



# Machine-to-Machine (M2M) eCommerce Content Loading

If you already have high-quality images and bilingual on-pack data, you can save time and ensure data quality by leveraging it for your eCommerce business processes.

M2M eCommerce Content Loading is a GS1 Canada industry pilot that provides a machine-to-machine interface for accepting eCommerce content, enabling you to programmatically upload your content for distribution, provided your content meets global standard guidelines, Canadian Regulatory Requirements (if applicable), GS1 Canada 'Level 3 Data Excellence' specifications, and Canadian trading partner requirements.

To get started, you must be a [GS1 Canada subscriber](#) with an active registration to the [ECCnet eCommerce Content](#) industry solution, specifically for the [Product Certification](#) capability.

You must also either be connected to a GDSN data pool, with Canada as a target market, or have the technology infrastructure to implement the GS1 M2M eCommerce API integration within your organization.

Value of automated content delivery:

- Less human intervention, speeding up content delivery and increasing efficiency.
- Reduced risk of data errors caused by re-keying or re-capturing content.
- A direct data feed means fewer product rejections within Product Certification.
- M2M eCommerce Content Loading means trading partners can access your content faster to expedite their business processes.

## How GS1 Canada Can Help Maintain your Data Quality

**Before the data feed is set up:** GS1 Canada validates that your content meets global standard guidelines, Canadian Regulatory Requirements (if applicable), GS1 Canada 'Level 3 Data Excellence' specifications and Canadian trading partner requirements. Support is available to address any issues with data quality, communicated via the GS1 Canada M2M Scorecard.

**Once the feed is in place:** The system will validate the content received from the feed to ensure it is complete by performing "Level 3 Data Excellence" quality checks.

**Once the feed is live:** Annual quality audits will be conducted to ensure your content remains complete.

### How to get started

For more information about M2M eCommerce Content Loading, please contact your GS1 Canada account manager, call us at 1-800-567-7084 or email [info@gs1ca.org](mailto:info@gs1ca.org).



## How Data Flows

### Step One



**Publish your data feed** to GS1 Canada.

### Step Two



If required, use the M2M eCommerce Product Selector in the Product Certification tool to view all M2M images received and **select the image you want linked to your product data, for example for promotional product images.**

### Step Three



**Validated eCommerce Content is shared** with trading partners.