

## The Fastest, Easiest Way to Use Data to Enhance Retailer and Shopper Discoverability



SPINS Product Intelligence Manager (PI Manager) makes it easy to **quickly upload, standardize, and syndicate your product data across major retailers** like Target, Whole Foods Market, and Kroger while automatically enriching product data with granular attributes.

## Control Your Narrative Through Product Intelligence

Let us help you make the most of your branding. SPINS PI Manager was designed to give you the tools to easily add or update product information and images to **ensure that retailers are always reflecting your newest packaging the way you intended them to be viewed**. Once you've brought your assets into SPINS, these changes are reflected by retailers in days or weeks, not months or quarters!



## How PI Manager Improves Discoverability

### For Retailers

Streamlines acquisition, shelf planning, merchandising, and shopper personalization

### For Shoppers

Enables lifestyle/diet-based search and product decisions

### For Brands

Creates consistent, optimized experiences wherever your products are sold

## How SPINS Helps You Get the Most From Your Data



### Picture Perfect Image Validation

Retailers need high-quality images to **represent you and your brands in the best way possible**. SPINS makes sure your photos are high quality and meet retailer standards for product display pages, weekly flyers/emails, and more.



### Automated Data Enrichment

Today's shoppers and retailers need to know how products fit lifestyles and diets. **SPINS automatically adds new attributes** to your product profiles based on label/ingredient information to improve discovery and inform purchase decisions.



### Recurring Data Health Audits

Other data management tools don't care about your data after you onboard. SPINS goes the extra mile by providing **personalized guidance on how to keep your data up to date** for retailer use cases such as eCommerce, personalization, et al.

# Flexible Data Onboarding

We offer multiple ways to get your data into our systems. Reach out to us and we can find the best way for you!

## Directly through PI Manager

Already have product photos on hand? Great! Using PI Manager, you can update all your products through an easy two step process.

## Through SPINS Studio

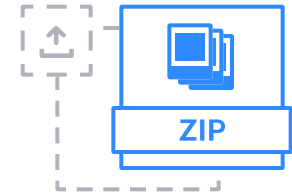
Shipping your products to our Studio can **get your products live within 7-10 days**.

## More!

Leverage our ingestion API, SFTP, or even our proprietary app for data onboarding depending on what best suits your needs.

Two step process to update your products:

**1.**  
Upload new product images in a zip file



**2.**  
Upload additional data through a spreadsheet



# Maximize Marketing Effectiveness With SPINS

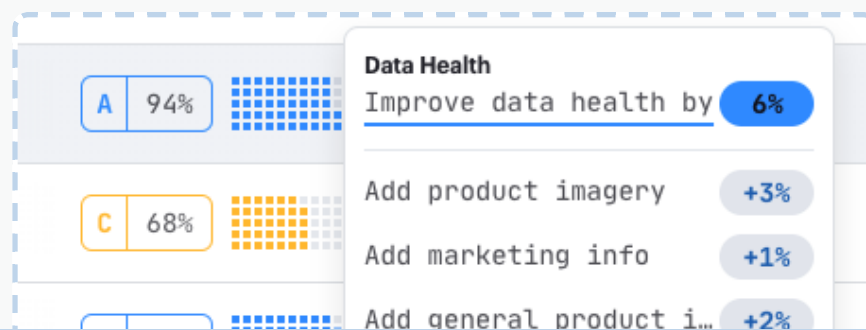
Once we've got your photos, we don't just review to make sure everything's up to retailer standards. We also add in extra insights that you can easily access and activate to improve your keyword strategies and reach out periodically if we think your data could use some extra love and attention.

**SPINS Smart Tags**  
provide extra guidance to improve SEO and marketing.

## SPINS Marketing Recommendations

● Smart Tags

Gluten-Free, Mediterranean Diet, Vegan, Heart Friendly, Healthy Eating, No Sodium, Low FODMAP, No Fat, Kidney Friendly, No Added Sugars



## SPINS Data Health

uses an A-F grading system to provide recommendations on getting retailers the data they use to get your products in baskets.

# Reach Out Now, Get Your Data Live In Days

Getting started is easy! **Send an email to our team at [growth@spins.com](mailto:growth@spins.com)**, and we'll work to get your data live and syndicated ASAP. If retailers have specific requirements, we'll collaborate with you to make sure they have the information they need to showcase your products.

Schedule a demo at [growth@spins.com](mailto:growth@spins.com) today!

