



RETAILER SUCCESS STORY - COOP.NL

# DRIVING EFFICIENCIES IN ECONTENT SOURCING

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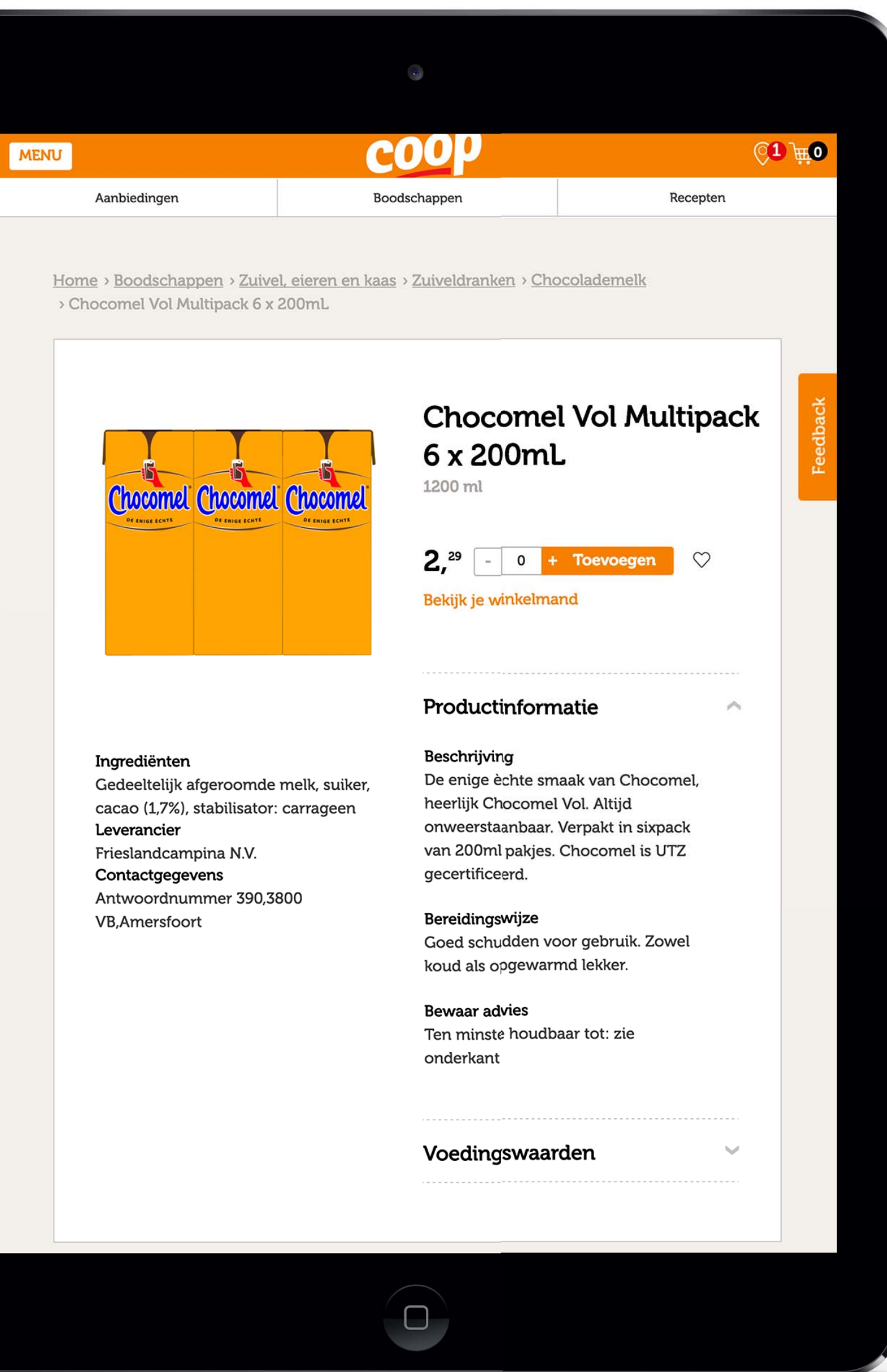
**21 000 PRODUCT PAGES** POWERED WITH CUSTOMISED ECONTENT  
SOURCED FROM **1 000 BRAND MANUFACTURERS, 3RD PARTY**  
**DATA POOLS** AND CURATED BY **COOP'S E-COMMERCE TEAM**.



# CATCHING THE E-COMMERCE WAVE

FMCG is one of the last untapped opportunities in E-Commerce. According to research, E-Commerce accounts for only 4.4% of all FMCG sales globally and is the fastest growing (15% growth in 2016) FMCG retail channel.

With 242 stores in the Netherlands, Coop had always focused on their strong presence in the brick-and-mortar retail space - up until 2015, when they noticed that more and more consumers were moving online and E-Commerce was starting to play an increasingly important role for their business.



# THE ECONTENT CHALLENGE

In the spring of 2015, seeing the rise of E-Commerce, Coop adjusted to the changing market realities and moved E-Commerce to the top of their strategic priorities. As a result, Coop challenged everything they already had in place and decided to rebuild their online store as well as their entire IT infrastructure.

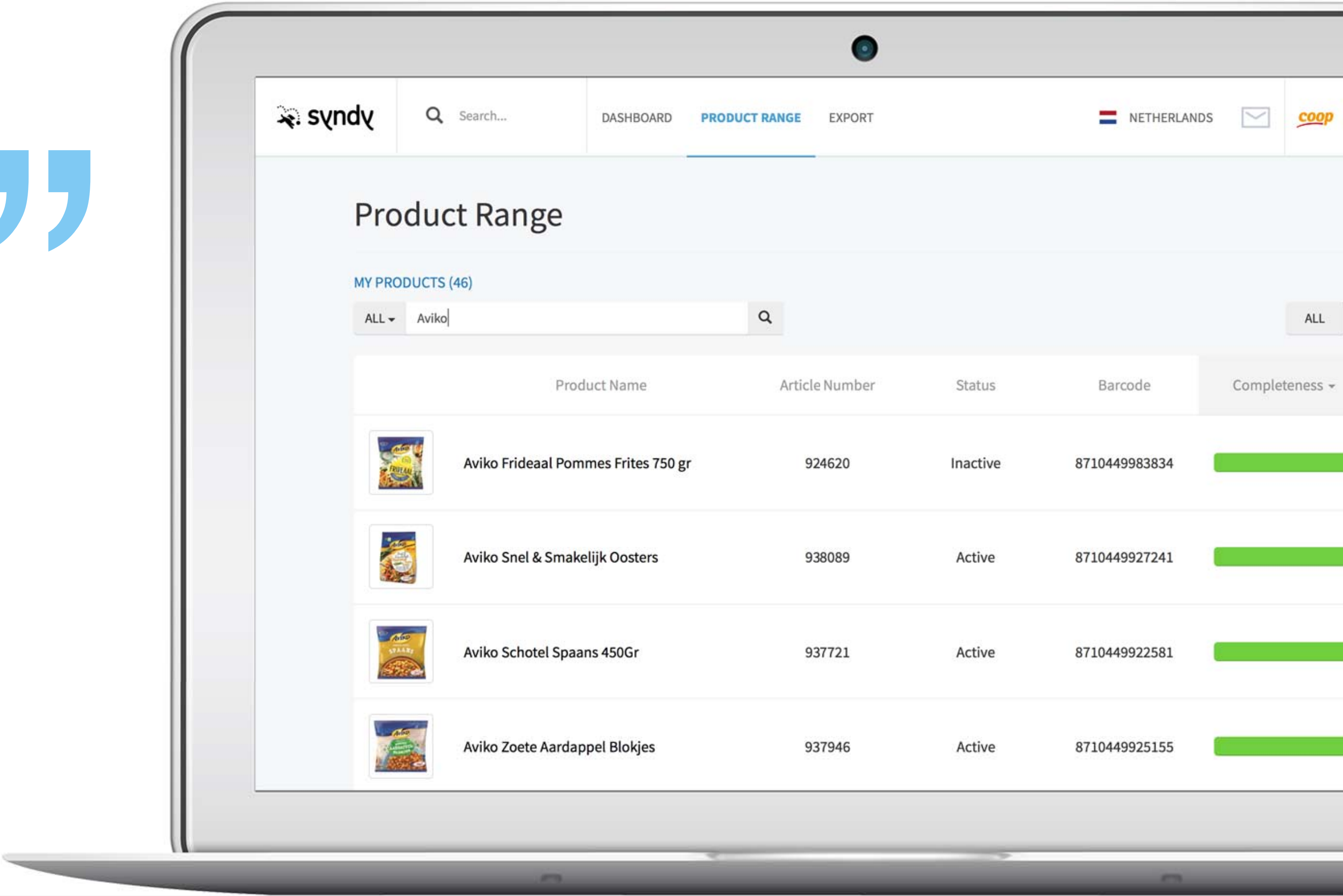
One of the key objectives was to optimise the way they collected, managed, and updated product content. Coop wholeheartedly believed that featuring rich product content was key to drive conversion across their product pages. However, Jop van Sommeren - the E-Commerce manager at Coop - did not anticipate how hard getting a hold of such content would be.



“ We had to make sure that the 21K products in our online assortment had rich product information and digital assets on the launch day of our new online store. That was a big challenge. ”

Jop van Sommeren, E-Commerce Manager, Coop.nl

Coop turned to Syndy for help. They loved the idea of having a source of truth for all of their product information and digital assets. But what really won the hearts of Coop's E-Commerce team was Syndy's capability to get their entire Supplier network on Syndy, and facilitate the product content collection process from the beginning to the end.



# FACILITATING ECONTENT COLLECTION FOR COOP.NL

## *From "one-to-one" to "one-to-many"*

We began by changing the way Coop's E-Commerce team saw product content sourcing. We had to replace the old and inefficient "one-to-one" approach that involved dealing with each supplier separately with a "one-to-many" innovative approach facilitated by Syndy.

## *Coop specific eContent templates*

Determining the types of content that should be featured across their product pages was another important step. So, based on a number of performance criteria, we helped Coop to prepare the product content templates for each product category and then built them into Syndy. This ensured that Suppliers would upload new content exactly according to the requirements of Coop.

## *Onboarding 1000 Suppliers*

Finally, we invited 1000 brand manufacturers to join the Syndy platform where they could start uploading content and digital assets, as well as collaborate with the E-Commerce team of Coop for optimal product representation on Coop.nl. To speed up the process, we made sure that the suppliers could upload content from their internal PIMs or external data pools to Syndy, from where they could customise it according the specific needs of Coop.

# PUBLISHING ECONTENT TO COOP.NL VIA SYNDY'S API AND FACILITATING NEW ASSORTMENT UPDATES

## *Successful launch of Coop.nl*

All of the content collected on Syndy was published directly to Coop's CMS via Syndy's API; ensuring a successful launch of Coop.nl. But our partnership did not end there. Syndy soon became a pivotal tool for Coop's daily content management activities.

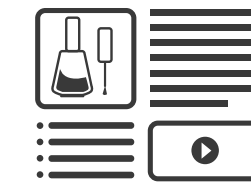
## *24-hour connectivity via API*

Thanks to the API integration, Coop uses our platform to keep their product content up-to-date at all times. Every product content update made on Syndy (by the Suppliers or Coop's E-Commerce team) gets automatically pushed to Coop.nl within 24 hours.

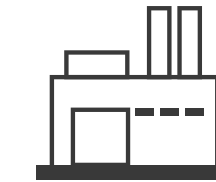
## *Everyday online assortment management*

Coop has made Syndy their go-to place for managing their online assortment. The E-Commerce team of Coop.nl can easily publish, edit, or remove products from their online range with a single click of button. Furthermore, whenever there are new products in the assortment, their E-Commerce team can use Syndy to receive new product content directly from their Suppliers.

## THE RESULTS



**21K** Products Featuring Rich eContent on Coop.nl



**1K** Suppliers onboarded to Syndy



**3K** Monthly Product Content Updates



**400** Monthly Assortment changes

## ADDITIONAL SERVICES



Product Photography



eContent creation



eContent consulting