



goPuff
Data Synchronization Implementation Guide

Version #1



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REVISION HISTORY

Date	Ver #	Description of Change	Author
10-9-2020	1	Initial document	C. Macias



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1 GOPUFF'S DATA SYNCHRONIZATION INFORMATION

1.1 Primary Data Synchronization Contact

Email: metadata@gopuff.com

1.2 goPuff's GLN - Publish To

Production: 0860004915706



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2 ABOUT GOPUFF'S DATA SYNCHRONIZATION INITIATIVE

Who is goPuff?

goPuff delivers food & drinks, adult beverages, cleaning supplies, home needs, over-the-counter medications, and more in just minutes. Our mission is to make daily life effortless. goPuff is the modern-day consumer's go-to solution for immediate everyday needs.

We make convenient, fast delivery easy and affordable for everyone. We do not charge crazy surge pricing because we are not a courier service, and because we deliver direct instead of picking products up from a store, our average delivery time is usually 30 minutes or less.

goPuff operates more than 200 fulfillment centers in the heart of cities and towns across America and are open 24/7, 365 in most areas to deliver our customers what they need, when they need it most.

Check if goPuff is in your area [here](#). If not, we will be soon. We are a tech start-up with an unrivaled business model and more than \$1 Billion in funding and we're growing fast.

Our Use of Your Product Content:

By gathering your product data through the GDSN, we'll be able to:

- Improve efficiency within our supply chain
- Streamline our procurement processes
- Maximize the assortment and inventory of products in our fulfillment centers
- Better represent your products to customers in our mobile app

The benefit to brands, products, retailers:

The ultimate outcome is significant growth of our business and yours. Together we will change the way consumers buy their everyday, essential items and set a higher standard for service. We are on a journey of hyper-growth, and we're thrilled to have you along for the ride.



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3 STEPS TO BEGIN SYNCING YOUR DATA WITH GOPUFF

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 required 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 goPuff Landing Page:
 - a. <https://www.1worldsync.com/community/customers/gopuff>
4. goPuff will create a subscription at the Information Provider GLN + Target Market = U.S. level
5. goPuff 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. goPuff will provide feedback on publications using the following method:
 - a. Received CICs will be returned once the Supplier publications are received
8. Continue to send changes and correction for all items



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4 ATTRIBUTE REQUIREMENTS

Above and beyond the GDSN Mandatory attributes, goPuff asks for the attributes outlined in the [Attribute Guide](#) in order to make their initiative successful. Please note, these attributes are asked for at the EACH/Consumer Unit level and leveraged for displaying on goPuff's website.

Note, if your item does not have an image, goPuff will leverage their in-house studio to image your products to display on their website. In addition, goPuff will leverage their in-house studio images vs. GDSN images as applicable for display on their website.