



# 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 quick and seamless access to bilingual ecommerce images, brand-owner certified data and additional enhanced product information provided by multiple trading partners from a primary source of truth.

## How Brand-Owner Certified Ecommerce Content Can Benefit Your Business



### Access Standardized Product Content

Directed by Canadian industry needs, ECCnet eCommerce Content enables you to conveniently access global standard high-quality ecommerce product images and brand-owner certified bilingual product data. Enjoy efficient online listing and promotion of products while taking advantage of accurate weights and dimensions required for shipping estimates.



### Centralized Data

Quickly and conveniently access current ecommerce content from one place, rather than requesting this information from trading partners individually.



### Enhance the Shopping Experience

Along with nutritional panel data, ingredients, directions of use and certification claims, additional marketing copy can be used to promote unique product features and characteristics for enhanced online shopping to inform purchase decisions.



### Access Certified Product Information

Brand owners provide 100% accurate and complete certified ecommerce product content, giving you data confidence while also meeting your digital shelf listing requirements.



### Maintain Brand Integrity, Build Trust

Save time and costly resources by seamlessly accessing the information you need from multiple trading partners through a primary source of truth, rather than tracking and managing product information individually by trading partner.



## At-a-Glance



**Over 2,500 brand owners,** manufacturers and vendors are supplying ecommerce images and data through the ECCnet eCommerce Content solution.



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.

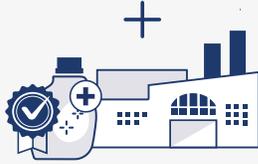


The **One-to-Many** approach ensures standardized ecommerce content is loaded once, then efficiently shared with multiple trading partners at the same time from a single source of truth, ensuring accuracy and consistency while saving significant time and resources.

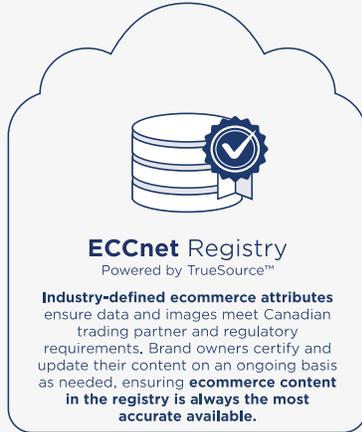
## How the ECCnet eCommerce Content Process Works



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

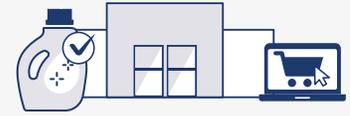


High-resolution images and supplementary details – such as “consumer friendly description” and “added features/benefits” – **are reviewed and brand-owner certified as 100% accurate and complete**, then shared with multiple trading partners from one place.



### 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



### Product Certification

Product Certification helps brand owners review and certify all eCommerce content. This ensures you have access to 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

This secure online storage and distribution tool is your central hub for accessing a vendor's standardized, bilingual eCommerce content. With comprehensive search options, you can quickly and conveniently access the eCommerce content you need from a single source of truth, rather than requesting content from each vendor individually.



### Machine-to-Machine (M2M) Data Extraction Options

Through the M2M Application Program Interface (API) web service, your systems can pull product images and on-pack data directly from The Vault – eCommerce straight onto your website. This ensures you have the most accurate and current brand-owner certified eCommerce content.



### Enrich Digital Assets

A premium feature available to The Vault – eCommerce subscribers, Enrich Digital Assets enables you to access the digital marketing provided by your vendors. Take advantage of videos, podcasts, mobile-optimized images, user guides and more to promote their products on your 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/e-commerce-content](http://www.gs1ca.org/e-commerce-content) or call **1.800.567.7084**.