



Product Intelligence Checklist

Use this checklist while evaluating Product Intelligence solutions to ensure that shoppers can easily find the exact products aligned with their preferences and values.

Key Features

The minimum standards for Product Intelligence that supports modern commerce:

Automated data extraction and enrichment, including:

Algorithmically calculated attributes based on label data

Automatic evaluation to determine if a product meets retailer standards (e.g., restrictions on additives)

Support for private label and fresh goods

Support for custom attribute definitions and data taxonomies

Automated data transformation and formatting

Support for flexible data flows, including:

User interface for data management

API support for programmatic data access

Standardized data refresh timelines and processes

Source-of-Truth Data Set

Product Intelligence solutions must act as rich repositories of data that cover the following:

eCommerce grade images with multiple product angles

Ingredients and allergens

Nutrition information

Attributes (e.g., diets, certifications, claims, etc.)

Romance/descriptive copy

Search terms

Planogram images

Weights and dimensions

Innerpack, outerpack, case level data

Is Product Intelligence right for you?

To find out how to power your business with SPINS Product Intelligence or get a demo, reach out to growth@spins.com.