SALSIFY

Enrichment for eCommerce

Create exceptional product page experiences with optimized top-off content

Winning product page experiences requires **enriched content**

Building engaging product page experiences requires more than just basic listing content. *Enrichment for eCommerce* allows retailers to collect high-quality enriched content from suppliers such as:

- Marketing content
- Regulatory data
- Product attributes
- Rich media

This "top-off" data is critical to 3 key functions required for winning the digital shelf. It ensures consumers find the products they are looking for online. In addition, it provides shoppers with the key information they need to make a purchase decision. Lastly, it feeds internal analytical systems with data needed to optimize and personalize site experiences.

Featured Customers

E.Leclerc

Auchan

Carrefour

Intermarché

Système U
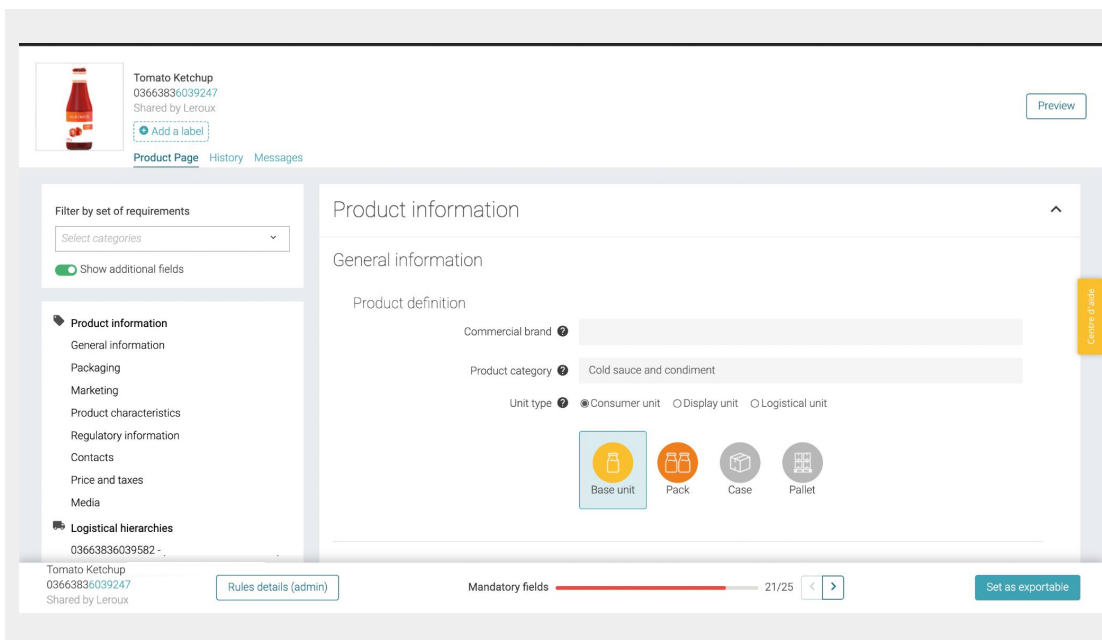
Supplier**XM** *Enrichment for Ecommerce allows retailers to easily collect the additional content needed for winning product page experiences.*

Boost online sales with high-quality product content

Frictionless Supplier Onboarding

Proven Onboarding Methodology

A complete onboarding methodology tested with thousands of suppliers of all sizes

Automated Onboarding

Tools to automate supplier onboarding and ensure that most suppliers onboard autonomously without individual support.

Dedicated Onboarding Team

A dedicated and specialised support team to accelerate supplier onboarding.

Collaborative Data Collection

Scenario-Based Data Collection

Customize your data collection process according to different business scenarios

Unified System of Record

Centralize multiple components of supplier data collection on a single, unified platform

Collaboration Tools

Resolve issues faster with the ability to see where suppliers are in the data collection process, trigger notifications and use the chat to collaborate with suppliers on the platform.

Flexible Data Quality Management

Customizable Data Model

Flexible data model customizable to your unique needs

Real-time Data Quality Monitoring

Monitor suppliers throughout the data collection process and track overall data quality

AI-Based Suggestions

Automated suggestions for additional product content attributes that enhance accuracy & searchability

Customer Testimonial

> 66 In 2020, METRO group France switched to SupplierXM to engage with their suppliers. We already experienced +40% data completion on enriched content compared to our legacy system, improving the omnichannel customer experience. 99

Gerald Duflo, Director of omnichannel product repository
METRO Group

Learn more about Supplier**XM**
www.salsify.com/platform/supplierxm