



WHITE PAPER

SYNDICATION BEST PRACTICES

How to manage your product communication
across all channels



ALL TOUCHPOINTS RELIABLY UNDER CONTROL

»Why syndication is becoming increasingly important for manufacturers.«

Anyone who wants to market their products today ideally serves multiple output channels and data recipients simultaneously in order to generate as much revenue as possible as quickly as possible. **The number of relevant channels is continuously growing:** in addition to their own online shops and retailer platforms, now marketplaces, social commerce, retail media, and mobile apps also play a central role in product communication. For manufacturers, this means that they must supply appropriate product content to their own communication platforms, such as their online shop or social media feeds, as well as to their retailer network. For many industries, this includes both physical retail and online marketplaces and web shops of retail partners. There may also be product catalogues, flyers, advertising banners for search engines, and retail media campaigns. In omnichannel commerce in particular, customers

also expect consistent product information across all digital and physical touchpoints. As the number of possibilities increases, data volumes also continue to grow, and manufacturers require an infrastructure that enables them to reliably and efficiently serve **all these channels with their specific requirements – and with quality-assured product content.**

This white paper covers the key best practices for the successful implementation of such a syndication infrastructure – and thus for controlled product communication in real time.

Enjoy reading!

Yours sincerely,

BJÖRN BAYARD

CEO | BAYARD GmbH



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CONSISTENT PRODUCT EXPERIENCE ACROSS ALL CHANNELS

»DELIVER COMPELLING PRODUCT EXPERIENCES AT
ALL POSSIBLE TOUCHPOINTS.«

The goal of **product content syndication** is to publish contextually optimised and channel-adapted product content simultaneously across all relevant communication channels in order to achieve the greatest possible impact. In modern commerce strategies, this is increasingly referred to as Product Experience Management (PXM), where product information is specifically optimised for different channels, target groups, and usage contexts.

What sounds simple often presents manufacturers with challenges in practice, as many aspects must work together at the same time:

Informative content

Product messages must use the available space to **fully inform potential customers about the offering**. Especially with smaller content elements such as social media posts or Google Ads banners, this often requires a great deal of creativity. New formats such as social commerce posts, short-form video, or marketplace listings also increasingly require channel-optimised content. At the same time, larger advertising spaces such as product detail pages in online shops or on online marketplaces must contain comprehensive information in order to answer all possible consumer questions.

Multimedia

However, it is not only about the content of product information but also about its presentation. Here, too, each communication channel defines its own rules. **Visually driven channels require expressive product images and videos**. Increasingly, interactive content such as 360° views, augmented reality visualisations, or short product videos are also being used to make product experiences more vivid, even without much text, while product detail pages offer plenty of space for product descriptions, headlines, images, videos, comparison tables, and FAQs.

Consistency

Consumers usually use several information channels before making a final purchasing decision. For example, they may initially see advertisements on Instagram, but then seek more detailed information about the product on the manufacturer's website before deciding to make a purchase. It is therefore all the more important **to provide consistent messages and information across all available channels** in order not to jeopardise the final purchase through contradictory content.





THE CUSTOMER JOURNEY IN FOCUS

»ADDRESS POTENTIAL CUSTOMERS EXACTLY
WHERE THEY ARE.«

Which platforms and channels are relevant depends entirely on the typical customer journey of the key target groups. Online marketplaces, social commerce platforms, and retail media environments are also becoming increasingly important alongside traditional online shops. Not only in B2C, such as in the consumer goods market or the cosmetics industry, these include social media, online marketplaces and retailer platforms such as Amazon, Douglas or MediaMarkt, as well as, of course, companies' own web presences and physical retail.

A detailed analysis of the customer journey provides important insights that significantly determine the structure of product stories and the focus of information provision across individual channels.



Once it is clear which information should be shown to whom, in what way, and at which stage of the customer journey, the provision and distribution of product content must be prepared accordingly:



Product information management

PIM systems offer the ability to centrally and media-neutrally store not only granular product data such as **technical specifications, materials, ingredients, colour, and size but also product descriptions and marketing texts**. This makes the PIM system the single source of truth for all product content and it should maintain the corresponding content for all relevant channels.



Channel management

Closely linked to this is channel management, which ensures that channel-specific requirements such as **data structures, content lengths, image formats, or mandatory attributes are automatically taken into account**. Modern PIM systems make it easier for marketing and e-commerce teams to address new markets by allowing new channels to be easily added and managed without significant effort.



Syndication

The actual distribution is ultimately handled by syndication tools or by corresponding functionalities of more comprehensive PIM solutions. Depending on the infrastructure, specialised syndication platforms or integrated functions of modern product content management systems can be used. Modern systems such as BYRD, for example, make it possible **to publish product data directly into the Global Data Synchronisation Network (GDSN) while simultaneously serving many other channels**.



(Digital shelf) analytics

Publishing product content is not the end of the process – manufacturers must continuously measure the performance of their product communication and optimise their product content accordingly in order to stay ahead of the competition. Digital shelf analytics helps manufacturers **to continuously monitor and specifically optimise visibility, ranking, content completeness, and competitive positioning on retail platforms**. While proprietary channels usually provide their own analytics tools, digital shelf analytics tools make it possible **to monitor the performance of products on retail platforms and respond quickly** if information is incorrect or incomplete, or if performance declines compared to competing products.



MORE THAN JUST PRODUCT DATA

»DON'T JUST INFORM – CREATE REAL EXPERIENCES.«

In the fast-moving online world, it is becoming increasingly difficult to capture attention long enough to convey key product messages. Visual elements play a central role here – **images and videos communicate content much faster and more effectively** than text alone ever could. In digital commerce in particular, high-quality visual content increasingly determines whether a product is noticed, understood, and ultimately purchased. In addition, there is the need to use brand-relevant design elements to create identification with the manufacturer's brand and thus effectively and sustainably support brand building.



Helpful best practices for unique product experiences include the use of:

Digital asset management

A DAM system manages digital content such as images, videos, graphics, and logos as well as documents such as user manuals, certificates, and product data sheets. This makes DAM an essential complement to PIM – **only by linking product information with the corresponding digital assets does effective product content emerge**, forming the basis for successful product communication. Many companies today rely on close integration between PIM and DAM in order to efficiently link product data and digital assets throughout the entire product content lifecycle. However, this is not only about online advertising: the GDSN now also requires product images in order to meet quality standards. This makes the provision of digital assets an absolute necessity.

Enhanced content

Online retailers such as Amazon offer manufacturers the opportunity to **individually design their product detail pages and thereby effectively differentiate themselves from the competition**. This enables manufacturers to use the full range of communication tools for differentiation and to place brand-compliant multimedia messages intelligently. Modern product content management solutions such as BYRD offer special functions to make use of this opportunity easily and intuitively, effectively turning retail platforms into their own stage.



SPEED PAYS OFF

»BENEFIT FROM A SHORT TIME-TO-MARKET.«

Syndication stands for the efficient publication of product content – in order to amplify the resulting benefits, measures are recommended that effectively shorten time-to-market (TTM). In addition to a seamless digital value chain and intuitive product content lifecycle management platforms, **process automation and AI in particular are playing an increasingly important role.** With the emergence of generative AI, new possibilities are also arising to automatically create product descriptions, image variants, or channel-optimised content and respond more quickly to market requirements. Especially in the field of product communication, more and more use cases are emerging that optimise the creation, maintenance, and publication of product content, thereby perfectly supporting manufacturers in securing and expanding their market position.





QUALITY IS QUEEN

»ENSURE CONTINUOUS QUALITY ASSURANCE IN YOUR PRODUCT CONTENT LIFECYCLE.«

Syndication can only function effectively if the provided product content actually meets the quality requirements of the respective channels. High data quality is a prerequisite not only for successful marketing campaigns but also for visibility on marketplaces and optimal discoverability in search functions. Without it, manufacturers risk their marketing campaigns not performing as expected, retail partners demanding rework, or product data not being published at all. Costly iteration loops and the associated consumption of resources are usually the least of the problems:



»With insufficient data quality, manufacturers also risk valuable retail relationships and their carefully built brand image in the long term.«

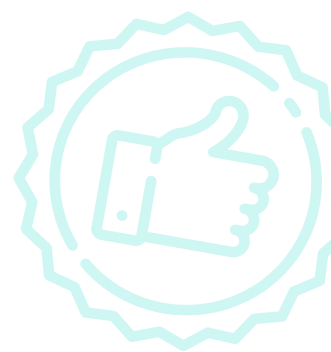
Therefore, **the key quality best practices** are an essential part of successful product content syndication:

Data governance

What constitutes optimal data quality depends on the respective data usage. Comprehensive data governance defines **clear rules for data structure, responsibilities, and quality requirements across all systems and processes**. It consolidates all these rules and makes them centrally available to all responsible parties. Every employee working with product data must know the rules for handling data, and they must become an integral part of individual data processes. Defining such a framework is already a challenge in itself – enforcing the rules effectively within processes and workflows across the organisation is an even more important and demanding task. It is therefore no surprise that many companies that are increasingly developing into data-driven organisations are creating dedicated roles for this task or making it an integral responsibility of the Chief Data Officer.

Validation mechanisms

In addition, automated validation mechanisms help to ensure data quality throughout the entire product content lifecycle. Modern systems provide rule-based quality checks, automated workflows, and dashboards for continuous monitoring of data quality **to ensure compliant data creation from the outset**. Many solutions also offer quality reporting with intuitive dashboards, making it possible to see the status of data quality at a glance and quickly identify and effectively resolve issues.





SUMMARY

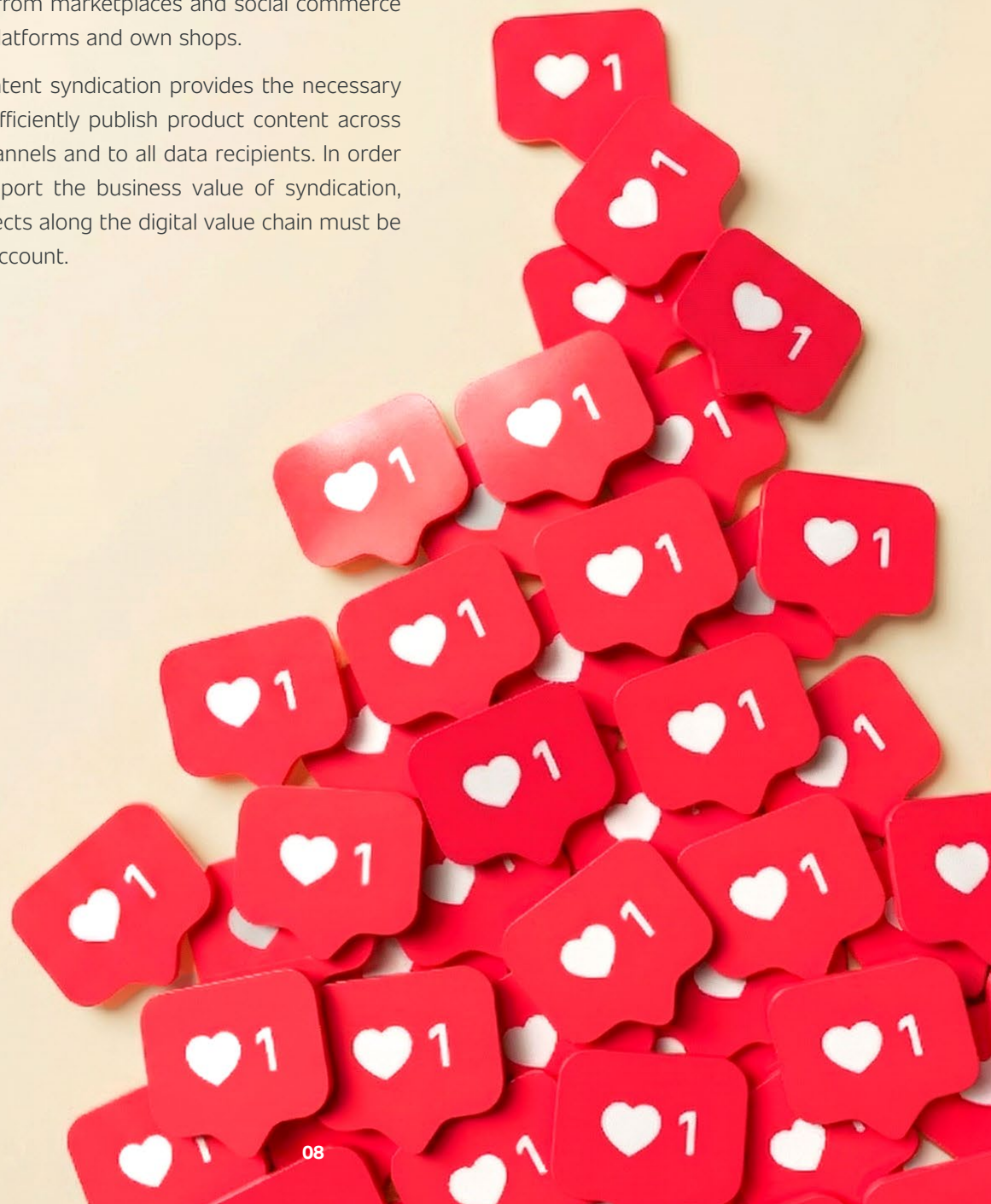
»Many languages – one message.«

Anyone who wants to run successful marketing campaigns must speak the different languages of their target groups and the relevant output channels.

Visual communication, tone, and the structure of product messaging vary from platform to platform.

At the same time, it is becoming increasingly important to provide product information consistently across channels – from marketplaces and social commerce to retailer platforms and own shops.

Product content syndication provides the necessary toolset to efficiently publish product content across all these channels and to all data recipients. In order to best support the business value of syndication, several aspects along the digital value chain must be taken into account.





FIVE STEPS TO BECOMING A SYNDICATION SPECIALIST:

1) Technical infrastructure

Optimal product content syndication requires comprehensive product content lifecycle management with perfectly coordinated system solutions ranging from PIM and DAM to channel management and on to syndication and analytics tools.

2) Customer journey

Successful brands know their customers – and these brands know exactly where and when those customers decide to purchase their products. This knowledge is essential in order to equip all relevant touchpoints with the right messages and effectively guide customers towards a positive purchasing decision.

3) Product content

Once the requirements for product content are clear, the appropriate product messages must be prepared – data, information, descriptions, images, videos, comparison tables, and FAQs must be provided in a central location.

4) Quality

To avoid delays due to rework at this stage, perfect data quality must be ensured from the outset. Correct, reliable, complete, and consistent product information also supports the long-term strengthening of partner and customer relationships.

5) Continuous optimisation

In addition to short TTM and efficient data processes, the effectiveness of product messaging also plays an important role in marketing success. Specialised analytics tools help to continuously monitor performance and quickly take the right measures to optimise product experiences on every channel.



WOULD YOU LIKE TO TAKE THE NEXT STEPS IN CONCRETE TERMS OR DO YOU HAVE QUESTIONS ABOUT IMPLEMENTATION?

We would be happy to support you – with technology and expertise for holistic product content lifecycle management in retail.

REQUEST A PRODUCT DEMO NOW

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