**Suggested Email Subject Line: How do we bridge our product information gap and simplify our workload?**

Dear insert name of CEO, CMO or CIO or SVP-level alternative,

As you know, consumers are looking for **trusted, consistent product information** and a truly seamless browsing, discovery and shopping experience across all of our channels. Accurate, complete, up-to-date content is essential to our sales growth, but is one of the most complex, labor intensive information exchanges for us and our brand partners.

**To meet consumer demand and drive business growth** we need to abandon proprietary data requirements and ask our supplier partners to provide a single, standardized set of product images and data attributes; a set that provides dependable product representation across all consumer channels.

**We can solve this problem by utilizing the**[***GS1 System of Standards***](http://www.gs1us.org/industries/apparel-general-merchandise/workgroups/product-images-data-attributes)***.***

The Retail Industry, in collaboration with GS1 US, has developed a standardized set of e-commerce friendly product image and data attributes. Across channels, platforms and devices, [***GS1 Standards***](http://www.gs1us.org/industries/apparel-general-merchandise/workgroups/product-images-data-attributes) will enable us to speak the same language as our supplier partners. If we utilize industry image and attribute standards, guidelines and best practices, we will be able to:

* Improve product information to:
  + Provide our customers with reliable (complete, accurate, timely, quality) information and images across all channels
  + Shorten our time-to-market
  + Reduce operational expenses
* Deliver a better consumer experience to:
  + Meet demand for rich product information
  + Increase search results accuracy and relevance
  + Increase our consumer conversion rate

***I recommend that we adjust our product information business processes to adopt the*** [***GS1 US Images and Attributes Guideline***](http://www.gs1us.org/industries/apparel-general-merchandise/workgroups/product-images-data-attributes). Will you consider collaborating with the industry for mutual benefit? I look forward to discussing this in more detail.

Best Regards, Insert Name

**Appendix: (use where needed or disregard)**

**Case for Change:**

* Consumers today have a very low tolerance for mistakes... If the product doesn’t match its information it will aggravate them (potentially causing mistrust and loss of future business) and increasing our return handling costs (thinning our margins). (HighJump/Forrester)
* Shoppers who use attributes have almost a 20% higher conversion rate compared to a 2–3% average for other attributes. (edgecase, “Evolving Merchandising to Bridge the Shopper Communication Gap,” July 2015)
* 94% of consumers cite detailed product information as the single most important factor in their search and selection process (Salsify, April 2016, [Consumer-Research-Report](http://info.salsify.com/consumer-research-report))
* ~90% of consumers do some shopping online but 88 percent are demanding accurate, rich and complete product content before hitting the buy button (Salsify, April 2016, [Consumer-Research-Report](http://info.salsify.com/consumer-research-report))
* 84% of smartphone shoppers use their devices to help them shop in-store (Google Shopper Marketing Council)
* 90% of shoppers use their phones for pre-shopping activities (Google Shopper Marketing Council)
* The dynamic buy online, pick up in-store fulfillment option typically results in a 15 to 30% sales lift in online sales (Forrester Research)
* 1 in 3 consumers say they have bought from a brand other than the one they intended because of the information they received while shopping online (Google/Ipsos, "Consumers in the Micro-Moment" study, March 2015)
* 82% of smartphone users say they consult their phones on purchases they're about to make in a store,1 and one in three has purchased from a company or brand other than the one he or she intended to because of information received in a micro-moment. (Google/Ipsos, "Consumers in the Micro-Moment" study, Wave 3, March 2015)
* According to Deloitte, people who use digital while they shop in-store convert at a 20 percent higher rate compared with those who do not use digital as part of the shopping process. (Deloitte/Harvard Business School Publishing)