IDEA Products & Services

For the Adhesive & Sealant Council (ASC)

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IDEA Connector Data Syndication

For Manufacturers

Manage product lifecycles from a single place by syndicating product data to multiple distributor locations anywhere in the world.

- Differentiate your products with unlimited attributes, hundreds of e-commerce fields, hi-res images, videos, certifications, spec sheets, volumetrics, and more
- Conduct worldwide operations with global syndication, metric UOMs, and multi-language/multi-currency capability
- Use sandbox accounts to test product data changes without affecting distributor data feeds

For Distributors

Automatically receive manufacturer-authorized transactional and marketing data from relevant brands with an IDEA Connector subscription.

- Unlimited attributes, hundreds of fields, and rich content provide the information customers need to buy with confidence
- Sync data to ERP systems, e-commerce platforms, PIM systems, and more from a single source
- Minimize errors by receiving data validated to industry standards and communicating directly with manufacturers

idea CONNECTOR℠

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IDEA Pro Data Services

Product Data Organization & Enrichment

Transform product content into a powerful sales tool by trusting our experienced Pro Data Services team to help organize and enrich your product data.

- Give us your data in any format, and we'll enhance, map, and load it into IDEA Connector or your preferred data management system
- Allow IDEA to analyze and cleanse your product data and fill product content gaps
- Receive one-time, on-demand, or ongoing support from our experienced team

Data Mapping & Custom Projects

With staff and resource challenges, data projects can end up on the back burner. When unexpected data management projects arise, contact our team for immediate support. You can also retain our team in advance to handle scheduled updates and to make sure you have the most current, complete, and accurate e-commerce data and content.

- IDEA will develop a taxonomy and schema to improve product search navigation
- IDEA will collect and organize attributes, descriptions, and digital assets

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PRO DATA SERVICES℠

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IDEA Insight

For Manufacturers

Manufacturers ensure product pages are live, complete, accurate, and optimized. With a clear view of all product page content, you can:

- Evaluate product pages on distributor and retail sites to identify content improvement issues and opportunities
- Compare live websites vs. master data in IDEA Connector
- Benchmark and score each distributor and/or product category to assess content quality
- Ensure appropriate use of all data and content
- Consistently monitor content on distributor sites to track changes, address new issues, and confirm brand consistency
- Access competitor data, including share-of-search, to improve the findability of your products and conversion rates
- Perform sentiment analysis

IDEA Insight validates product content for completeness, accuracy, and site search optimization.

For Distributors

Distributors deliver an easy, intuitive buying experience. With instant content visibility, you can:

- Evaluate and monitor product data from all manufacturers to ensure a consistent customer experience
- Compare to national retailers and big boxes to identify gaps
- Perform competitor benchmarking and monitoring
- Identify conversion improvement opportunities
- Evaluate product content completeness for manufacturers and/or product category

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INSIGHT℠

idea℠

IDEA Exchange EDI & Managed Services

IDEA Exchange EDI

Powered by industry-leading VAN service providers and an expert support team, IDEA Exchange is your custom solution for automating transactions.

- Reduce ordering costs and data errors 50–90%
- Work with our team to design a solution that works with your budget
- Easy, seamless integration of user-friendly platform

IDEA Exchange EDI Managed Services

Reap the benefits of automated document exchange without the software costs and staffing challenges of running EDI in-house by partnering with our expert team.

- Save up to $45K on EDI mapping software by outsourcing to IDEA
- 24/5 or 24/7 support options with root cause analysis guaranteed in 72 hours
- Faster trading partner onboarding — even with unique requirements

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5