

# YOUR GAME PLAN FOR A WINNING WALMART CONTENT PROGRAM

5 ways Syndigo can help you drive sales on walmart.com



## KNOW THE RULES.

It starts with knowing exactly what is needed to win. And as a **Walmart Connected Content Partner**, we have the insight, as well as direct access to updates or changes that might occur. This close connection gives us the knowledge of the content exact Walmart requires, as well as the formats it will accept.



## CAPTURE THE CORE.

Once you know what is required, getting the content is next. If you already have your data ready to submit, then getting it into Syndigo's Content Experience Hub is the next step. This industry-leading platform of verified product content has nearly **one million active products** and daily updates, so your Core content may already be in the system. But if you're in building mode, we also have the experts to capture your digital images and product specs to get you to Walmart quickly.



## ENRICH YOUR ATTRIBUTES.

Do you have solid basic content, but it's not quite ready for the jump to Walmart? That's where Gladson can strengthen your products through **enriched content** - adding extra details such as nutrition and allergen data, health-related claims (e.g. low sodium, gluten free), Organic, Kosher or non-GMO certifications.



## BOOST SUCCESS WITH ENHANCED CONTENT.

Having products with a complete set of content gets you started. But to make it to the top rankings on the front page, you need "star power"... that high converting **Enhanced content** including **rich digital media** - such as product comparison charts, brand videos, recipe ideas and interactive published content. Syndigo then can feed your rich media content to Walmart's systems properly, to help bring in big results - like a 36% bump in conversions. That's building to win!



## GET SYNDICATED!

Working with Syndigo, you now have both complete and compelling content, ready to syndicate. The final step is to make sure it gets served to Walmart efficiently. As a Connected Content Partner, **Syndigo's Content Experience Hub connects directly to Walmart.com**, so we can ensure your content is delivered and syndicated as expected. And that's just the beginning - with Syndigo you can also syndicate your content to the largest network top retailers, representing nearly 85% of all shopper sales and nearly 100 million monthly web and mobile app visits.

Syndigo is the only Walmart Connected Content Partner across Syndication, Enrichment and Rich Media. Let us help you maximize your effectiveness at Walmart, and with more than 1,500 retailers globally.

Speak with us today for your customized Walmart plan.

<https://www.Syndigo.com/walmart>

