GoBaskt

Data Synchronization Implementation Guide

Version #1

REVISION HISTORY

Date	Ver #	Description of Change	Author
05-28-2020	1	Initial document	C. Macias

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1 GOBASKT'S DATA SYNCHRONIZATION INFORMATION

1.1 Primary Data Synchronization Contact

Name: Neeraj Kumar
Phone: 949 701 9079
Email: Neeraj.k@gobaskt.com

1.2 GoBaskt's GLN - Publish To

Production: 0860003276105

2   ABOUT GOBASKT'S DATA SYNCHRONIZATION INITIATIVE

Who is GoBaskt?

GoBaskt is an AI powered experience driven hyperlocal customer engagement platform that enables businesses (CPG brands, Retailers, local small businesses etc.) to engage with customers using touch, voice and text in new and novel ways across multiple channels (mobile app, website, Facebook Messenger) for digital commerce, marketing and advertising at scale. Our platform lends itself as an intelligent virtual shopping assistant that saves time, money and efforts for consumers while helping businesses retain and acquire new customers. Gobaskt uses location intelligence, personalization and analytics to enable hyperlocal targeting capabilities for brands.

Specifically, our platform will enable brands to:

- reach consumers in new ways using multiple channels

- sell more by understanding consumer profiles and behaviors better via richer data & analytics

Brands can publish content and offerings like coupons, subscription plans, group plans, new product updates, loyalty programs, etc. directly to consumers on Gobaskt platform.

Our Use of Your Product Content:

1. Publish product catalogs coupon/ offer/ promotion information on our apps and consumer channels. Consumer can discover the content via chat, voice, vision and touch.
2. Enable consumers to discover prices, offers and make purchases via dynamic and intelligent shopping lists.
3. Enable consumers to onboard on loyalty programs and get personalized messaging/ content related to the products.
4. Enable consumers to discover and buy products, subscription plans from brands directly at product and category levels.
5. Enable brands to engage consumers with content on new product launches/ product updates.

The benefit to brands, products, retailers:

1. Develop new direct-to-consumer (D2C) channels and approaches to enable better commerce, marketing, and service via use of artificial intelligence and other digital technologies.
2. Break dependency on old-school and old-tech mechanisms to reach out to end consumers like email marketing and try out new and novel ways of engagements / new kinds of campaigns.
3. Improve sales / revenue and marketing ROI from D2C initiatives.
4. Acquire new customers and sell more to existing customers.
5. Improve automation / reduce cost of servicing end consumers.
6. Receive feedback / ideas directly from them via explicit and implicit ways.
7. Understand end consumer profiles and behaviors better.
8. Improve customer engagement capabilities via hyperlocal initiatives.

3   STEPS TO BEGIN SYNCING YOUR DATA WITH RETAILER GOBASKT

1. Have your accurate item data loaded into your home data pool and ensure it is ready for publication
   a. Contact your data pool for any education you might require to complete this step.
2. Review attribute requirements in Section 4 of this document to ensure you can meet our requirements
3. Fill out the Trading Partner Form on the GoBaskt Landing Page:
   a. https://www.1worldsync.com/community/customers/gobaskt/
4. GoBaskt will create a subscription at the Information Provider GLN + Target Market = U.S. level
5. GoBaskt will send an email to the Supplier's primary data synchronization contact when they are ready for the first publications
6. Publish items
   a. Send all items as Initial Load
   b. Send full item catalog
   c. Publish at the highest level of your item hierarchy
7. GoBaskt will provide feedback on publications using the following method:
   a. CICs will be returned once a day
8. Continue to send changes and correction for all items

4 ATTRIBUTE REQUIREMENTS

Above and beyond the GDSN Mandatory attributes, GoBaskt asks for the attributes outlined in the section below in order to make their initiative successful. Please note, these attributes are required at the EACH/Consumer Unit level and leveraged in GoBaskt's digital couponing and price comparison application.

GoBaskt Name	1WorldSync Name	Comments
Product Name	Product Description	
Product UOM	Net Weight	
Brand	Brand Name	
Product UPC	GS1 Trade Item Key Code GS1 Trade Item Key Value	
Product EAN	Data Carrier Type Code	
Weight	Gross Weight	
Volume	Volume	
Color	Color Info Code Color Maintenance Agency Product Color Description	
Product Sub-Category	Variant	
Product Category	Global Product Classification Code (GPC)	
Product SuperCategory	Brick Attribute Names and Values	If any exist
Product Image 1	Uniform Resource Identifier Referenced File Type Code	
Product Image 2	Uniform Resource Identifier Referenced File Type Code	
Product Image 3	Uniform Resource Identifier Referenced File Type Code	
eCommerce Attributes	Trade Item Key Words Product Description Marketing Message Feature Benefit	
Coupon / Offer available	N/A	Offer ID / Code, Offer Title, Offer Value, Offer T&C, other offer data… Can be submitted as a "Document" via the digital asset attributes Uniform Resource Identifier and Referenced File Type Code = Document
Product Price	Trade Item Price	Price of product in US
Product Label Information	Ingredients Allergen Type Code Consumer Usage Instructions	Essential information such as warnings, disclaimers, expiry dates, etc…