

# ECommerce sales are gaining momentum. Are you ready?



High-quality product images and optimized data are the cornerstone of increased customers' confidence in your products and driving online sales.

## Driving eCommerce Opportunities

With more Canadians shopping and browsing online than ever before, retailers and manufacturers both need to deliver on the promise of eCommerce platforms or lose out on major opportunities for sales and competitive advantage.

The ECCnet Phase 2 - eCommerce service is supported by major industry associations and many of Canada's grocery retailers. These groups and other industry representatives collaborated with GS1 Canada to develop and administer this opportunity to deliver cost-effective, streamlined industry-wide solutions.

This service will ensure that every product in the identified product categories has had high-quality, standardized images and optimized on-pack product data captured to promote products online. This will jumpstart Canadian grocery retailing online and set a solid foundation for future innovation.

This is a large-scale undertaking; every manufacturer selling products in the identified categories to major Canadian grocery retailers is required to participate.

## Supported by:



**67** per cent of consumers say that the quality of product images is very important to their process of selecting and purchasing products.

*(Source: MDG Advertising, 2012).*

There are **1.2** trillion Google searches conducted each year. *(Source: Google, 2015)*

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 Find out more at  
[www.gs1ca.org/drivingecommerce](http://www.gs1ca.org/drivingecommerce)

## Identified Product Categories

Product categories included for both private label and national brands are:

- Food and natural foods
- Pet
- Baby
- Cleaning / Household / Paper
- Health and Beauty Aids
- Cosmetics
- Pharmacy (over the counter)
- Alcohol

## What are the Images and Data Used for?

- To promote products in online stores and in marketing materials.
- To develop retailer promotions including healthy eating plans and menu suggestions.
- To give customers access to all on-pack data when shopping online.

## What are the Benefits?

- **Increased sales opportunities:** Customers are more likely to buy your products online when they can see to your product image and information.
- **Accurate information** about ingredients, nutrition information, warnings or use and care instructions for your product. This is crucial as customers continue to demand more product information online.
- **Improved efficiency:** Submit your products once and they can be shared with all of your trading partners. There is no need to go through a different process or requirement for each retailer you do business with. This saves time and money and reduces the risk of inaccurate information.

Can you afford **not** to take eCommerce seriously?

## Learn More

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### ABOUT GS1 CANADA

GS1 Canada is a member of GS1, the world's leading supply chain standards organization. As a neutral, not-for-profit organization, GS1 Canada helps Canadian business succeed by enabling its more than 20,000 subscribers - trading partners of all sizes from over 20 sectors across Canada - to enhance their efficiency and cost effectiveness by adopting electronic supply chain best practices.

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