Trustworthy Content: Anytime, Everywhere

In order to succeed in today's cross-channel world, brands must be able to give consumers what they want, when they want it and in the manner they demand it. If shoppers can't find the information they are looking for, they will go elsewhere.

According to a survey of 4,000 US online adults by Forrester Research, "The No. 1 feature online shoppers want from a website is product information."

Consumers demand accurate and robust product content on the path to purchase.

From discovery to decision making, product content is the driver of every shopper's journey. Compelling product content sells your products both online and in-store, creates an unparalleled customer experience, and guarantees brand loyalty.

1WorldSync: Globally Exchange Product Content in the GDSN
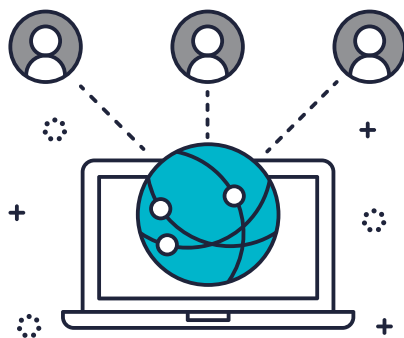
As rich and robust product content is an integral part of the shopping experience, the availability of 1World Sync makes that far easier for customers to achieve and improve the shopping experience for consumers.

The Global Data Synchronization Network (GDSN) enables trading partners to globally share trusted product content. The 1WorldSync GS1 GDSN-certified data pool is the industry-leading solution for implementing data synchronization and supporting user needs over time. Companies can now get products on the shelf faster, reduce logistics costs and enhance customer relationships.

As early innovators within the GDSN, we have paved the way for the successful synchronization of standardized product content in markets all over the world. Now, consumers are empowered to make data-driven decisions on their path to purchase thanks to trusted, globally distributed product content.

1WorldSync is jointly owned by the member organizations of GS1 US and GS1 Germany, the preeminent global organization for the development of global standards, for identifying, capturing and sharing pro–duct information.

1WorldSync has the largest number of items in the Global Data Synchronization Network (GDSN) with 80% of GDSN data activity enabled by the 1WorldSync Product Information Cloud supporting more than 25,000 brands and retailers in over 60 countries.

Moreover, 1WorldSync is the only GDSN Data Pool for product information services with ISO certification & applied standards and we offer global scalability – multi-lingual product and customer support services, serving the CPG-Retail, Foodservice, Healthcare and Hardlines/DIY industries.

By enabling companies to distribute trusted product content to your customers via the GDSN and beyond, 1WorldSync empowers consumers to make data-driven decisions on their path to purchase.

Don't waste countless hours uploading data to individual portals. You can:

- Enter your data one time and publish it to thousands of recipients
- Centrally store your supply chain, logistics, eCommerce AND marketing product content in one location
- Leverage mass uploads of your data via our spreadsheet upload or machine-to-machine capabilities
- Get it right the first time with GDSN and recipient-specific validations built into our tool
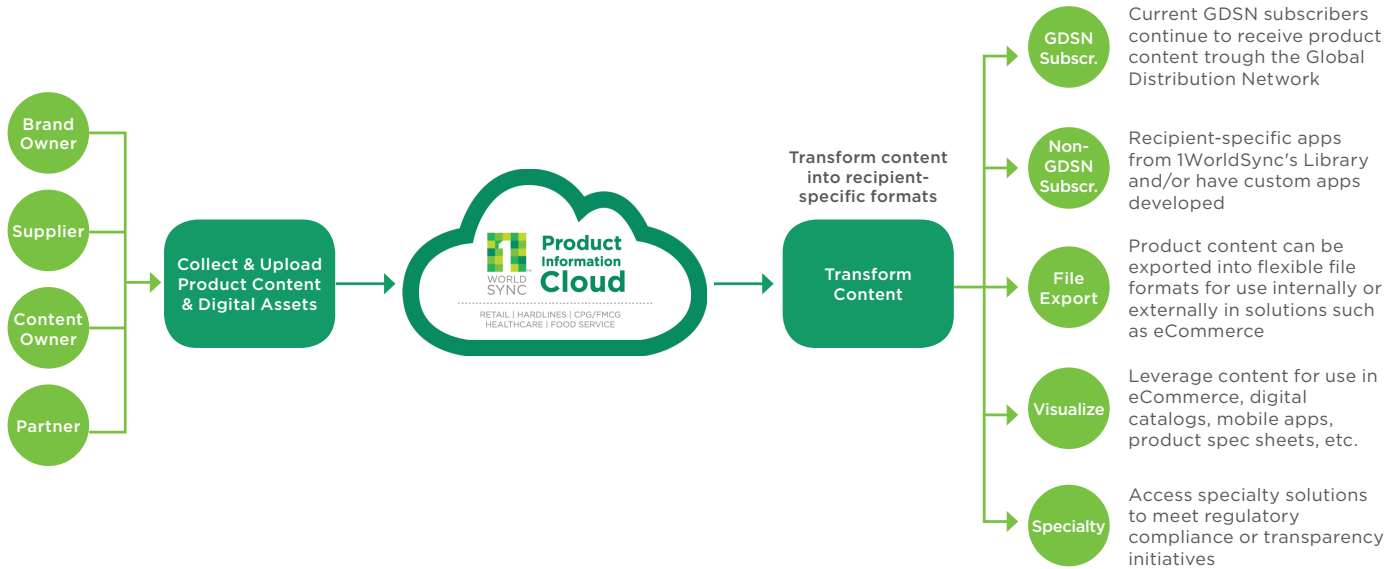- Send images to your recipients via the GDSN

Benefits

Content Suppliers	Content Recipients
Save Time & Money Accelerated time-to-market and lead times for acquisition and maintenance, which allows you to reduce costs as you manage product content across channels.	**Reduce Inefficiencies** Reduce the time spent managing supplier item setup, and easily share supply chain data.
Superior Support and Service Benefits include 24/7 technical support, access to the 1WorldSync knowledge base for training documentation, and a 90-day dedicated onboarding analyst.	**Improve Data Quality** Decrease manual data entry and improve data accuracy received from suppliers. GDSN validations ensure data requirements are always met.
Unlimited Demand-side Partners Publish product content to as many GDSN data recipients as desired. Visit our customers page for more content about the GDSN initiatives of trading partners.	**Optimize Conversion Rates** Easily share product content with consumers, improve conversions and reduce cart abandonment.
Enhance Data Quality With content validation, you can be sure that product content is timely and relevant across recipients as you reduce time spent on administrative tasks.	**Cut Costs** Reduce the costs of managing product content from trading partners with minimal effort.
Multiple Methods for Data Entry Leverage whichever data entry method you prefer (e.g., web interface, Excel upload or machine-to-machine automation) to seamlessly input data.	**Increase Speed to Market** Achieve effortless item setup and shorten the time it takes to onboard new suppliers.

Who Uses GDSN?

Major retailers such as Kroger, Lowes, and Amazon - just to name a few. This adoption of GDSN allows companies, consumers, and retailers to benefit from automated content delivery and its rewards. It allows for efficient digital optimization, thereby lowering times for new experiences to get online and attract consumers.

This allows a far wider reach in terms of audience, without tying up a large number of resources. Ultimately, this form of automated content delivery allows brands to build an airtight digital optimization process and allows new, testable experiences to get online a lot faster.

How Does It Work?

Brand Owner
Supplier
Content Owner
Partner

Collect & Upload Product Content & Digital Assets

Product Information Cloud
WORLD SYNC
RETAIL | HARDLINES | CPG/FMCG
HEALTHCARE | FOOD SERVICE

Transform content into recipient-specific formats

Transform Content

GDSN Subscr.
Current GDSN subscribers continue to receive product content trough the Global Distribution Network

Non-GDSN Subscr.
Recipient-specific apps from 1WorldSync's Library and/or have custom apps developed

File Export
Product content can be exported into flexible file formats for use internally or externally in solutions such as eCommerce

Visualize
Leverage content for use in eCommerce, digital catalogs, mobile apps, product spec sheets, etc.

Specialty
Access specialty solutions to meet regulatory compliance or transparency initiatives

Win Consumers On The Path To Purchase With 1WorldSync

1WorldSync understands that no matter where you conduct business, trusted content and data quality are essential.

The 1WorldSync Professional Services team will help improve your product content quality and accuracy levels. We invite you to receive a customized data quality report based on a sample of your published data.

This is a great way to understand potential data quality issues with your current product content, how you rank against your peers, the impact on your business and what steps you can take to improve your data quality.

Please visit http://solutions.1worldsync.com/data-quality-report

About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com