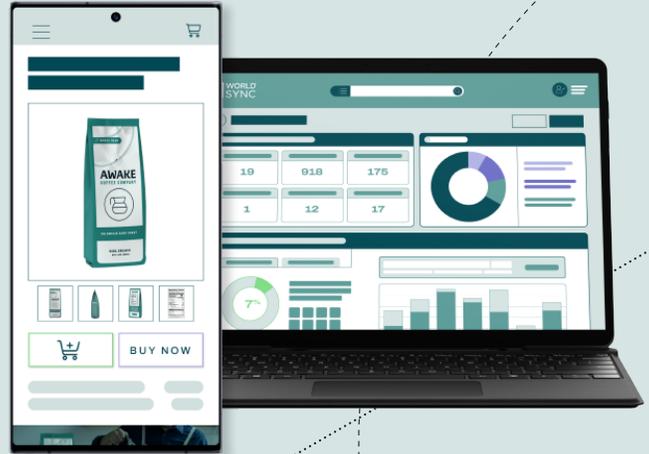


PLATFORM

Let Retailers and Service Providers Come to You With Content1

Showcase your brand-approved content around every corner. Literally.



What is Content1?

Designed for high-scale, read-only access, Content1 allows retailers and service providers—local grocery stores, bodegas, agencies, and more—to view your selected and approved product content in Item Management via API.

Content1 does the heavy lifting to power your direct-to-consumer (DTC) site—ensuring your website has the latest and greatest content.

How does it work?

With an easy “opt-in” process, your synchronized (and only synchronized) products will be sent to Content1.

Concerned about items not completed? No worries! Only items shared with retailers are synced with Content1.

KEY BENEFITS

Content1 enables you to expand access to your verified content beyond your top trading partners.

- ✔ Give your product content further reach and win new business without the effort
- ✔ Enable omnichannel marketing consistency
- ✔ Use the same content to power your own website!
- ✔ No extra cost to publish

Did you know?

143,000

There are approximately 143,000 small retailer stores in the US alone.

Frequently Asked Questions

I already use Item Management, so what's in it for me?

The digital shelf is constantly expanding, and keeping up with the number of platforms and endpoints that want your content isn't scalable—even for the largest brand teams. By opting into Content1, you maintain control of your brand experience while ensuring every corner of the omnichannel commercial world has access to accurate, high-quality content.

Who can see my content?

From cutting edge search engines to third party agencies serving small retailers, Content1 is used by a variety of recipients. While visibility of content is open-sourced to retailers, it is not publicly open-sourced. 1WorldSync verifies all recipients who access Content1 to see brand/supplier content.

How is my content protected?

1WorldSync is one of the only platforms and data pools to be ISO certified – the highest standard for information security.

How much does it cost?

There is no additional cost for 1WorldSync subscribers to submit content to Content1.

Can I use Content1 to power my own website content?

Yes! Content1 is a seamless, low-code channel for using your content in Item Management to power your brand websites. A fee will apply for this use case. [Contact us for more details.](#)

How do I enable Content1?

Log into Item Management > click “?” icon in top right corner > Available Upgrades



1WorldSync aligned our vision and our processes. The technology platform and expert services eliminated the need to subscribe to different vendors, lowering our overhead. Most importantly, we have full control and ownership of the data that is critical for us in order to respond to any immediate requests.

MARY ANN BAYLOSIS

Information Technology Manager, EDM

AJINOMOTO

**Expand your reach with
1WorldSync**

[Schedule My Demo](#)

ABOUT 1WORLD SYNC

We're the leader in Product Content Orchestration, supporting more than 14,000 companies in over 60 countries by simplifying the creation and distribution of impactful content that's accurate, consistent and relevant everywhere commerce happens.



1WorldSync.com

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