Supplier Guide - How to use Syndy

Syndy enables suppliers to deliver perfect product content to any retailer, with our next-generation distribution platform. Using Syndy, your content can be imported in, and exported out of Syndy, to then be distributed to all retailers in retailer-specific formats. Publishers can also have a real-time API connection with Syndy, so any changes will be instantly displayed on a connected party’s website. As a supplier you can distribute your product content to any online store, website or mobile app. This is product content delivery for the 21st Century.

1. Getting started

Sign up

1. Go to my.syndy.com/signup/
2. Fill in your full name, email, and password.
3. Select ‘I’m a Supplier’, and your country.
4. Then, fill in your company name, role, phone number, and which webshops sell your products.

✔️ Now you are signed up! The Syndy team will grant your access to your products, generally within 24 hours of signing up.

Login

Once you receive a confirmation email from Syndy, your account has been set up. Go to my.syndy.com and login using your email address and password.

My products

After logging in you will see all products in your market.

- Click on a product, or SEARCH for specific products on name, brand of EAN.
- Select from various FILTERS to segment your search.
2. Manage content for retailers

**View connected Retailers per product**
See which retailers are connected to each product. Click on a retailer to upload retailer-specific content.

**Add content per Retailer**
After clicking on a retailer, you can add all the missing content.

**100% completion**
Ensure all products are 100% completed so retailers get optimized content.
- Note: check [www.syndy.com/faq/](http://www.syndy.com/faq/) to understand how completion score are calculated.

3. Send content to retailers

**API or Export**
You can see for each product which retailers are connected by API (means they get content automatically). For all other retailers, Exports must be created.
- Click on **EXPORTS** to start creating exports.
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Create an Export
Creating exports is easy. Click on ‘Create new export’ and follow the 3-step process.

Example ‘Create new export’:

1. Select the ‘Channel’/retailer desired to export and continue by clicking on Next step.
2. Now, select the product range by brand, dates, EAN’s or select all products.
3. After, insert your retailer’s info below and click on ‘Generate export’.
4. Your export will now be created.
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Track Downloads
Click on ‘View Report’ to see if and when retailers download the export.

We’re here to help you!

Syndy’s Customer Success team is here to help you succeed. Get in touch!

- **CHAT**: www.syndy.com, every working day from 09:00 – 18:00 (CET)
- **CALL**: +31 (0) 20 894 3110, every working day from 09:00 – 18:00 (CET)
- **EMAIL**: support@syndy.com