

User Guide

Sharing your product data with consumer apps



SALSIFY

Introduction - The SupplierXM platform

SupplierXM

SupplierXM is a **collaborative platform** for **Commercial Brands** and **retailers** that facilitates the process of **collecting, sharing, and publishing product data** across all sales channels.

How the platform works

Commercial Brands enter and update their **product data** on SupplierXM. They can then select the **channels (retailers and apps)** that they wish to activate, enabling them to **share their product data** with these recipients in a single click.

Retailers and apps indicate the **scope of the data** they wish to collect, as well as the **rules** for this data that they wish to apply (required data, etc.) This allows them to receive **product data** from **Commercial Brands** on a day-to-day basis that fulfills their **quality requirements**.

SupplierXM, the platform for Supplier Experience Management

Enabling brands and retailers to improve their collaboration
at every stage of their commercial relationship
to better serve consumers



Sourcing

Quickly discover new
suppliers and products



Negotiations

Automatically share
price conditions



Listing

Accelerated
product listing



Sales

Enrichment for
ecommerce

SupplierXM, the platform for Supplier Experience Management

One single platform connecting your brand to every channel



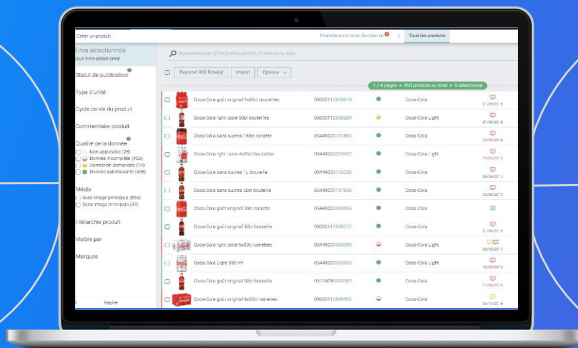
Images and videos



Logistics, price conditions, and GTINs



Labels, nutritional declarations, marketing descriptions



Grocery and specialty store listings



Ecommerce listings: click & collect and pure players



Consumer apps and service providers



Centralize product information



...and share it

Overview

1. Context: the Consumer Transparency Program
2. Creating an account
3. Activating recipients and sharing your data
4. Importing your product data via Excel or GDSN
5. Data shared with consumer apps
6. Filling in product information to be shared
7. FAQ

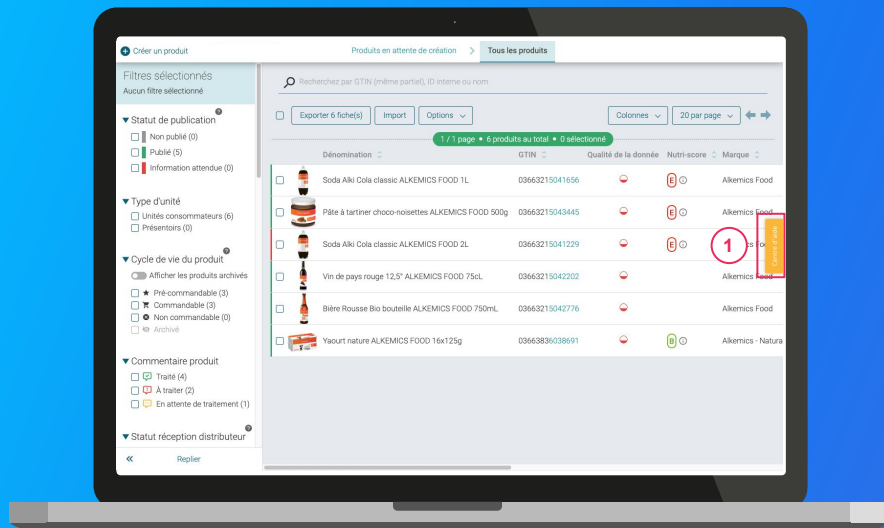


SALSIFY

Need help?

Check out our **Help Center** for assistance with common issues!

1



Have additional questions?



Get in touch with our Support team at

help.sxm@salsify.com



1. Context: the Consumer Transparency Program

A need for more information and greater transparency

The importance of product information

83%



of people in France seek information
about food products

64% find this information by reading product packaging

Why do consumers in France seek product information?

90% of people in France seek product information because they are looking to:



88%

Purchase **better quality** products



87%

Privilege **local products** when possible



87%

Select **healthy** products

The rise of consumer apps

As the popularity of consumer apps grows, so does the trust of consumers in France

51%



of people in France trust the scores provided by consumer apps

This increases to **90%** among app users
(17% of French people)

Consumer apps are more popular than ever



Our Consumer Transparency Program

In 2019, we launched the Consumer Transparency Program to address these emerging consumer needs, aiming at:

- Streamlining data sharing between Commercial Brands and consumer apps
- Enhancing the consistency, compliance and quality of product data
- Helping Commercial Brands answering the consumers' need for product transparency



Commercial Brands can now share their product data with **more than 30 partner apps!**



MANAGE

your product data
displayed in these apps



INFORM

your customers and
increase your visibility
and transparency



UPDATE

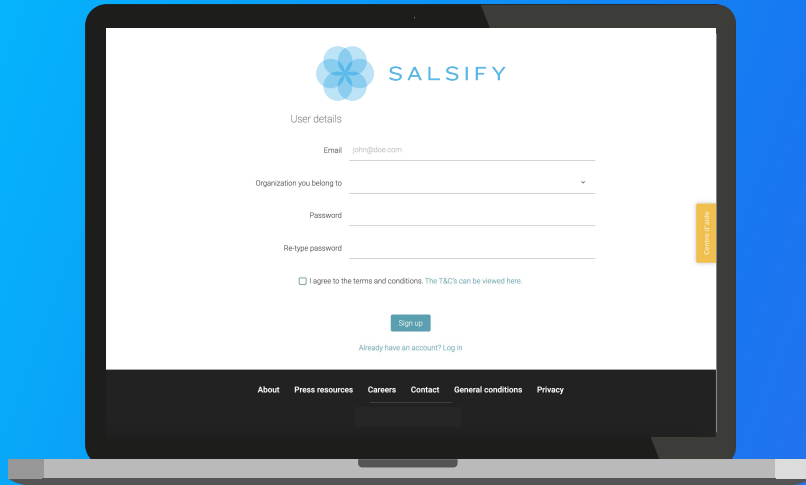
your data automatically
with detailed and
validated content

2. Creating an account

1. I am a new user and my company does not have an account
2. I am a new user and my company has an account
3. Logging in to an existing account

1. Creating an account

If you are a new user and your company already has an account on the platform

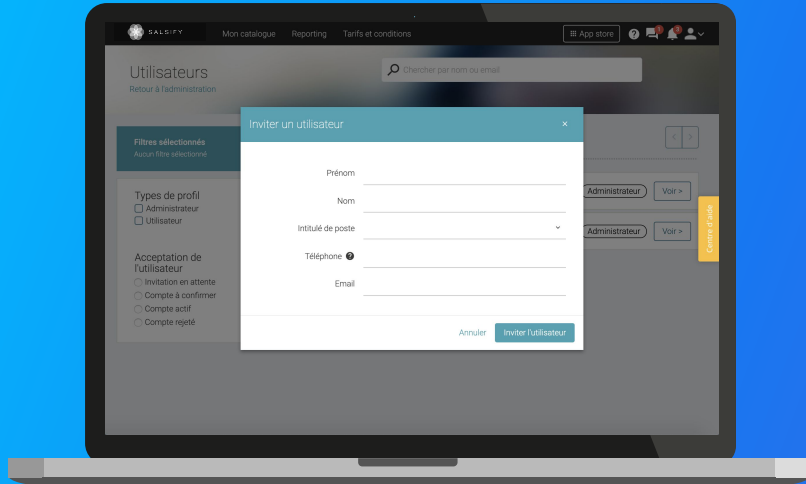


To register:

1. Go to <https://app.supplierxm.salsify.com/#/signup>.
2. Fill in the form and confirm your account creation.
3. Confirm your registration by clicking on the link that you will receive by email.

2. Creating an account

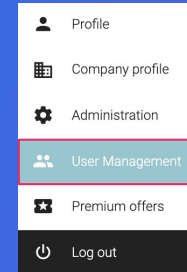
If you are a new user and your company already has an account on the platform



*If you do not know who the administrator of your SupplierXM account is, contact us at help.sxm@salsify.com

Option 1: contact the administrator of your SupplierXM account so they can send you an invite:

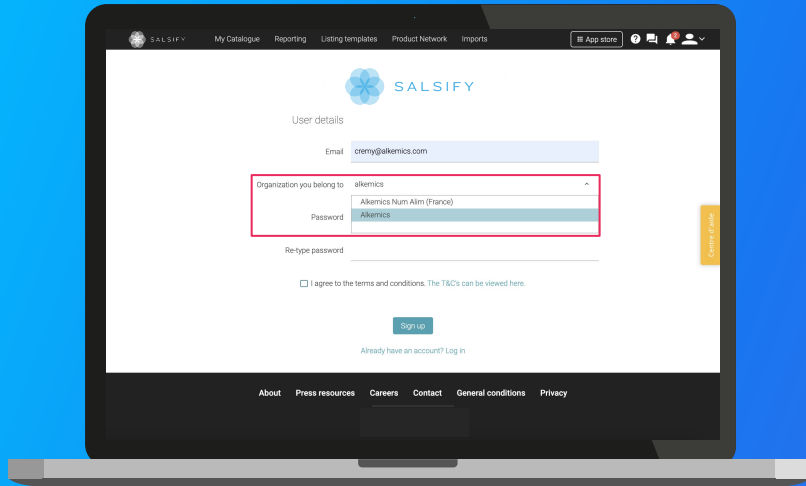
1. In the administration menu, click on **“User Management.”**



2. Click on **“Invite user”**.
3. Fill in the required information.
4. Confirm your invite by clicking on the link that you will receive by email.

2. Creating an account

If you are a new user and your company already has an account on the platform



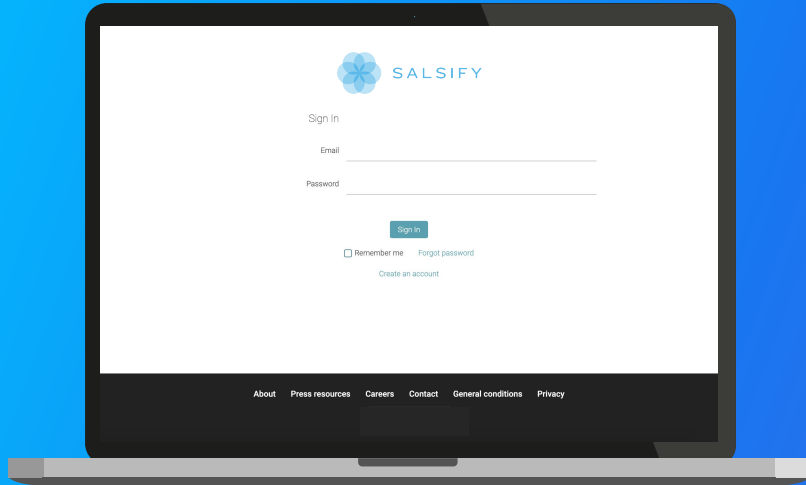
Option 2: connect your account to your company's existing account*

1. Go to <https://app.supplierxm.salsify.com/#/signup>.
2. Enter your email address.
3. Search for your company by entering their account name.
4. Fill in the required information. ①
5. An email will be sent to the administrator of the account you have selected. They must then confirm your registration by clicking on the link that will be sent.

*If you do not know who the administrator of your SupplierXM account is, contact us at help.sxm@salsify.com

3. Log in to the SupplierXM platform

If you already have an account on the platform, go to <https://app.supplierxm.salsify.com/>



I already have an account: log in

1. Enter your login information (email address and password).
2. Then click on “Sign in”.

If you have forgotten your password, click on “Forgot password” to reset it.

3. Activating recipients and sharing your data

1. Activating recipients manually
 - a. while creating a product page
 - b. on an existing product page
2. Activating multiple recipients at once

Overview: The sharing process

1

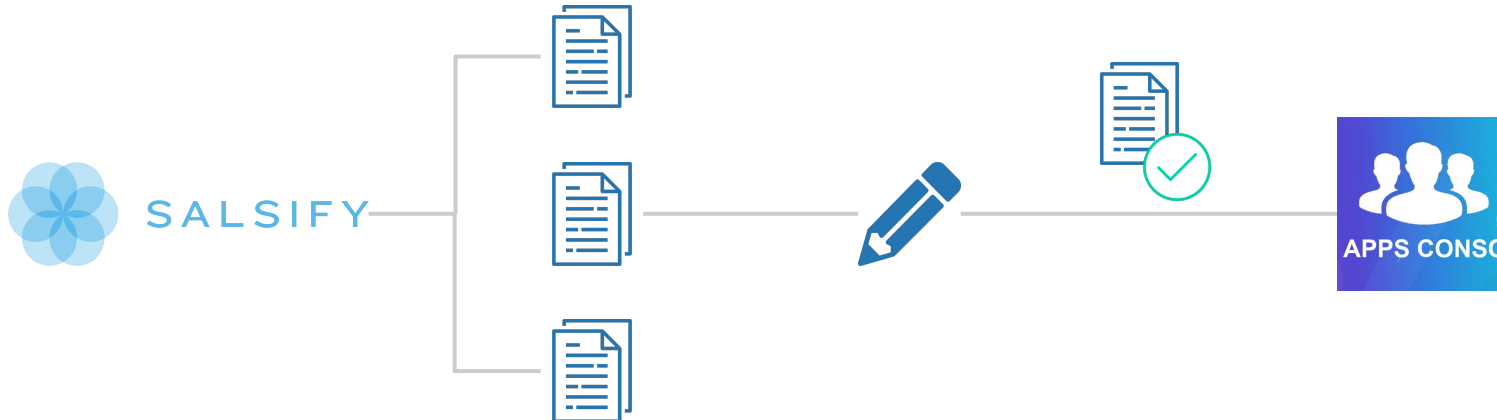
Create or locate your product pages

2

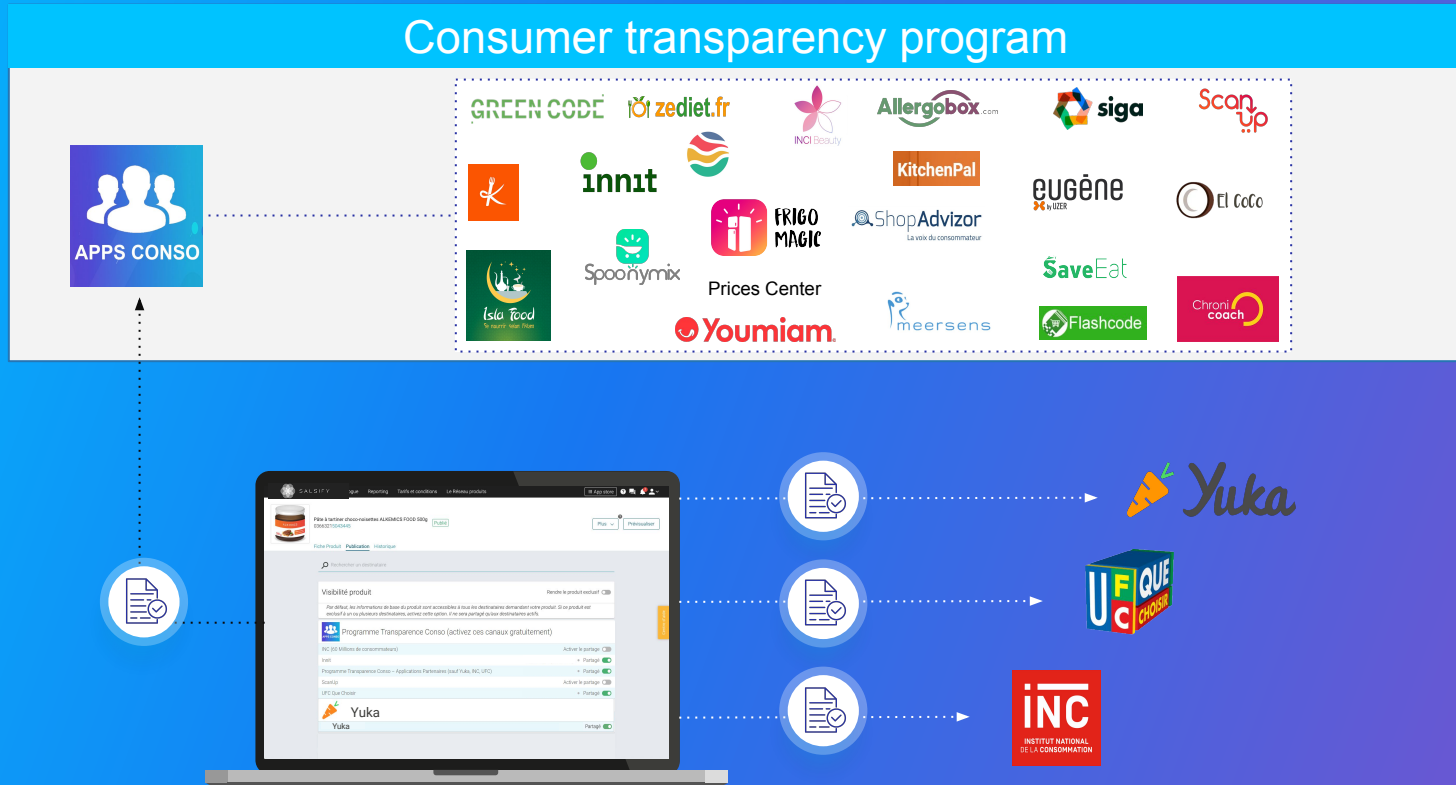
Add the requested information

3

Share your data



Overview - Sharing channels with consumer apps



Overview

Share your product data with partner apps through our Consumer Transparency Program

Just like when you share product data with your retailers, there are several ways to activate partner app recipients who are part of our Consumer Transparency Program, such as Scan-Up, Allergobox, and Yuka.

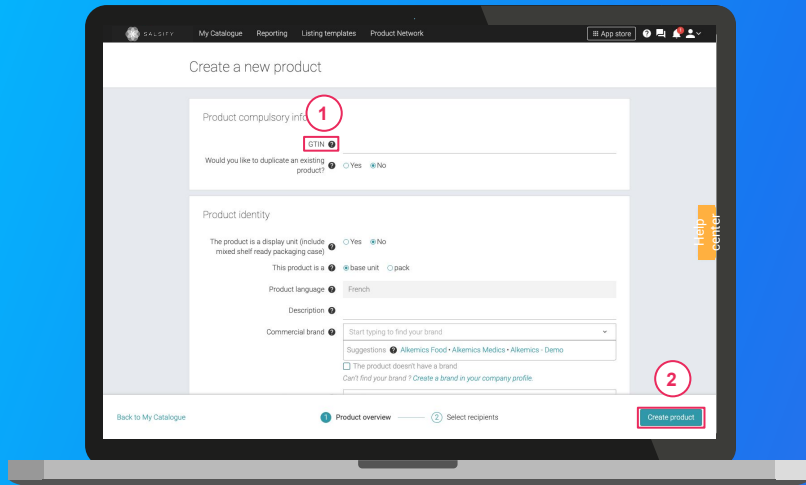
You can:

- Activate recipients manually while creating a product page ([more details](#))
- Activate recipients manually via an existing product page ([more details](#))
- Activate multiple recipients at once via your Catalog page ([more details](#))

Tip: You can import your products via Excel or GDSN to share them with consumer apps!
To do this, see [here](#) for a step-by-step guide.


1.a. Activate recipients when creating a new product

Create a new product page





For more information on adding images, please see:
<https://app.supplierxm.salsify.com/?data-elevio-article=83>

To create a new product page:

1. Go to the Catalog page.
2. Click on 

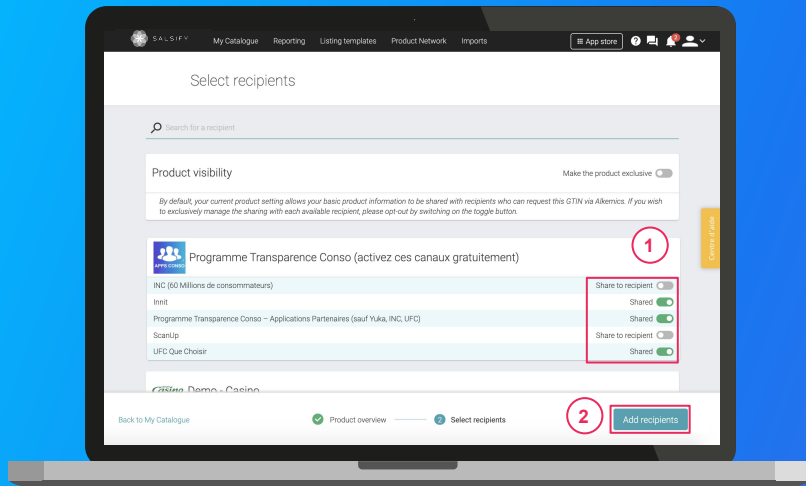
Product Overview



1. In this section, enter the key product information that is required to create your product page, beginning with the GTIN (EAN code), product category and [photo](#). 
2. Then click on “**Create product.**” 

Note: suggestions for the product category will be shown when you enter the product's commercial name (long).

1.a. Activate recipients when creating a new product

Select your recipients



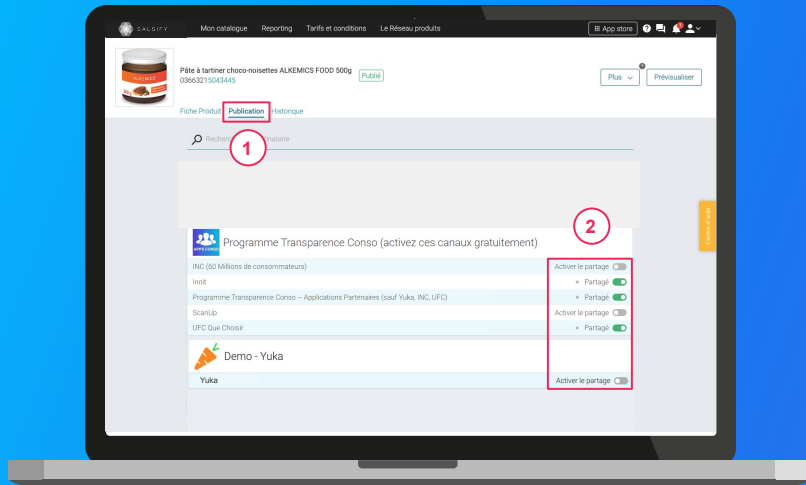
1. Activate the sharing option for recipients in the consumer transparency program and/or for one or more specific recipients (such as Yuka, INC, UFC Que Choisir). 
2. Click on “Add recipients” to complete the process of creating your product page. 
3. You will be redirected to your product page. Use the progress bar, located at the bottom of the screen, to help you fill in the mandatory fields.
4. Publish your product.

For more information, see the following article:

<https://app.supplierxm.salsify.com?data-elevio-article=140>

1.b. Activate recipients on an existing product page

Activate the sharing option for consumer apps

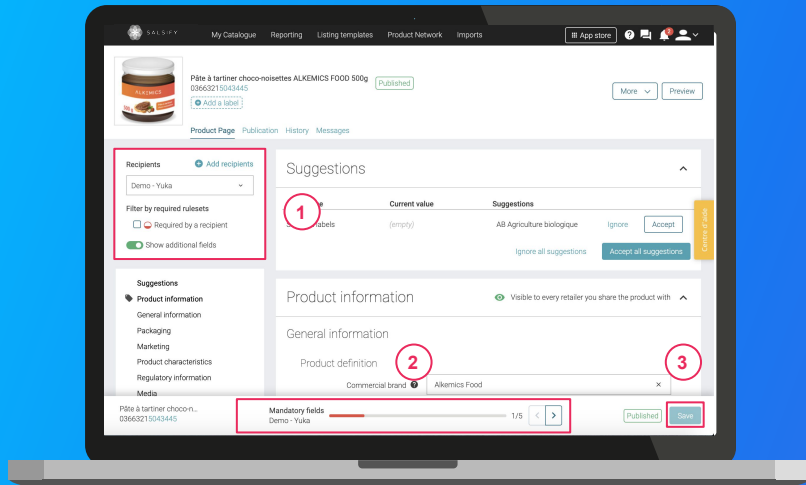


1. Go to the product page that you wish to share.
2. Click on the “Publication” tab for the product in question.
3. Activate sharing with recipients in the Consumer Transparency Program and/or with one or more specific recipients (such as Yuka, INC, UFC Que Choisir).

For more information, see the following article:
<https://app.supplierxm.salsify.com?data-elevio-article=140>

1.b. Activate recipients on an existing product page

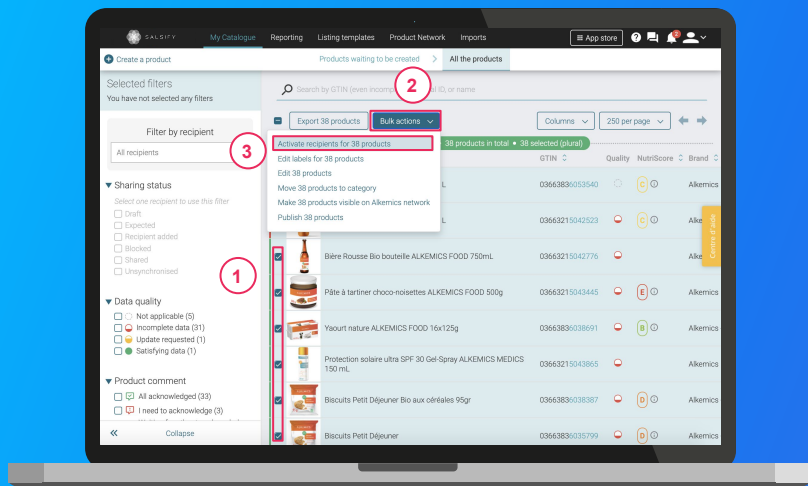
Go to your product page and update your data



1. Select your recipients. 1
2. Any fields with incomplete data will appear in red on the product page.
3. Use the progress bar to navigate directly to the fields that need updating. 2
4. Save/Publish your product. 3

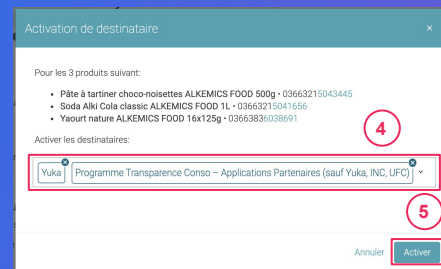
2. Activate multiple recipients at once

Go to the Catalog page



For more information, see the following article:
<https://app.supplierxm.salsify.com?data-elevio-article=167>

1. Select the products that you would like to share.
2. Click on “Bulk actions” then on “Activate recipients for X products.”
3. A window will open: **select** the recipients that you would like to share your products with (see detailed list [here](#)).



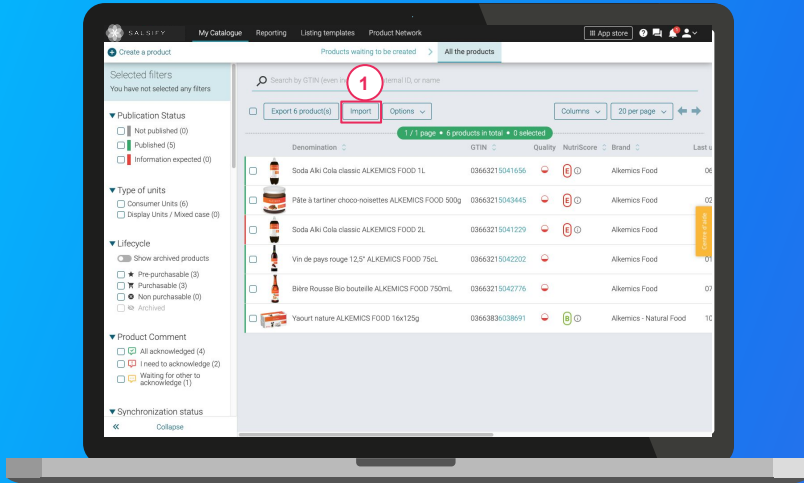
4. Click on “Activate”. Consult the data quality indicator on your product pages and make the necessary updates.



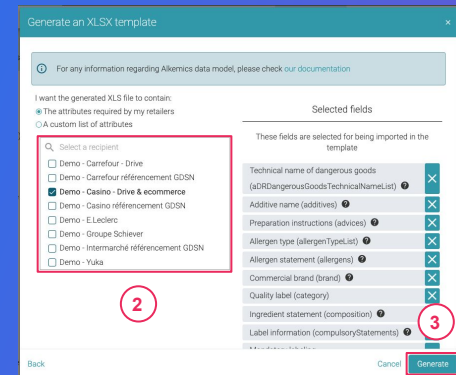
4. Importing your product data via Excel or GDSN

Import your product data via Excel files

To import your products via an Excel file, go to the **Catalog** page:

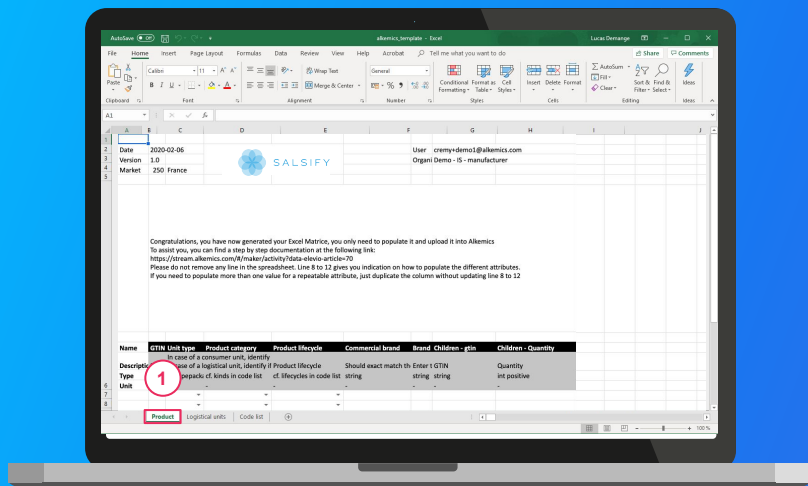


1. Click on **“Import.”**
2. Click on **“Create your template.”**
3. Select your retailer from the drop-down menu.
4. Click on **“Generate.”**



Importing your product data via Excel files

Open the downloaded Excel template and fill in the fields



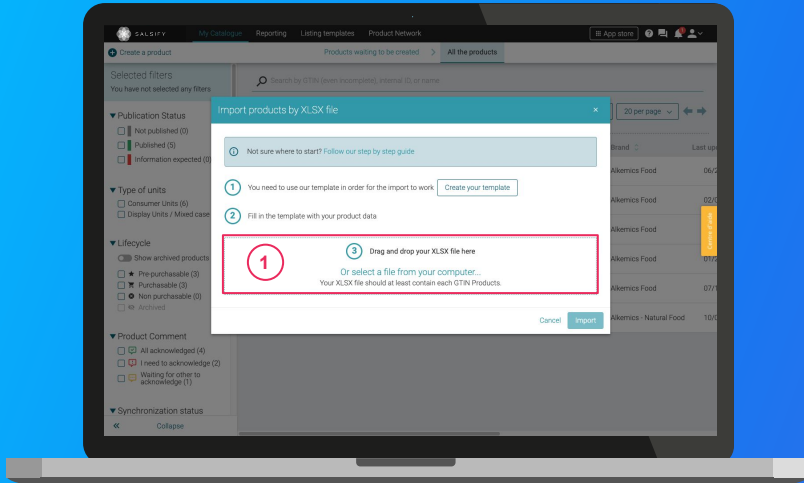
1. The template includes two main sections. For sharing with **consumer apps**, focus on the **“Product”** tab. **1**
2. Fill in all of the columns (**1 GTIN per line**) and save the file in XLSX format.

For more information on filling in templates:

<https://app.supplierxm.salsify.com?data-elevio-article=70>

Import your product data via Excel files

Import your data



From your Catalog page

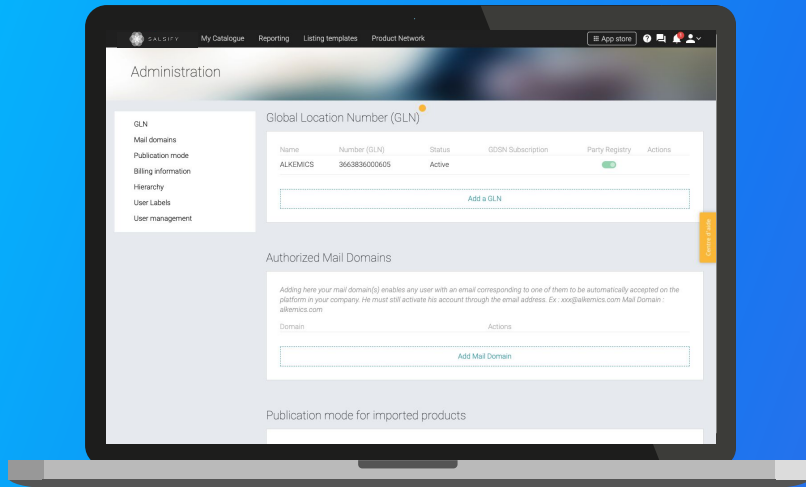
1. Click on **“Import.”**
2. Drag and drop your Excel template in the dotted square. **1**
3. Click on **“Import.”**

For more information on filling in templates:

<https://app.supplierxm.salsify.com?data-elevio-article=70>

Import your products via your current electronic catalog (datapool)

If you already have an electronic catalog, you can import all your products from it.



In your catalog, you must provide the Recipient GLN of your retailer, which can be found in the instructions below.

Go to your [administration page](#) and complete the steps described in [these instructions](#).

Please note:

1. Your retailer and Salsify will not cover any costs that your current electronic catalog provider may charge.
2. Some specific fields requested by your retailer must be filled in manually on the platform.
3. If you need an electronic catalog, Salsify SupplierXM can provide customized solutions for your company.

5. Data Sharing

1. **Required data**
2. **Which products are accepted?**
3. **Data scope**
 - a. Consumer Apps - Innit - UFC-Que-Choisir - INC
 - b. Yuka

Sharing data with consumer apps

Which type of product data do consumer apps require?

As for retailers, consumer apps may require both specific and generic types of data.

Note: most commonly, apps will only require generic data which you will probably already have made available to your retailers.

This being said, certain apps, such as Yuka, will request additional (specific) information.

Use the progress bar at the bottom of your product page to locate the sections that still need to be filled in.

You can check the list of data shared with each consumer app [here](#) and [here](#).

Which types of products are accepted?

Products accepted by Yuka

Food products

All food and drink categories are included. However, note that Yuka does not provide a score for alcohol, dietary supplements, or sugar.

These products will still be shown in the app along with a message stating that the product in question does not have a score.

Beauty and Hygiene

- Hair care
- Skin care
- Cosmetics
- Perfume
- Personal hygiene

Baby Care

- Baby food
- Baby personal hygiene and care products

Products accepted by other consumer apps

All mass-market retail products are accepted.

Datamodel: Consumer Apps - UFC-Que-Choisir - INC



General information	<p>GTIN Commercial Brand Trade Item Description Regulated product name Product Category Global Product Classification - GS1</p>	<p>GTIN Commercial Brand Trade Item Description Regulated product name Product Category Global Product Classification - GS1</p>	<p>GTIN Commercial Brand Trade Item Description Regulated product name Product Category Global Product Classification - GS1</p>
Product characteristics	<p>Composition (more details) Allergen statement Allergen type Nutrition Facts (more details) Percentage of fruits, vegetable, nuts and oils (canola, olive, nut) (more details) Alcohol by volume</p>	<p>Composition (more details) Allergen statement Allergen type Nutrition Facts (more details) Percentage of fruits, vegetable, nuts and oils (canola, olive, nut) (more details) Alcohol by volume</p>	<p>Composition (more details) Allergen statement Allergen type Nutrition Facts (more details) Percentage of fruits, vegetable, nuts and oils (canola, olive, nut) (more details) Alcohol by volume</p>
Packaging information	<p>Net content Net weight Country of origin or place of provenance of the finished product and its primary ingredient(s) Selected labels (more details) Preparation instructions Consumer storage instructions Nutri-score Contact information (Customer Service, Manufacturer)</p>	<p>Net content Net weight Country of origin or place of provenance of the finished product and its primary ingredient(s) Preparation instructions Consumer storage instructions Nutri-score Contact information (Customer Service, Manufacturer)</p>	<p>Net content Net weight Country of origin or place of provenance of the finished product and its primary ingredient(s) Selected labels (more details) Preparation instructions Consumer storage instructions Nutri-score Contact information (Customer Service, Manufacturer)</p>
Other information	<p>Production variant effective date Variant effective date Consumer First Availability Date Target consumer gender Trade Item Temperature Condition</p>	<p>Production variant effective date Variant effective date Consumer First Availability Date Date de début de disponibilité à la commande Target consumer gender Trade Item Temperature Condition</p>	<p>Production variant effective date Variant effective date Consumer First Availability Date Target consumer gender Trade Item Temperature Condition Regulation information</p>
Media	<p>Images (more details)</p>	<p>Images (more details)</p>	<p>Images (more details)</p>

Note: bold information is mandatory for sharing with consumer transparency applications.

Datamodel: Yuka



General information	GTIN Commercial Brand Trade Item Description Regulated product name Product Category
Product characteristics	Composition* (more details) Allergen type Additive name Nutrition Facts* (more details) Cocoa content* - Mandatory for chocolate bars (black, milk, white or baking chocolate) Percentage of fruits, vegetable, nuts and oils (canola, olive, nut)* (more details)
Packaging information	Net content Net weight Origin country (List) - Mandatory for honey Selected labels* - Mandatory for organic goods (more details) Nutri-score - Optional
Other information	Production variant effective date - Optional Variant effective date - Optional Consumer First Availability Date - Optional Ordering first availability date - Optional Target consumer gender - Mandatory for cosmetics (more details) Target consumer age - Mandatory for cosmetics (more details) Organic status
Yuka specific information	Optimised label for mobile (more details) Yuka category
Médias	Images (more details)

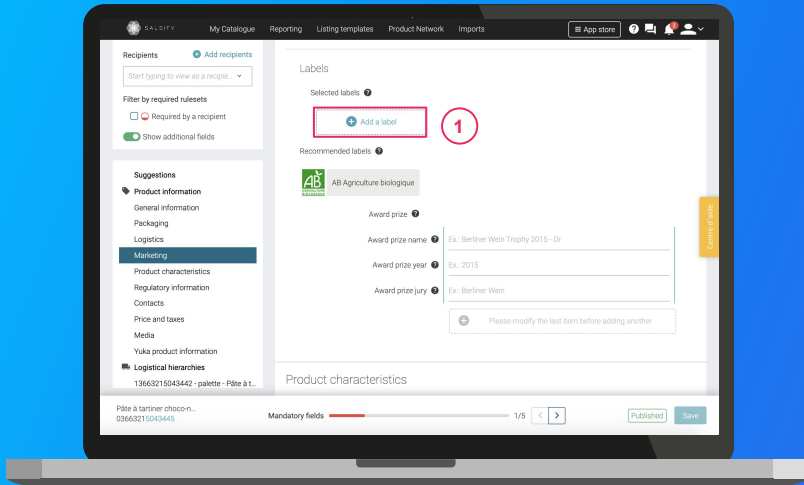
Note: bold information is mandatory for sharing with Yuka. Informations with a * have an impact on Yuka's rating.

6. Filling in product information to be shared

1. Labels
2. Composition
3. Percentage of fruits, vegetables, nuts and oils
4. Nutrition Facts
5. Product images
6. Target consumer gender and age
7. Optimised label for mobile

Labels

Data shared with



1. Click on **“Add a label.”**
2. Click on a **category** (such as **“Organic Labels”**).
3. Select the label(s) of your choice.
4. Confirm your selection by clicking on **“Add.”**

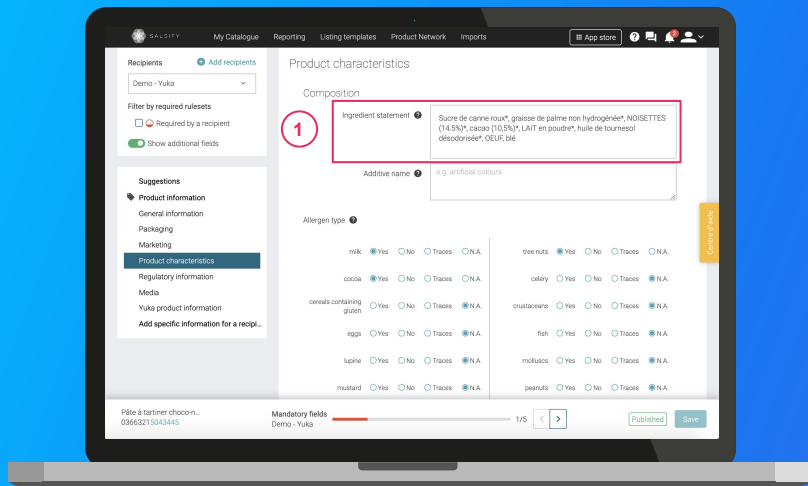
Specific note for Yuka: Add the corresponding labels for your organic products to improve your score. The presence of the organic labels will give you 10 extra points on the Yuka rating).

See the complete data model for Yuka [here](#).

See the complete data model for other consumer apps [here](#).

Composition

Data shared with



Ingredients:

1

- Indicate all ingredients and additives in the field "Ingredient" even if they are already indicated in the field "Name of additive."
- Separate the Composition with a comma (a space is not enough).
- Only enter valid Composition (do not add other text such as the word "ingredient", promotional content, etc.).

Note: This field must be filled in even if your product consists of only one ingredient (e.g. milk).

See the complete data model for Yuka [here](#).

See the complete data model for other consumer apps [here](#).

Percentage of fruits, vegetables, nuts and oils (canola, olive, and nut)

Data shared with



Statut biologique du produit

Organic status: Organic status

Agence d'allégation biologique: e.g. Demeter International

Déclaration nutritionnelle

La déclaration nutritionnelle permet d'informer les consommateurs sur les qualités nutritives du produit.

Nutri-score: Choisir une valeur entre A et E

Pourcentage de fruits, légumes, noix et huiles (colza, olive ou noix): ex: 70.5

⚠ Ce champ est obligatoire

Pour: 100g (rvids) Ajouter une quantité de référence

Type de mesure: par portion par quantité

Valeurs nutritionnelles pour (description note): ex: 250ml

Valeur nutritionnelle pour (description note): ex: 100g (SM)

Champs obligatoires: Yuka

1/5

Publié Enregistrer

This refers to the total percentage of fruits, vegetables, nuts and oils that the product contains. **1**

If the percentage of fruits and vegetables is higher than 40%, it will increase the Yuka note of your product.

This field must not be empty, if the percentage is less than 40%, you can indicate the exact value or 0.

Note: Tubers and other starchy vegetables such as potatoes, sweet potatoes, taro, cassava, yams and tapioca are not included in the fruits, vegetables and nuts section.

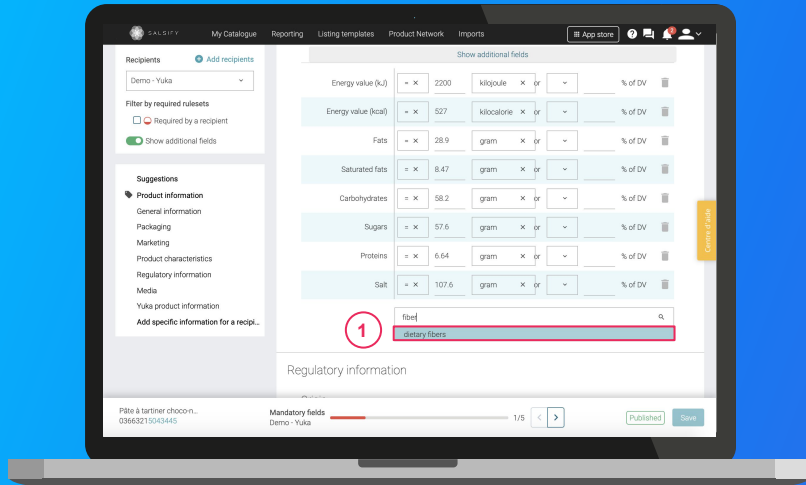
See the complete data model for Yuka [here](#).

See the complete data model for other consumer apps [here](#).

See more information on impacted products [here](#).

Nutrition Facts

Data shared with



Enter the following information:

(European regulation #1169/2011)

- Energy value
- Fats
- Saturated fats
- Carbohydrates
- Sugars
- Proteins
- Salt

Add “dietary fibers”

1. Select “dietary fibers” from the dropdown menu to add it to the table.
2. Fill in the necessary information in the table.

Note: Nutritional values and fibers content are essential elements in the Yuka rating. These values must be filled in, even if it is not usually mandatory for your product category (e.g. meat, herbs...).

See the complete data model for Yuka [here](#).

See the complete data model for other consumer apps [here](#).

Nutrition Facts: products to be prepared/reconstituted

Data shared with



If your product is not to be consumed as-is and requires preparation before being consumed, a second nutritional table must be provided:

1. Click on “Add a standard quantity.”
2. In the “Preparation state” section, select “prepared.”

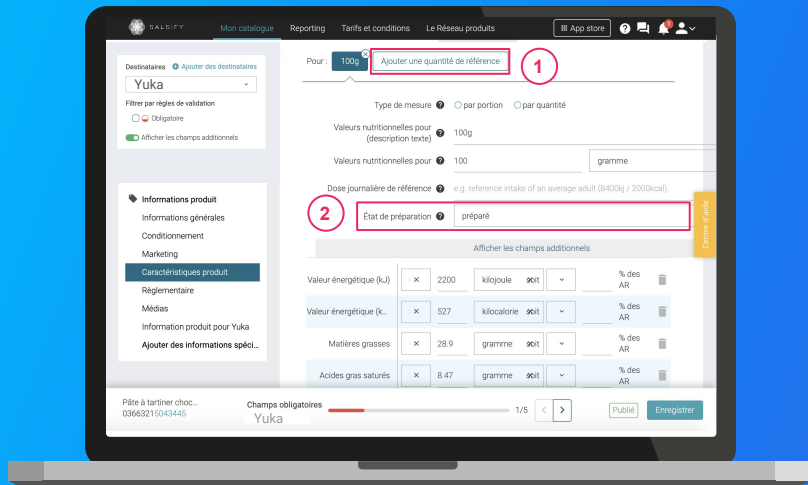
Reminder:

- Unprepared: product as it is in its packaging
- Prepared: product after its preparation (after mixing, etc.)
- Ready to eat: product that does not require any preparation (cheese, chicken sandwich, etc.)

3. In the “Serving size description” section, indicate the quantity of the final product as it will be consumed for 100ml or 100g after preparation.

Example: 100ml of broth, 100g of puree, 100ml of syrup

4. Fill in the nutritional information table.

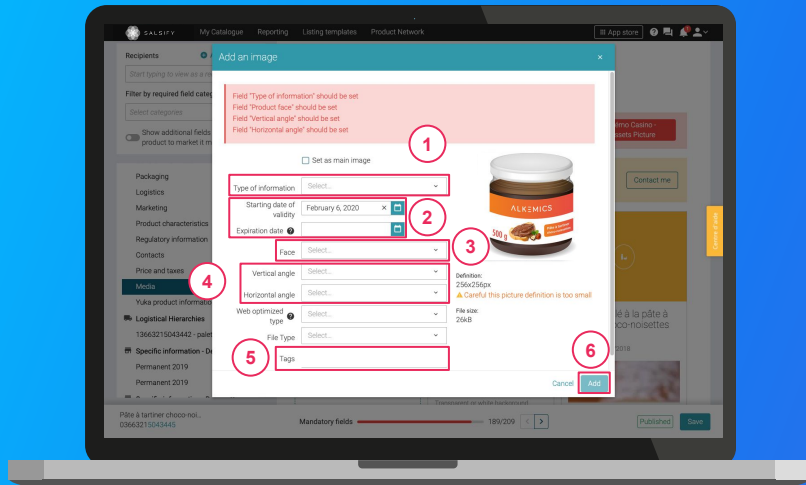


See the complete data model for Yuka [here](#).

See the complete data model for other consumer apps [here](#).

Product Images

Data shared with



See the complete data model for Yuka [here](#).

See the complete data model for other consumer apps [here](#).

- 1 Type of information: how the product is shown on the photo (out of package, in situation, in case, etc.).
- 2 Starting date of validity/expiration date: The marketing period for the product as it is shown in the photo (it is mandatory to provide a visual with a valid date to share the product with Yuka).
- 3 Face: the side of the product that appears in the photo (front, left side, back, etc.).
- 4 Angles: the angles from which the photo was taken.
- 5 Tags: tag and categorise your photos according to your needs (this field is not mandatory).
- 6 Click on “Add.”

Note: the visual must show the product as it is sold in stores (Yuka does not accept “composition-style” packshots).

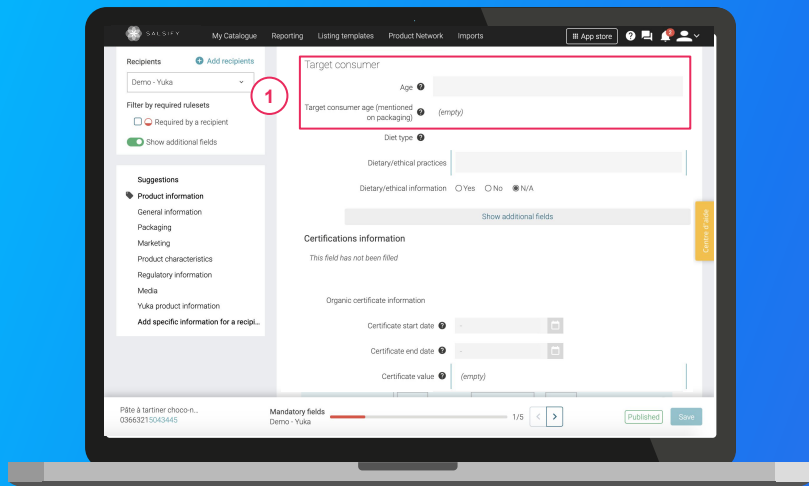
Target consumer gender and age (hygiene, beauty, and cosmetic products only)

Data shared with 

Go to the “Target consumer” section 1

1. Select the gender from the drop-down menu.
2. Select the age range from the drop-down menu.

This information is mandatory to share your product data with Yuka. If your product is unisex or for all ages, indicate this.



See the complete data model for Yuka [here](#).

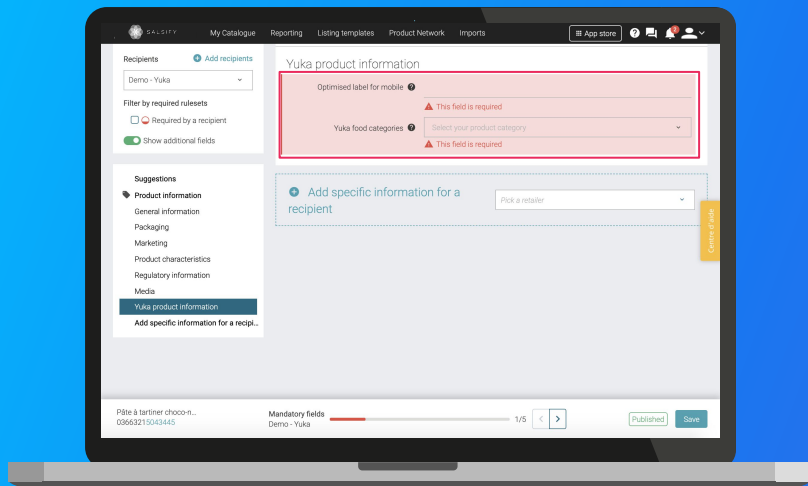
Marketing

Cible consommateur

Genre ?	unisex
Tranche d'âge ?	tout âge

Optimised label for mobile (Yuka specific information)

Data shared with 



See the complete data model for Yuka [here](#).

Note the following guidelines:

- The first letter should be an uppercase and all others lowercases (except for certain proper nouns)
- Do not enter information other than the product name (such as its Commercial Brand, size, promotions, etc.)
- Use a maximum of 50 characters

Example

1. **Commercial name (long):** NESTLE NATURNES Apple and Pear Baby Food - 4x130g - From 4/6 months.
2. **Optimised label for mobile:** Apple and pear baby food.

Note: the label is a decisive field for product research in the Yuka application. It must correspond to the nature of your product. Put yourself in the user's shoes, what will they be looking for?

Example: Baby compotes, apple compotes, deodorant, shampoo, etc.

Yuka category

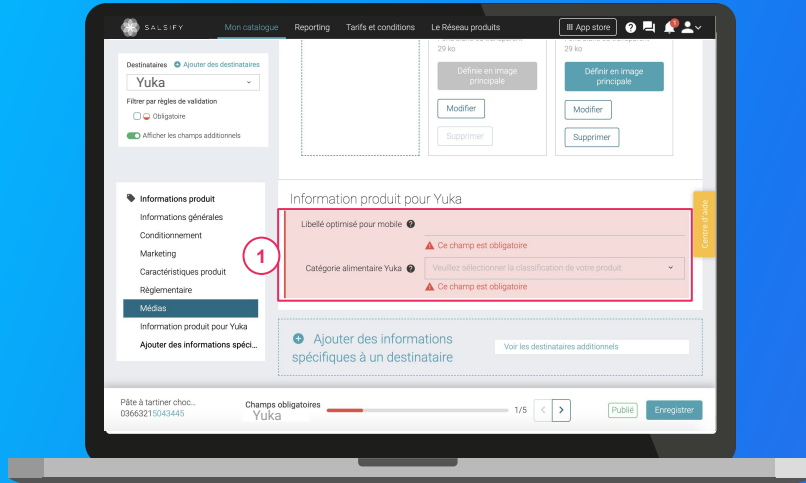
Data shared with 

To fulfill this information, go to the “Product information for Yuka” section **1**

It is important to select the right and most accurate category. Indeed, this selection is decisive for Yuka's recommendation system.

For example, if the optimized mobile label is "Chocolate Chip Cookies" then select the Yuka Category "Chocolate Cookies".

If your product is highly rated it may appear as an alternative to a poorly rated product in the same category, hence the importance of selecting the "Chocolate Cookies" category and not a wrong category such as "Chocolate Cake".



See the complete data model for Yuka [here](#).



Q&A

Percentage of fruits, vegetable, nuts and oils (canola, olive, nut) contained

To know more about **eligible products** for the field “**Percentage of fruits, vegetable, nuts and oils (canola, olive, nut) contained,**” please refer to the hereafter document going directly on page 21

[Download the document](#)