

MANUAL

RETAILER- SPECIFIC ASSETS

Retailer-Specific Assets

Now, brands can easily set retailer-specific assets on Syndy, helping tailor digital marketing materials to meet the unique requirements and preferences of your retailers! To utilize this new feature, log-in to your Syndy account and head to the 'Digital Assets' overview of any product in your assortment.

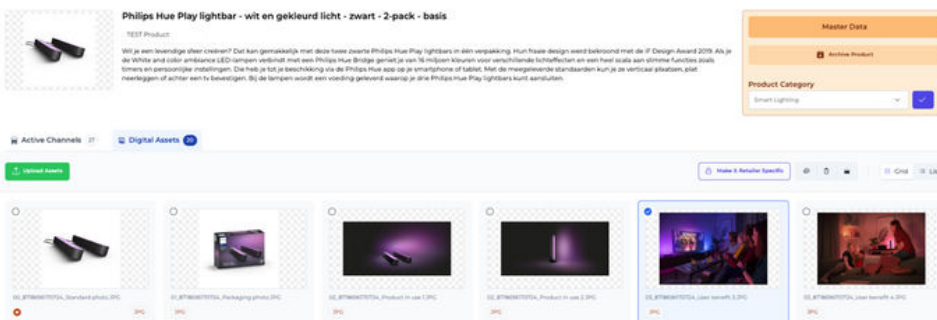
Key Features of Retailer-specific Assets [Version 1]:

- ✔ **Feature 1.1:** Assign retailer(s) to asset
- ✔ **Feature 1.2:** Filter assets based on specific 'retailer'
- ✔ **Feature 1.3:** Retailer-specific Assets export

How to set Retailer-specific Asset(s):

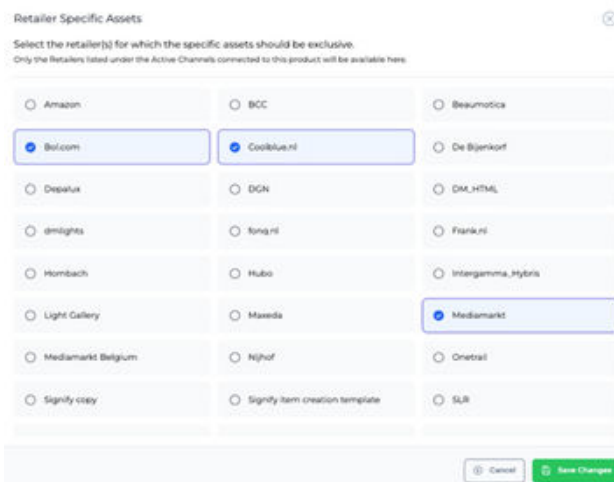
1 Step : Select asset

- Begin by choosing an asset to make retailer-specific.



2 Step : Make it retailer-specific

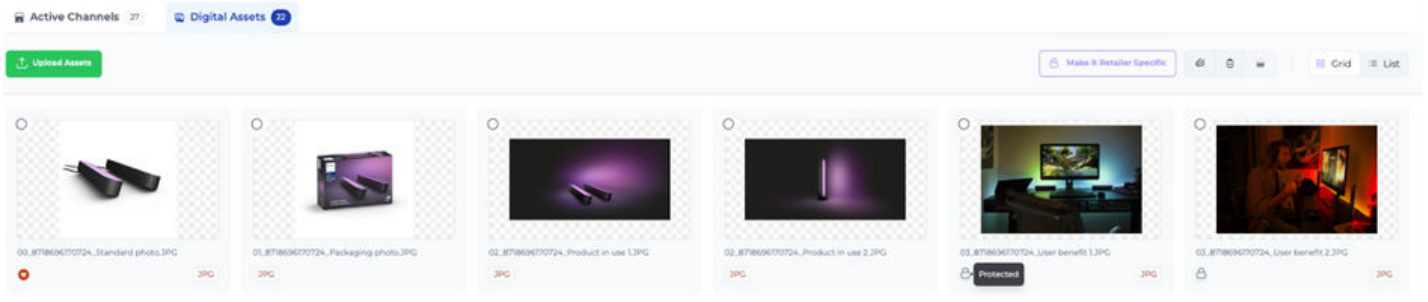
- Specify the retailer(s) for which the chosen asset should be exclusive.



Retailer-Specific Assets

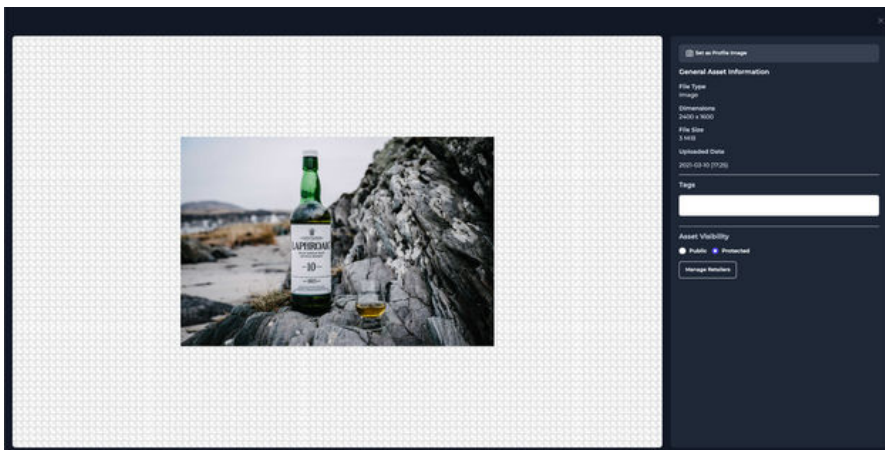
3 Step : Digital assets overview - Public v/s Protected

- Retailer-specific assets will be indicated by an icon and labelled as 'Protected'
- Generic assets connected for distribution to all retailers will not have a specific icon and are labelled as 'Public'



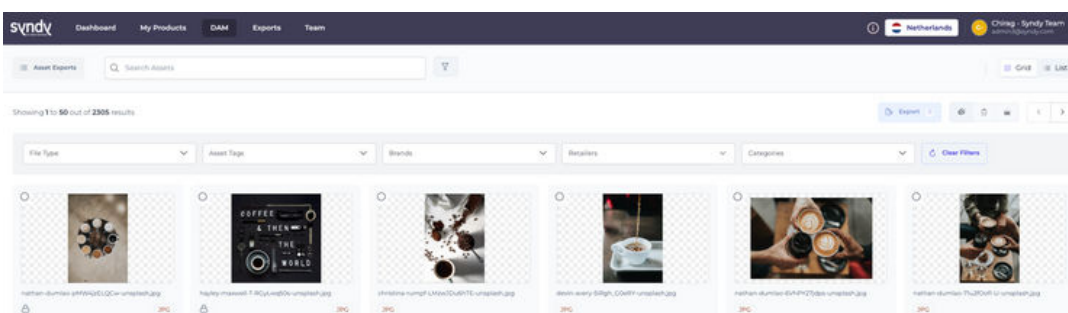
4 Step : Update asset properties

- Click on a specific asset to view and edit its properties.



Filter and export assets by retailer in the DAM:

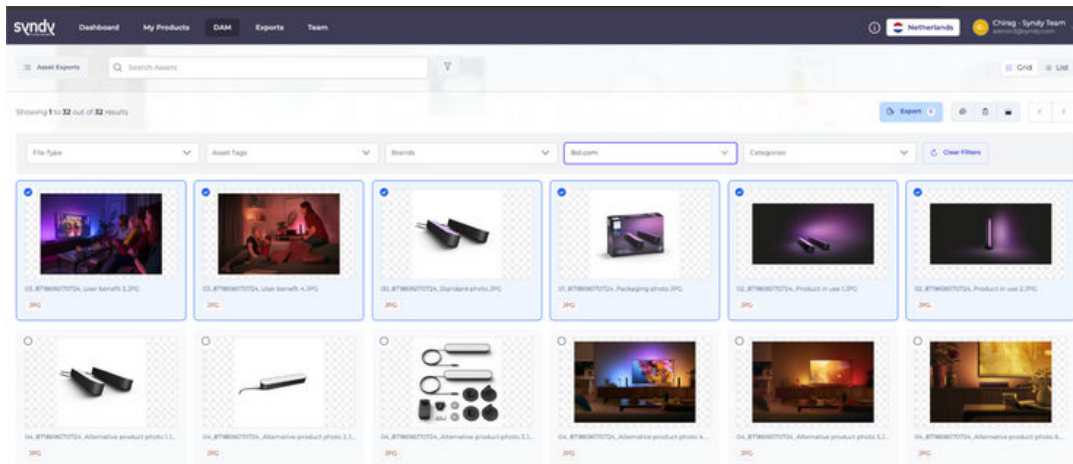
Filter by Retailer



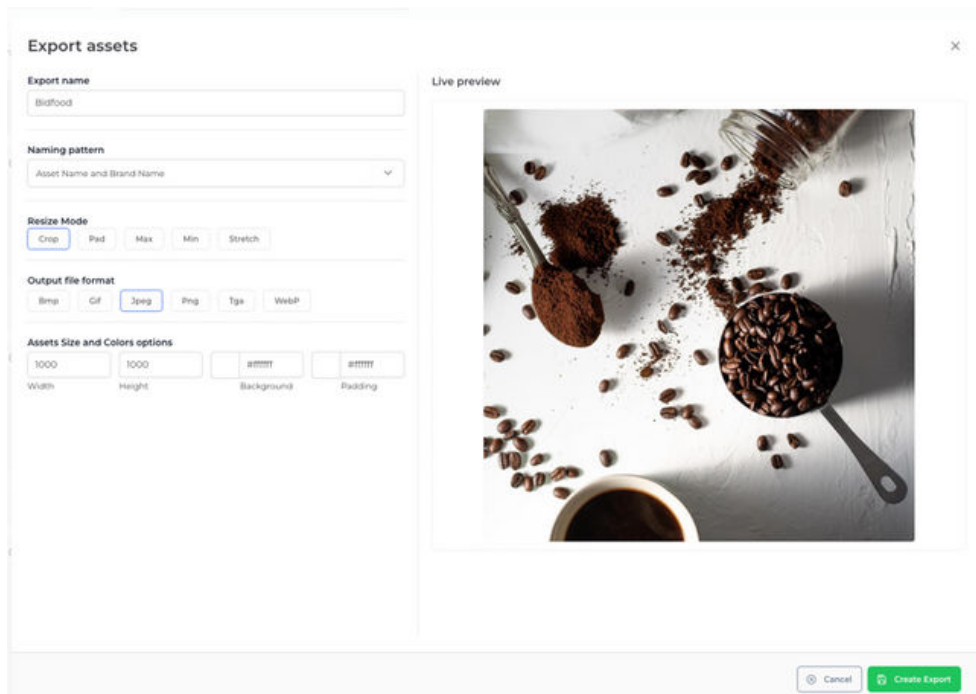
Retailer-Specific Assets

In addition to file type, asset tags, brands and categories, you can now filter by retailer. This functionality allows users to effortlessly locate and share digital assets linked to specific retailers.

Retailer-specific exports



After filtering by specific retailer and selecting the required assets, you can easily export them in the requested file format, naming convention, and asset size directly from the Syndy DAM.



Before generating an assets export for the specified retailer, don't forget to review the pre-set settings. If you have a request to add / update any of the defined Retailer-Specific naming conventions or asset size transformations, reach out to our support team for more information!