

## Product Registry Manager's Report Quick Guide

This document is designed to provide a detailed explanation of each section of the Product Registry Manager's Report.

The Manager's Report is part of our progressive data quality process to inform managers how and where product content is being used. We hope you join us to actively improve product content. This gives you a chance to see how your company is doing and to understand the value of your data.

### Data Recipient Request Activity:

This section provides a count of items requested by Marketing Data Pool (MDP) recipients in the Edgenet Network and the current state of those requests. You can manage these requests in the Product Registry Supplier Portal.

### Top GDSN Recipients:

This section provides a count of items requested by GDSN Data Pool recipients, inside and outside the Edgenet Network, and the current state of those requests. You can manage these requests in the Product Registry Supplier Portal.

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#### Definitions:

**Active:** Number of items a recipient is currently subscribed to. All published changes are automatically sent to these recipients.

**Canceled:** Number of formerly active item subscriptions, but you or the recipient have decided to stop synchronizing item data

**Pending:** Number of items for which recipient has requested an item subscription, but you have not taken any action yet. No item data has been sent.

**Rejected:** Number of items for which recipient has requested an item subscription, but you rejected the request. The recipient was notified that you do not wish to synchronize marketing data for these items

### Data Services Summary:

This section provides monthly MDP and GDSN items counts and progress in the Product Registry.

#### Definitions:

Marketing Data Pool Summary section:

**MDP Item Count:** Number of unique items in the Marketing Data Pool (MDP), regardless of status

**MDP Completed:** Number of unique items that have met the minimum requirements for marketing publication and are ready for subscription.

**In Progress:** Number of unique items in the MDP which do not meet the minimum requirements for marketing publication

GDSN Data Pool Summary section:

**GDSN Item Count:** Number of unique items in the GDSN Data Pool, regardless of status

**GDSN Completed:** Number of unique items that have met the minimum requirements for GDSN publication and have been published to a GDSN recipient

**Corrections:** Number of unique items which have been published to GDSN recipients, but which have errors that require corrective action

**In Progress:** Number of unique items in the GDSN data pool which have been published to GDSN recipients but have not received a confirmation response from the recipient

### Digital Assets by Type:

This section provides a count of your digital assets by type, including your total count in the Product Registry.

### Year-to-Date Quick Stats:

This section provides a summary of several important product data statistics. The graph provides a monthly breakdown, while the tables on the right show YTD and Last Month only.

#### Definitions:

Graph:

**YTD Total Attribute Values Updated:** Each of your products has dozens of possible attributes in the Product Registry, depending on the type of product. This is the number of attribute values which were changed in the last year.

**YTD Total New Attribute Values:** Number of attribute values which were added in the last year, either for new products added to the system, or attributes for existing products that were previously blank.

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Marketing Data Pool section:

**New MDP Items:** Number of unique items added to the Marketing Data Pool in the given period

**Items Published:** Number of times items have been published to marketing recipients in the given period, either for the first time or repeat publications resulting from data changes

**Product Data Requests:** Number of requests for marketing data subscriptions in the given period

**Discontinued Items:** Number of items you have identified as discontinued in the Marketing Data Pool in the given period

**Deleted Items:** Number of items you have permanently deleted from the Marketing Data Pool in the given period

**Digital Asset Uploads:** Number of digital assets uploaded to the Marketing Data Pool in the given period

GDSN section:

**New GDSN Items:** Number of unique items added to the GDSN Data Pool in the given period

**Items Published:** Number of times items have been published to GDSN recipients in the given period, either for the first time or repeat publications resulting from data changes

**Product Data Requests:** Number requests for GDSN data subscriptions in the given period.

**Discontinued Items:** Number of items you have identified as discontinued in the GDSN Data Pool in the given period

**Deleted Items:** Number of items you have permanently deleted from the GDSN Data Pool in the given period

### Data Quality Summary:

This section provides a summary of the quality issues we have identified within your product data. Your products are automatically evaluated by our progressive data quality engine when you enter or update attribute values for your products in the Product Registry. Currently, only core Marketing attributes are evaluated by the progressive data quality engine. These data quality validations are continuously reviewed for accuracy by our data quality experts and new validations are added regularly.

Definitions:

Data Quality Summary:

**Progressive Data Quality Score:** Your average product data quality score across all items in the Product Registry

**Total Products Evaluated:** Number of products which have been reviewed and scored by our progressive data quality engine

**Products that Passed Validations:** Number (and percentage) of products with no data quality issues during validation

**Products with Validation Issues:** Number (and percentage) of products with at least one significant data quality issue during validation

Issue Definitions:

**Cannot be in sentence form:** Supplier Bullets 1-4 should not contain complete punctuated sentences

**Must be in sentence case:** Supplier Bullets 1-4 should begin with a capital letter

**Must be constructed of sentences:** Supplier Marketing Copy should consist of more than one complete sentence

**Must be in Title case:** Each word contained in Supplier Product Name should begin with a capital letter

**Cannot contain multiple consecutive whitespace characters:** No attributes should contain multiple whitespace characters, for example "Guaranteed not to rust". Multiple whitespace characters can lead to display issues on some websites.

**Dimension must be properly formatted:** All dimensions should be two letter abbreviation of Unit of Measure followed by a period, with first letter capitalized. For example, "Ft." or "In."

**Should not contain GTIN/UPC:** GTIN and UPC are separate attributes and should not be included in Supplier Product Name, Marketing Copy, or Supplier Bullets

**Should not contain email address:** No attributes should contain email addresses

## Year-To-Date Response Rate Summary

This section displays your average response time to product data requests (aka marketing subscription requests) from retailers/distributors compared to the average response time for other suppliers in the Product Registry.

### Definitions:

**Your Average Time to Respond to Recipient Data Request (In Days):** Average number of days that passed from the day you received a request for marketing data to the day you responded to the request (accepted or rejected)

**MDP Average Response Time:** same as above, but for all suppliers in the Product Registry.

**Your Average Number of Requests (Per Month):** Average number of product data requests (Marketing only) you received per month from all retailers/distributors in the Product Registry.

**Pre-authorizing your Data Recipient allows for automatic approval of requests and improves response rates:** Within the Supplier Portal, you can pre-authorize all of your items for a specific retailer/distributor (or just a single item) so that you do not have to perform any action when the request arrives. We automatically approve requests from pre-authorized recipients, which in turn, reduces your average response times.

If you have any questions about this report, please call 877-EDGENET or email us at [bighammersupport@bighammer.com](mailto:bighammersupport@bighammer.com)