



SOLUTIONS & CAPABILITIES

Your Product Content Platform for Omnichannel Commerce

Confidently create, source, manage, syndicate and analyze omnichannel product content with our industry-leading technology and services. The result? Authentic, engaging commerce experiences that drive more sales.

Sourcing & Creation Solutions

Product content that engages & converts.

Image Capture & Carousel Enrichment

- Industry-leading, GS1-compliant image capture
- 360-degree spin photography, mobile optimized hero images, scale images and augmented reality (AR) production
- State-of-the-art studio, technology and expert photographers
- You own the photography for life!

Search Engine Optimized Copy

- SEO-driven product descriptions, feature bullets, Q&As, blogs, how-tos and more
- Enriched metadata that helps your content rank higher

Content Acceleration & Data Loading and Maintenance

- Fully managed content creation, data loading & maintenance and distribution services
- Send us your product and we take care of the rest!



Quality content makes or breaks omnichannel success

80%

of shoppers abandon carts due to poor product content

58%

place blame on not having enough information

24%

median increase in conversions with rich product detail pages

Source: Jegi Clarity 2021

Management Solutions

Product content that's easy to set up, validate, update & showcase.

Item Setup & Management

- Easily set up and manage new items via our ISO-certified, premium SaaS platform
- Keep your items up to date against major releases and emerging regulations
- Access custom attribute playlists for leading recipients

Digital Asset Management (DAM)

- Seamlessly and securely manage your e-commerce content
- Fully automated feature sets reduce errors
- Mass asset uploading, supported by our Content Services experts

Product Information Management (PIM)

- Access a feature-rich PIM platform that integrates with your ERP and is GDSN-ready
- Aggregate, validate and communicate your content in a centralized hub
- Automated workflows and real-time validations help you prevent content recipient issues and increase speed-to-market

Syndication Solutions

Product content where you need it, when you need it there.

Supply Chain & E-Commerce Content Syndication

- Connect to your syndication partners via our Item Management platform—the world's largest and most active standards compliant data-pool. Fully automated for seamless workflows and item validation so you never miss a requirement.
- Access and fulfill non-standard, evolving attribute and content requirements of some of the world's largest retailers

Real-Time Rich Content Syndication

- Syndicate compelling product detail page content to over 1,000 e-commerce retailers and distributors, such as Best Buy, Costco, Walmart, Sam's Club, Target and Amazon
- Design rich content with an easy-to-use inline content builder application
- Increase conversions by up to 32%

Digital Catalog

- Empower your sales and marketing teams to showcase products to buyers and download shareable sales materials
- Quickly surface and resolve product content gaps
- Adhere to product transparency compliance requirements, such as EU 1169, with a publicly available online catalog

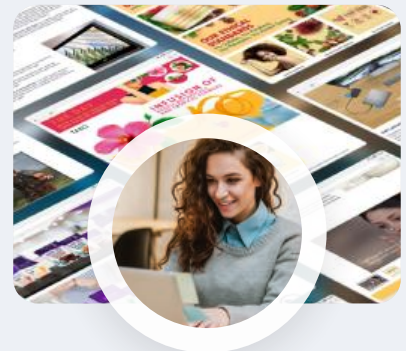


1WorldSync's team has an excellent understanding of our challenges and is a wonderful partner.



Vernetta McDowell

Director of Sales & Operations, Reynolds



Join the 1WorldSync Customer Community

Peer-to-peer customer community for idea exchange, access to self-service answers, 1WorldSync product knowledge base and more!

Already a customer?

LOGIN TODAY!

Performance Solutions

Product content you can track, measure & analyze.

Content Readiness & Confident Commerce Certification

- Automated data tools such as actionable validation lists, content readiness dashboards and data accuracy scorecards enable one-click issue resolution, ensuring your content is ready for trading partners
- Coming soon: Identify and resolve revenue-impacting gaps via 1WorldSync's Confident Commerce Certification program

Digital Shelf Analytics

- Access a full suite of digital shelf reporting tools, including in-stock and out-of-stock alerts, customer engagement metrics and price comparisons
- 1WorldSync rich content syndication customers: Access rich product page content performance analytics via a comprehensive reporting suite

GET STARTED TODAY

www.1worldsync.com

Meet requirements, syndicate better content,
and grow sales with 1WorldSync.

Trusted by over 14,000 brands & retailers worldwide



About 1WorldSync

We are the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 60 countries to share authentic, engaging content that empowers confident commerce and intelligent consumer purchasing decisions.