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Simple Product Listing

Overview

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IF PHYSICAL SHOPPING WAS LIKE ONLINE……

- https://youtu.be/cbtf1oyNg-8

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PRESENTATION OUTLINE

- Background

- Key Elements of Simple Product Listing

- Current Project Status

BACKGROUND

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THE PRODUCT CLASSIFICATION CHALLENGE

What is the New Balance 656?

a) Athletic Shoe
b) Court Shoe
c) Running Shoe

Answers:
a) Amazon, eBay
b) Road Runner Sports
c) Amazon, Nordstrom

US RESULTS

Name	%
Sneakers	45.50%
Tennis Shoes	41.34%
Gymshoes	5.55%
Other	2.95%
Shoes	1.93%
Running Shoes	1.42%
No General Word For This	0.89%
Trainers	0.23%
Runners	0.17%
Sand Shoes	0.03%
Jumpers	0.01%

IT'S JUST COMMERCE™
## KEY CONSIDERATIONS

Approached by ebay & @WalmartLabs

- Simplify item listing and streamline data handling

- Make it easy for suppliers to sell on multiple platforms

- No plans to *replace* existing internal solutions

- First step towards a global standard
  - Create a working artifact to simplify global development efforts

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PRIMARY STAKEHOLDER PAIN POINTS

- **Sellers** must deal with product listing processes

- **Application providers** can't create efficient search

- **Consumers** face inconsistent shopping experiences

THE PHYSICAL STORE MODEL IS SIMPLER

AI Rich
Women's Pink
Tee Size: 20W

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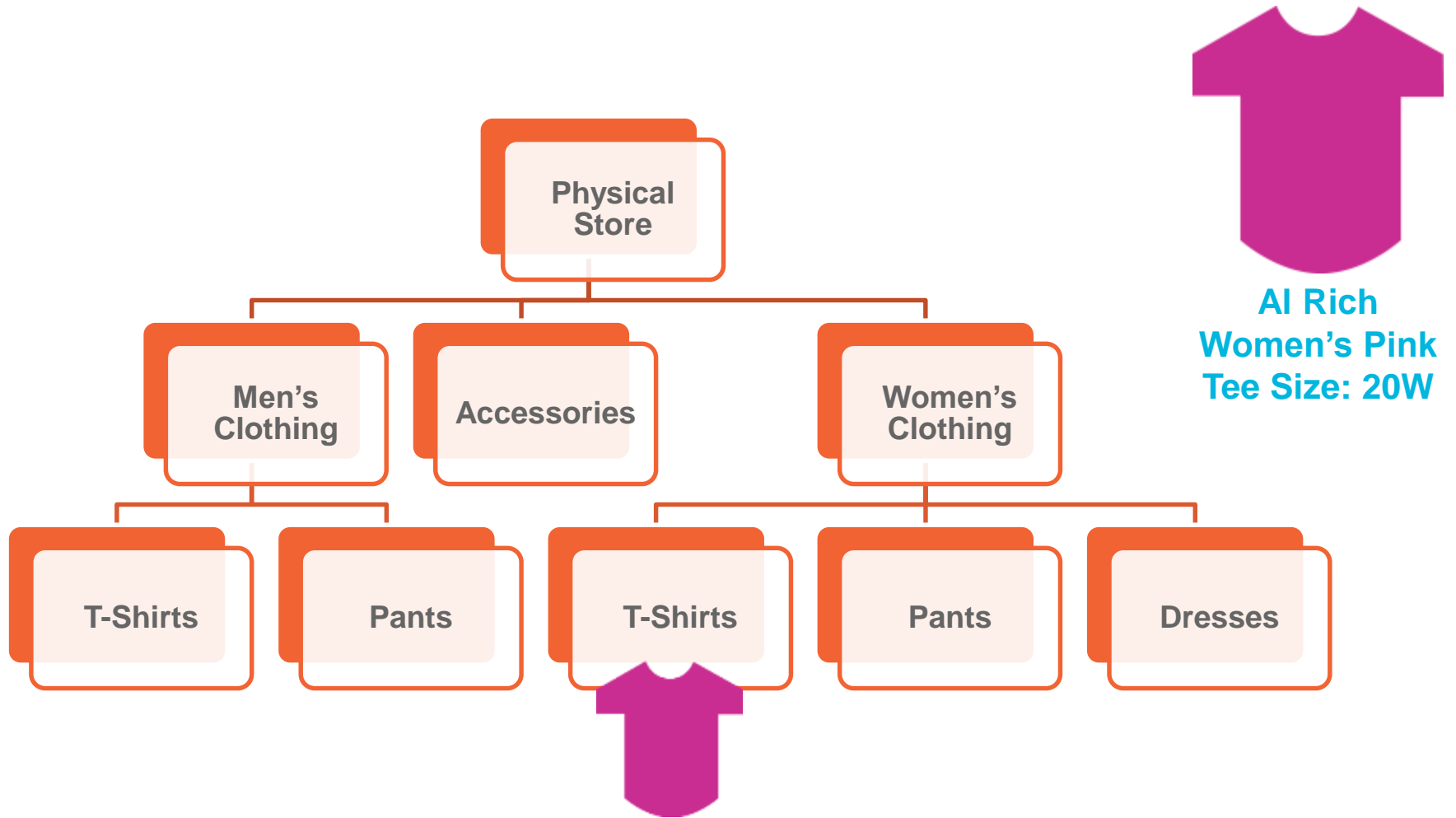
A WEB STORE REQUIRES FLEXIBILITY

Each item typically has *multiple* browse paths

**AI Rich
Women's Pink
Tee Size: 20W**

COLLABORATION FUELS COMMERCE

- Support consumers, instead of chasing bad data

- Free your resources for turning big data into insights

- Focus on competitive advantage

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DEVELOP A MODEL THAT:

- Gets products on the right virtual shelf on any platform(s)

- Supports *building algorithmic search using* *consumer terms*

- Supports both physical stores and online commerce

- Does not replace existing standards and systems

ALIGNMENT WITH CURRENT STANDARDS

GPC	**B2B**	**Common Product Classification for Retail Businesses**
UNSPSC	**B2B**	**Spend Management**
SPL	**B2C**	**Simplified Product Listings for B2C Marketplaces**

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Simple Product Listing
The Key Elements

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SIMPLE PRODUCT LISTING

The Key Elements:

PRODUCT TYPE

ATTRIBUTES

ATTRIBUTE VALUES

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KEY ELEMENTS - PRODUCT TYPE

PRODUCT TYPE

Product Example:
T-Shirts

Inclusionary Terms:

long sleeve t-shirts

Exclusionary Terms:

Undershirts: sleepshirts; activewear/performance t-shirts; undershirts

- **The primary classification block**

- Describes what an item **is,** not **where it should be displayed** on a site

- Groups items based on form, function and limited attributes

- Inclusionary and exclusionary terms support improved consumer search

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KEY ELEMENTS - ATTRIBUTES

ATTRIBUTES

Attribute Examples:
Brand
Style
Gender
Color
Size

- The key characteristics used to describe the product

- Attributes provide additional information to help consumers find relevant content

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KEY ELEMENTS – ATTRIBUTE VALUES

ATTRIBUTE VALUES

Attribute Value Examples:
White
Blue

- The permitted values that a specific attribute may have

- Defined only in **limited** cases where standards are needed

- Provides the flexibility required for seller customization

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SPL KEY BENEFITS

- More efficient product listing

- Consistent product exposure in search drives sales

- Improved buying experience for consumers

- Streamlining data handling reduces costs

- Improved analytics across channels and devices

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PROJECT STATUS

SPL PROJECT STATUS

- 20 Participating Companies

- Over 5,500 Product Types

- Prototype Release Q2 2015
  - Six Segments
    - Product Types
    - Exclusionary Terms
    - Inclusionary Terms

Current Participating Companies
1WorldSync
Best Buy
Bing (Microsoft)
Build.com
CNET
Drive Medical
eBay
Gap Intelligence, Inc.
Google
Gilt Groupe, Inc.
GXS
Kimberly-Clark
MultiAd Kwikee
Nordstrom
Pilgrim's Pride Corporation
Reckitt Benkiser
Salsify
Sears Holdings *
Target Corporation
@WalmartLabs

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CURRENT RELEASE PLAN

Current Simple Product Listing Segment Release Plan		
Q2 2015	**Q3 2015 (Planned)**	**TBD**
Books Music & Movies	Camera Photo & Optics	Art
Clothing Shoes & Accessories	Food & Beverages	baby
Collectibles & Memorabilia	Health & Beauty	Business & Industrial
Consumer Electronics	Home & Garden	Crafts
Gift Cards & Certificates	Jewelry, Gems & Watches	Everything Else
Tickets	Sports & Outdoors	Food & Beverages
		Musical Instruments and Pro Audio
		Office & Stationery
		Pet Supplies
		Real Estate
		Services & Warranties
		Tools & Hardware
		Toys & Games
		Travel, Luggage, and Accessories
		Vehicles, Parts, & Accessories

CONTACT INFORMATION

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YouTube

It's Just Commerce™ Video at
http://youtu.be/pkrxhefQIBs

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