Choosing the right
product content syndication tool

Are you a manufacturer or distributor looking for a new product content syndication tool? Use the following checklist to guide your decision-making process, and find a solution that meets your unique needs.

Integration with existing systems, platforms, and data compatibility

A product content syndication tool must work seamlessly with your current technology stack to ensure efficient workflows and prevent disruptions. By integrating with ERP, PIM, or DAM systems directly, you reduce manual work and speed up processing times. Compatibility with external systems used by your distribution partners further ensures that everyone along the supply chain operates with synchronized and accurate data.

☐ Integrates with our existing ERP, PIM, or DAM systems for seamless content exports and updates

☐ Compatible with both our internal systems and those used by our external distribution partners

☐ Supports technical specifications and complex product data structures (e.g., CSV, JSON, or XML nested structures)

☐ Supports API integration for real-time data exchange (no batch processing or manual updates required)

☐ Offers one collaborative platform for all users working from a single source of truth

Compliance with industry standards

Adhering to industry standards and marketplace requirements is crucial to avoid product disapprovals and maintain consistency across channels. When your product content aligns with global norms and retailer-specific demands, you reduce time spent on corrections and enhancing brand reputation across markets.

☐ Meets marketplace requirements, such as Amazon, ManoMano, and Leroy Merlin

☐ Integrates with major industry classification and data pools, such as ETIM, and ensures compliance with industry standards for product content and data formats

☐ Supports specific retailers' or distributors' content requirements

☐ Allows for customization based on channel requirements (e.g., different formats, categories and taxonomies, etc.)

☐ Adapts content to meet regulatory standards across different regions and sectors

☐ Offers validation and error-checking mechanisms to prevent content discrepancies before they reach distribution channels

Scalability and flexibility

As your business grows, your syndication tool must handle an increasing volume of SKUs and adapt to new channels or regional needs. Scalability ensures that your operations remain efficient, while flexibility allows you to respond to market trends and regional regulations quickly.

☐ Equipped to handle thousands or millions of SKUs across multiple brands

☐ Supports multilingual or region-specific content syndication for global partners

☐ Easily accommodates new products or expanded product lines as we grow

☐ Adapts to emerging trends, such as new data types or distribution channels

Automation and workflow efficiency

Automation minimizes manual tasks, reducing errors, and saving time. With features such as real-time data updates and bulk transformation rules, your team can focus on strategic goals instead of repetitive tasks. Streamlined workflows for approvals and edits also ensure data consistency and quality across your operations.

☐ Automates the syndication process and reduces manual tasks for our team

☐ Supports workflows for approvals, reviews, or version control to ensure data quality

☐ Users can make single-product edits and corrections autonomously to existing product data

☐ Users can manage bulk transformation rules autonomously

☐ Users can schedule updates and high-frequency, real-time data pushes to keep retailer and distributor content up-to-date

Data quality and consistency checks

Accurate product data is essential for maintaining trust with retailers and customers. Features like readiness scores and automated error-checking help identify and resolve discrepancies early. These features ensure that your product information is reliable, up-to-date, and aligned with channel requirements, avoiding costly mistakes.

☐ Offers a readiness score and analysis report
    ☐ Per channel
    ☐ Per attribute
    ☐ Per product

☐ Offers data standardization features, such as automated normalization of attributes and values or automated error-checking for missing data points

☐ Identifies and flags data discrepancies before syndicating to retailers, distributors, and data pools

☐ Keeps track of product content changes over time

Support and training

Comprehensive support and training are essential to help your team adopt the new tool quickly. Resources like documentation, tutorials, and 24/7 customer service ensure that your team has the knowledge and assistance needed to maximize the tool's potential.

☐ Fully onboarded to the tool within the first 3 months

☐ Offers a knowledge base with online training resources, including documentation and tutorials

☐ Provides 24/7 customer service

☐ Offers services to handle data management or channel implementation...
    ☐ For long-term projects
    ☐ For one-off high-demand seasons

☐ Sends a monthly newsletter to keep me informed about product updates and improvements

Security and compliance

Strong security measures protect your data and ensure you maintain compliance with regulations like GDPR and CCPA. Features such as ISO27001 certification, identity management, and recovery plans safeguard sensitive information to prevent data breaches and operational disruptions.

☐ ISO27001 certified

☐ Complies with relevant data protection regulations (e.g., GDPR, CCPA) that apply to our industry Manages confidentiality in contracts and data management

☐ Designated security officer

☐ Provides identity and authentication management, such as SSO and two-factor authentication

☐ Proof of network and hosting protection

☐ Manages backups, recovery plans, and business continuity plans

See how Productsup's offerings, designed specifically for large-scale manufacturers and distributors, check all of these boxes and more. Learn more.