GS1 ®
Canada

ECCnet eCommerce Content
Powered by TrueSource™

Standardized Content for Digital Commerce

In a competitive marketplace, speed-to-market can be the difference between listing and missing out. The influx of Canadian consumers shopping online has increased the demand for global standards. Accurate and complete ECCnet eCommerce Content enables the quick and seamless sharing of bilingual ecommerce images, brand-owner certified data and additional enhanced product information with multiple trading partners from a primary source of truth.

How Brand-Owner Certified Ecommerce Content Can Benefit Your Business

Meet Trading Partner and Regulatory Requirements
Directed by industry, ECCnet eCommerce Content ensures your image and data content meets Canadian trading partner and regulatory requirements for online platforms. Provide trading partners with the exact ecommerce data and images they require for their digital platforms and help eliminate potential data gaps that can lead to wasted time and missed listing opportunities.

Optimize Your Resources
An efficient one-to-many sharing capability captures your ecommerce product content in one centralized place to share simultaneously with multiple trading partners. Communal access to the same accurate product data saves time and money.

Provide Additional Product Value
Provide standardized high-quality product images and complete bilingual data taken directly from your product packing. Then go beyond the label with additional marketing copy promoting unique product features and characteristics for further detail to help inform online purchase decisions.

Increase Operational Efficiencies
Capturing high-quality standardized images and complete bilingual on-pack data can be time-consuming and labour-intensive to implement and maintain. ECCnet eCommerce Content is a comprehensive solution that addresses this need with the images and product data required to manage your product across channels, saving you time and money.

At-a-Glance

Canadians will spend **over $128 billion online** by 2025.

82% of Canadians expect to buy a greater variety of products online.

59% of Canadians anticipate doing more online shopping compared to pre-pandemic.

The **One-to-Many** approach ensures standardized ecommerce content is loaded once, then efficiently shared with multiple trading partners at the same time from a single source of truth, ensuring accuracy and consistency while saving significant time and resources.
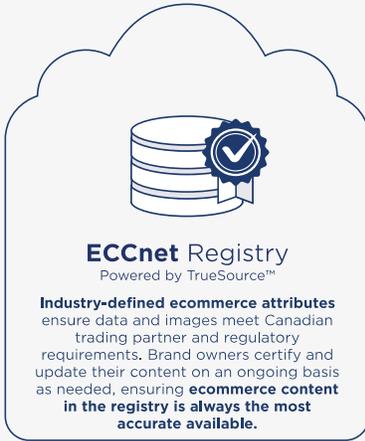
How the ECCnet eCommerce Content Process Works

Professional images and product data, including package weights and dimensions, are captured, digitized and verified by GS1 Canada.

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High-resolution images and supplementary details – such as "consumer friendly description" and "added features/benefits" – **are reviewed and brand-owner certified as 100% accurate and complete**, then shared with multiple trading partners from one place.

ECCnet Registry
Powered by TrueSource™

Industry-defined ecommerce attributes ensure data and images meet Canadian trading partner and regulatory requirements. Brand owners certify and update their content on an ongoing basis as needed, ensuring **ecommerce content in the registry is always the most accurate available.**

Access brand-owner certified ecommerce product content from multiple data providers through a primary source of truth to integrate into ecommerce platforms for online stores and marketplaces.

Tools and Services Available

Flexible Capture Options for Global Standard Images and Data

Provide trading partners and customers with global standard ecommerce images and accurate and complete bilingual product data to meet Canadian trading partner and regulatory requirements. We include package weight and dimensions to calculate accurate shipping costs. Reliable product data also covers brand, size and variant, category, Global Product Code (GPC), nutritional panel data, ingredients, direction of use, trust marks, and on-pack product marketing claims. There are four options available to provide ecommerce content: product submission, on-site capture, eSubmission and Machine-to-Machine eCommerce Content Loading.

Product Certification

Product Certification helps brand owners review and certify all ecommerce content. This ensures trading partners have access to the 100% accurate and complete content to give consumers the same experience online that they would have in-store. Additional benefits include the ability to add supplementary product information that goes beyond the label to highlight product features and benefits.

The Vault – eCommerce

Use this secure storage tool to save all of your ecommerce image and data content in one central location. Team members from different departments across your organization can use The Vault – eCommerce to quickly and easily access ecommerce content. This single, reliable source saves time and reduces the cost of doing business.

Enrich Digital Assets

Exclusive to The Vault – eCommerce subscribers, Enrich Digital Assets gives trading partners access to your digital marketing materials. Attach almost any file type to take advantage of the explosive growth in online retail. Marketing videos, podcasts, mobile-optimized images, user guides and more give trading partners the ability to promote your products through their online platforms.

TrueSource™ Dashboard

Designed to facilitate transparency between data providers and data recipients, TrueSource™ Dashboard is a data excellence tool that provides visibility to the status of your product content across multiple business processes. Quickly assess ecommerce product data to identify, track and action gaps for a 100% accurate and complete product catalogue. Achieve better collaboration with trading partners and increase sales opportunities with TrueSource™ Dashboard.

Learn more about ECCnet eCommerce Content Solution including how to register by visiting **www.gs1ca.org/ecommerce-content** or call **1.800.567.7084**.