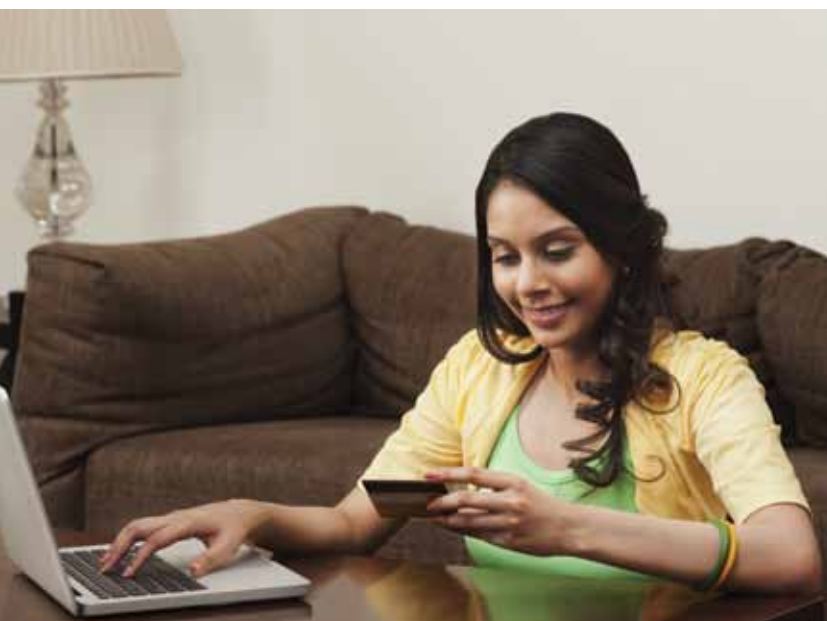


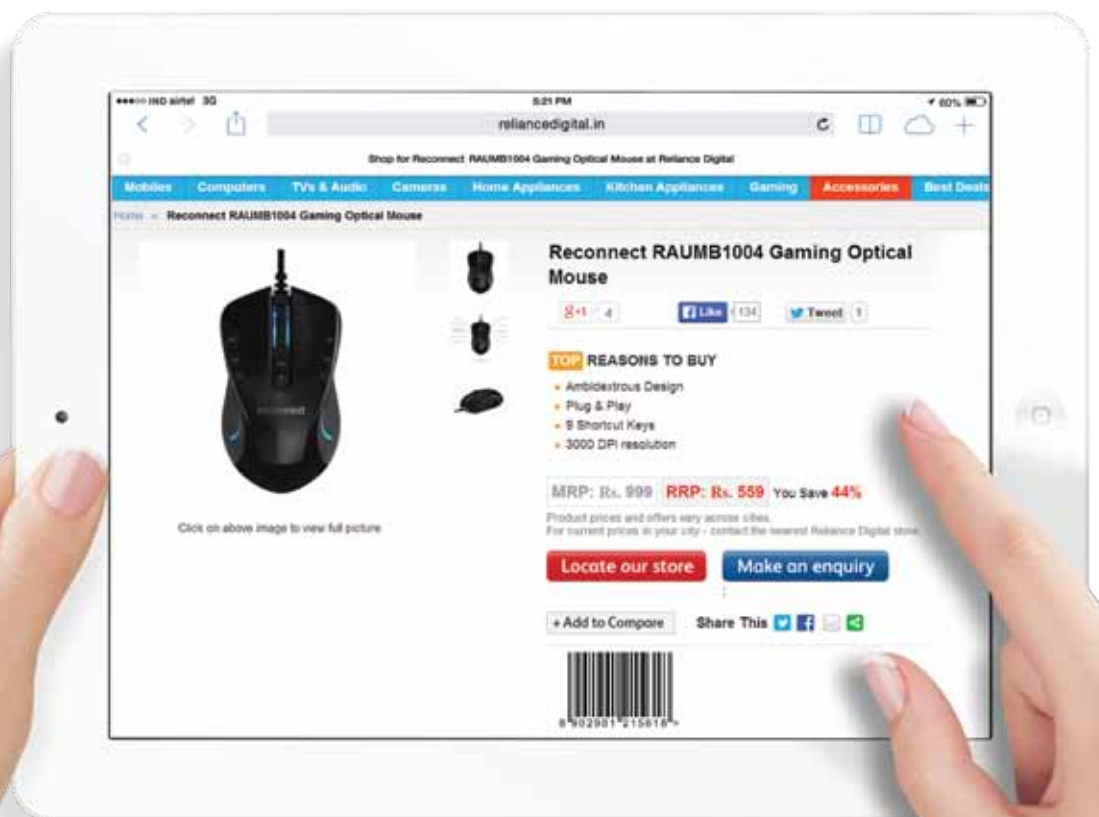


REACH OUT YOUR PRODUCTS TO **TODAY'S** **DIGITAL** **SHOPPER**



Over 150 million Indian online shoppers are shopping for varied products like clothes, fashion accessories, mobile phones, camera, cosmetics/toiletries, food & grocery etc.

Are you ready to reach out to these millions of shoppers?





Today's digital shopper

- Extensively searches for products online
- Looks for ease in selecting products and comparing prices/features across online sites
- Buys from wherever he experiences shopping ease and best deals
- Expects personalized guidance on existing and new products to buy based on shopping needs
- Is greatly influenced by product reviews by peers on social media (Facebook, Twitter etc)



Getting digital ready

- Products should be uniquely and universally identifiable across shopping sites.
- Be easy to search for and locate online using laptop, mobile phone etc
- Enable immediate and easy access to reliable, up to date and detailed product information from trusted source (e.g. brand owner)
- Product information provided should be easy to understand, compare and view with 360 degrees product images/video for exact look & feel of the product

GTIN - The globally unique product identifier following GS1 Standards across digital channels



Benefits to eTailers

- Maintenance of accurate and un-duplicated product information
- Real time inventory management leading to higher order fulfillment rates
- Supplier-wise product reconciliation and returnable management
- Efficient data management and analytics
- Enable higher visibility of websites across search engines leading to higher click through rates
- Optimise spend on product advertisement by pointing to correct product during search
- Enable lowering bounce rates



Benefits to sellers

- Maintenance of accurate and un-duplicated product information
- Enable direct access to brand/product information through eTailers mobile apps
- Enhance acceptability among eTailers by enabling them validate /check product and brand information
- Increased sales due to higher product visibility
- Greater probability of being noticed due to search algorithm optimization
- Enhanced noticeability through linkage of products with purchase of related items

Use of GTIN also facilitates compliance with several regulatory requirements for publishing information digitally for products sold online.





Do you know?

- Online Search is becoming much smarter and more semantic in nature. Web crawlers and smart phone apps are using linked data for advanced search.
- Google Shopping endorses use of GTIN as the globally unique product identifier to enable price comparison across online shopping portals
- eBay endorses use the GS1 product identifiers (GTINs) in product search on their websites
- Other online retailers are making available their mobile apps for free downloads by shoppers. On scanning of GS1 barcodes already appearing on wide range of consumer products, shoppers would be able to connect directly to detailed product information, its price, image etc.

Leading online retailers using GS1 Standards



As we continue to create a seamless shopping experience across online, mobile and stores, we rely on accurate and consistent product information. The GTIN Validation Guide is an important tool for improving the quality of product data and the relevance of online and mobile search results.

Jeremy King, chief technology officer,
Walmart Global eCommerce.

GS1 Standards have been invaluable in our efforts to improve the online shopping experience by harmonizing product data and eliminating inaccuracies.

Eric Tholomé, Product Management Director,
Google Shopping.

The GTIN Validation Guide will help eBay find and resolve incorrect, duplicate and conflicting product information, improving visibility for merchant offers and enhancing the consumer search experience.

Amit Menipaz, General Manager of Structured Data,
eBay Marketplaces



GS1 India, 330, 2nd Floor, 'C' Wing, August Kranti Bhawan,
Bhikaji Cama Place, New Delhi 110066, India

Phone : +91-11-26168720/ 26168721/ 26168725

Fax : +91-11-26168730

Website : www.gs1india.org

