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.