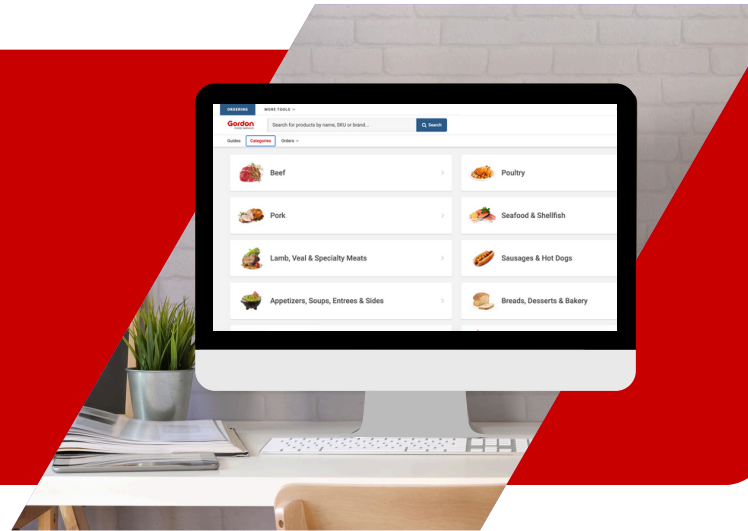


ECOMMERCE ENHANCED CONTENT AND IMAGERY AUDITS

Increase Your Sales With Product Content



What are eCommerce audits?

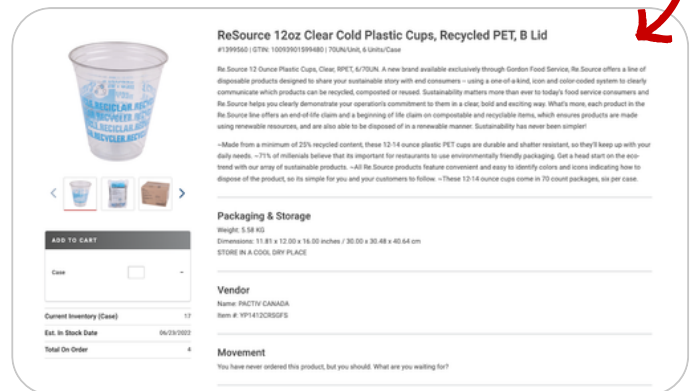
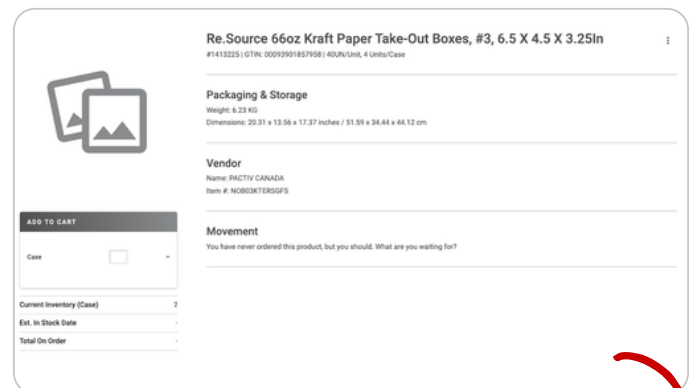
The eCommerce audits consist of a content and image report for your catalog of items. These audits outline the content and images you have loaded for your items and any areas missing information. This content is valuable to our customers and will help them see your products in the best light.

To advertise with us in FY25, we encourage you to complete this missing information preemptively. In our example to the right, you can see the difference between a proper product description page and one lacking adequate content and images.

What do I need to do with my audit?

Review your reports for any missing item information, and do the following:

- **Content:** Edit any existing copy or populate missing content directly in the report file. When completed, you can send the report back to your Digital Marketing Specialist for upload, or you can upload the bulk file directly to P360 (our PIM system).
- **Images:** Ensure you publish your catalog of images to us via GDSN.



*Customization is subject to guidelines and approval.

Questions?

Please contact the following for inquires about:



Audits or Process:
Your Digital Marketing Specialist



Images for US Items:
gfsimages@gfs.com



Images for CA Items:
picissues@gfscanada.com



P360 Questions or Access Request:
gfs.pim@gfs.com