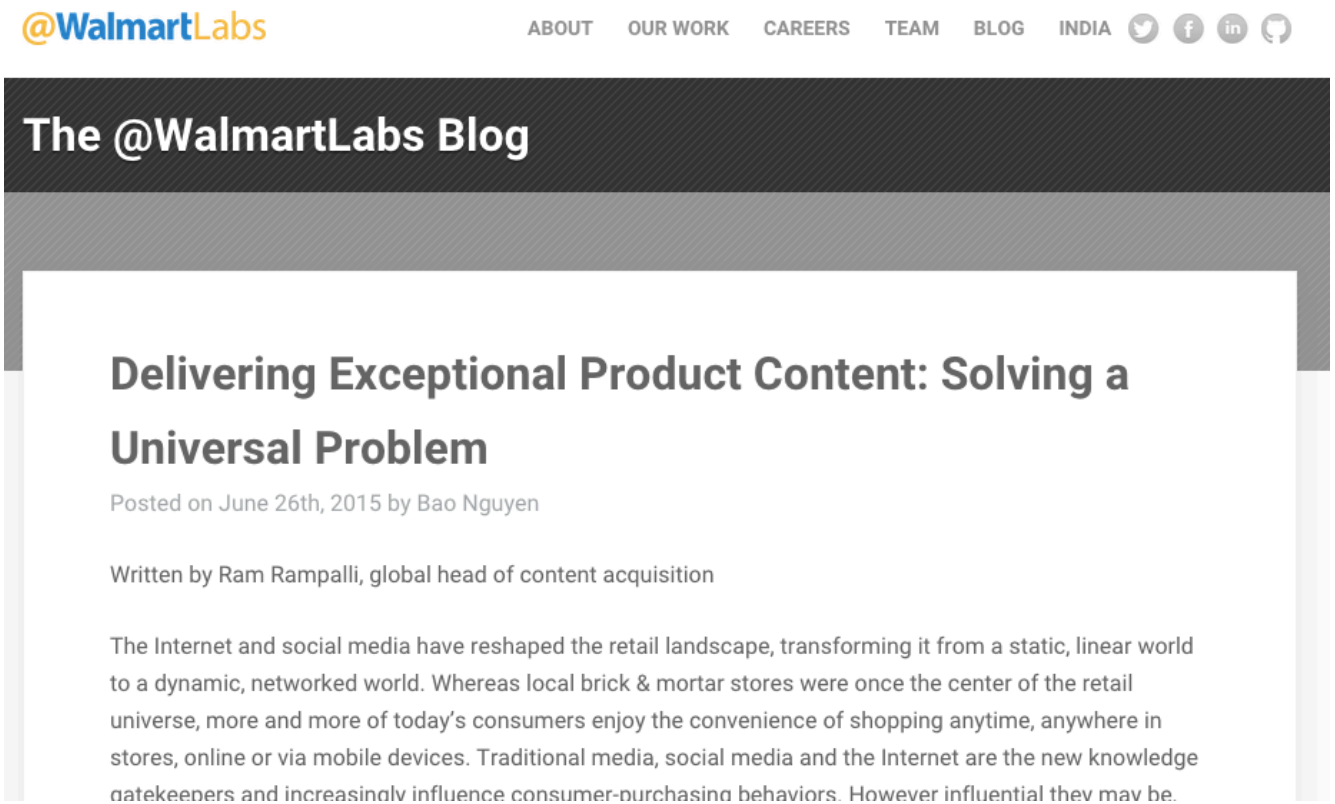
Source: Salsify proprietary research, non-customer brand manufacturers

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)



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

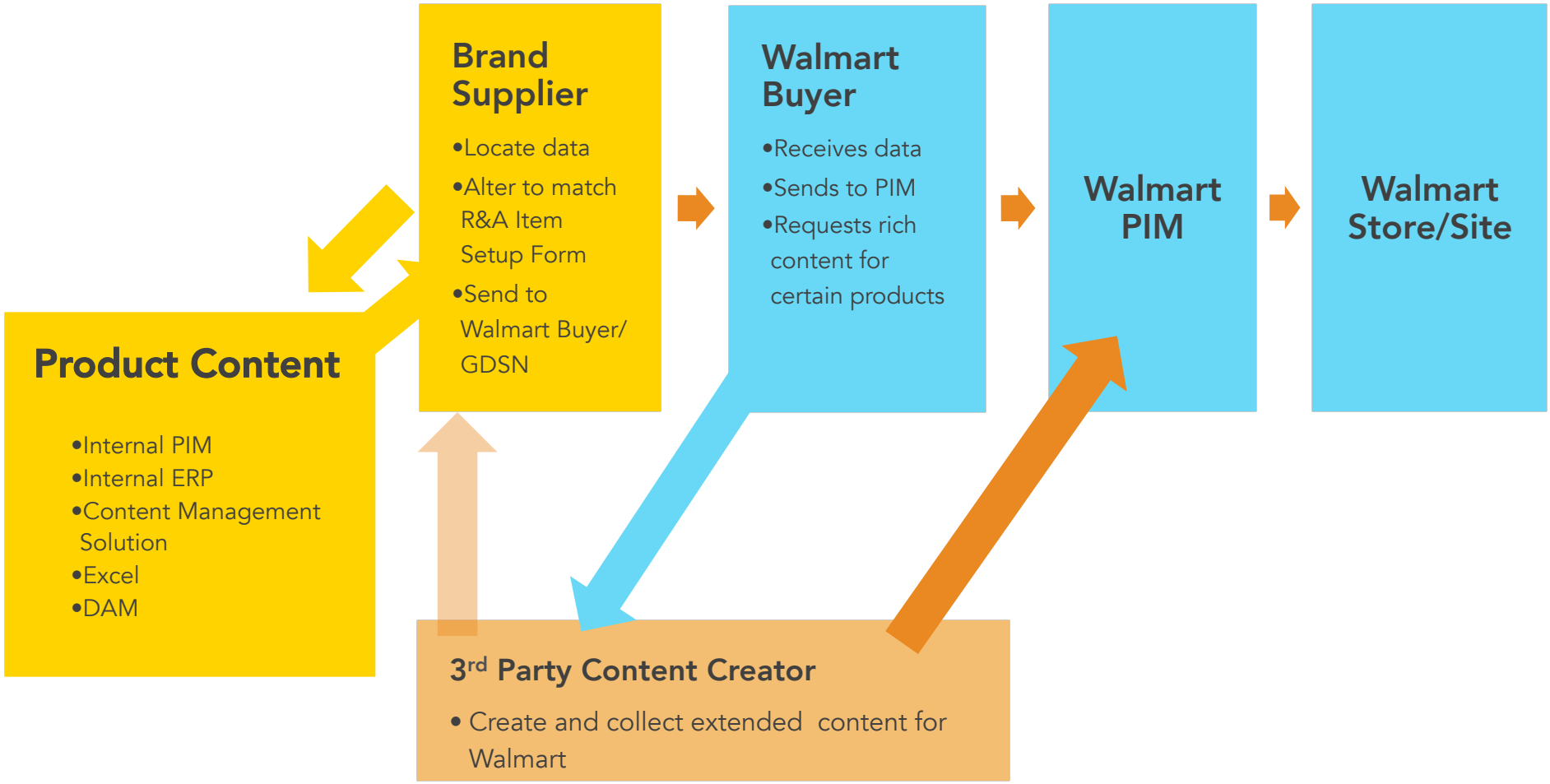
How can brands meet these deadlines?

- 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

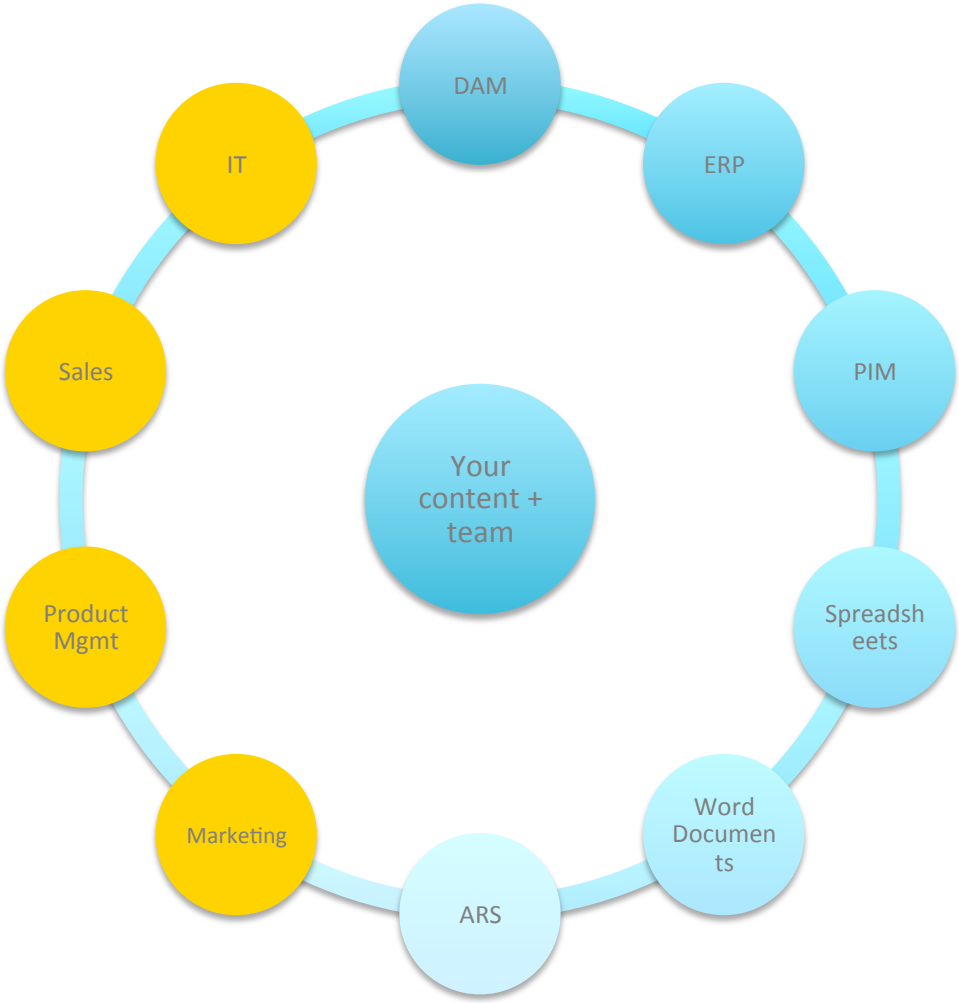
6 Steps to Walmart Readiness

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

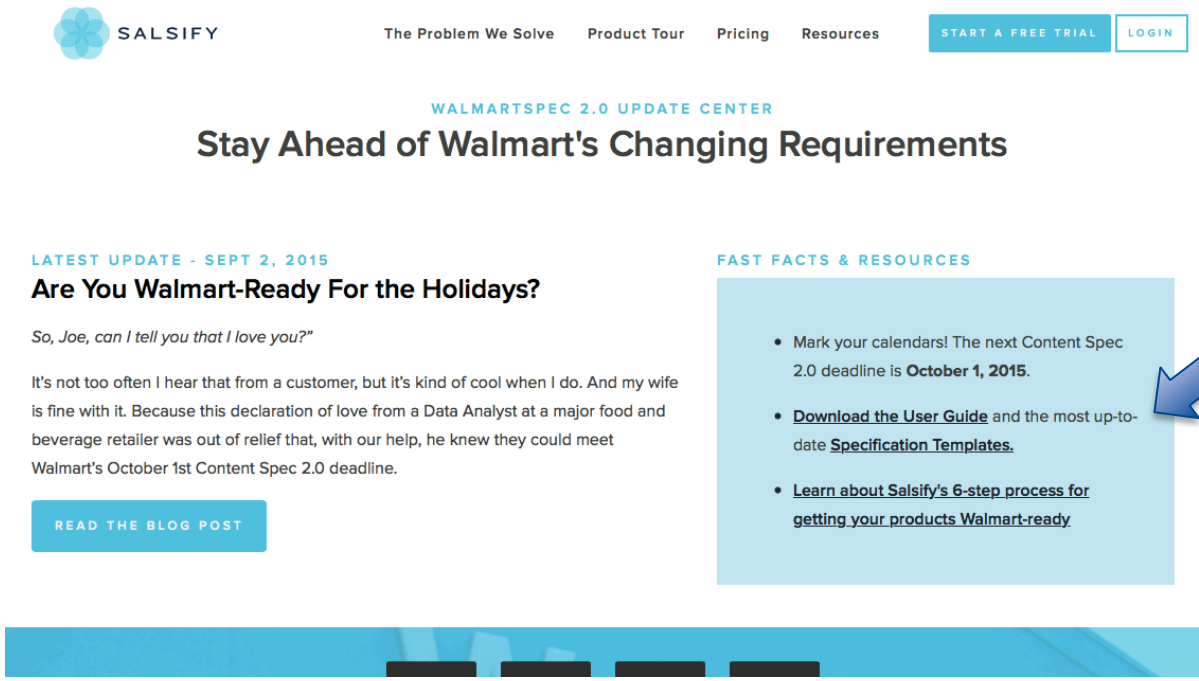
2. Identify the content you have and the content creators



6 Steps to Walmart Readiness

3. Download the new Content Spec requirements

www.Salsify.com/walmart



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.

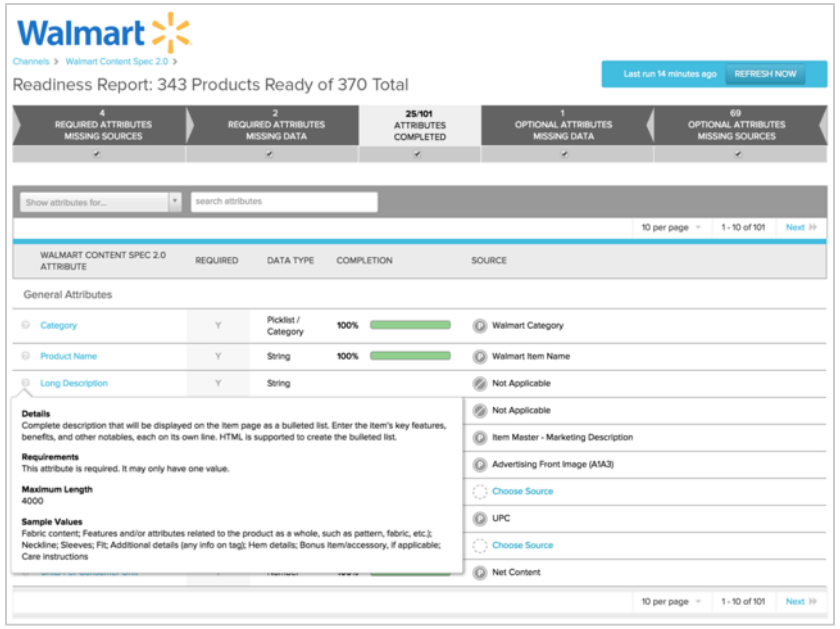
- Work with a Content Service Provider to help speed your time to market.
  - If you don't have one, we're happy to help.

Questions?

Thanks for your time!

Special Offer:

Free Content 2.0 Readiness Assessment



Send feedback and a set of your data to walmart@salsify.com

Resources, Research & Image Sources

Helpful Resources:

- Your content solution provider
- Walmart.com/blogURL
- 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/
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- Salsify proprietary