

## SALSIFY 100 – WELCOME TO SALSIFY

---

**STRIKE TEAM ATTENDANCE:** EXECUTIVE SPONSOR, POWER USER, EXISTING SYSTEM EXPERTS, E-COMMERCE ACCOUNT EXPERTS, BRAND/MARKETING TEAM, E-COMMERCE CONTENT MANAGERS, CREATIVE TEAM

Learn about Salsify and the power of PXM. We'll cover best practices for data storage, and a take you on a high-level tour of Salsify.

BY END OF SESSION, YOU WILL:

- Have a better understanding of Salsify, our mission, and how we want to help you
- Begin picturing the PXM vision for your company and brands
- Identify your ecosystem and start building your strike team
- Log into Salsify and navigate to the major features within the platform
- Access our Knowledge Base and be able to navigate through the articles

## SALSIFY 105 – GETTING STARTED WITH PRODUCT CONTENT IMPORTS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, EXISTING SYSTEM EXPERTS, BRAND/MARKETING TEAM, E-COMMERCE CONTENT MANAGERS, CREATIVE TEAM

The first step in setting up your Salsify account is importing your data. We'll take you through how to prepare your product content for Salsify and walk you through how to complete your first import.

BY END OF SESSION, YOU WILL:

- Understand the file requirements for importing your data into Salsify
- Have an idea of how your product data aligns with Salsify requirements and best practices for data modeling
- Know how to import your data and map key Salsify identifiers
- Be able to navigate to your imported product content and properties

## SALSIFY 110 – GETTING STARTED WITH PROPERTIES

---

**STRIKE TEAM ATTENDANCE:** POWER USER, BRAND/MARKETING TEAM, E-COMMERCE CONTENT MANAGERS

Properties are the building blocks of product content. You'll learn best practices in using properties, arranging your data to make it easy for Salsify users to view, and the most efficient ways to update how you store your data in Salsify.

BY END OF SESSION, YOU WILL:

- Understand how Properties are used for products, digital assets and other properties
- Understand computed properties and begin to assess if they apply to your organization
- Be able to view and edit your properties on the Property Details page
- Be able to export your Properties, edit them, and import your changes
- Create Property groups and view them on your Product Details page

## SALSIFY 115 – GETTING STARTED WITH PRODUCTS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, BRAND/MARKETING TEAM, E-COMMERCE CONTENT MANAGERS

The product detail page stores all of your content for a specific item on one page. We'll show you how to view, organize, manage and improve your product content.

BY END OF SESSION, YOU WILL:

- Locate your product information within Salsify
- Create custom views to better organize your products
- Understand the various relationships between products within Salsify
- Be able to edit, delete, and add properties to products

## SALSIFY 120 – GETTING STARTED WITH PARENTS & VARIANTS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, EXISTING SYSTEM EXPERTS, BRAND/MARKETING TEAM

Salsify variants can help you add consistent values across a group of products that share common attributes. Commonly-shared attributes include marketing content, product specifications, logistic information, and style, model, brand or lifestyle images common to all variations of a product. Relations allow you to make connections among products. In this session you'll learn about the parent variant model, and how to manage parents, variants and product relations.

BY END OF SESSION, YOU WILL:

- Learn how the parent variant model works in Salsify
- Understand the ways parent and variant information is stored in Salsify
- Get familiar with the ways you can manage parents, variants and relation information

## SALSIFY 125 – CONTENT ORGANIZATION - FILTERS & LISTS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, BRAND/MARKETING TEAM, E-COMMERCE CONTENT MANAGERS,

Salsify's filters allow you to zoom in on the specific criteria you need and can be saved as lists. Learn how to harness the power of Salsify filters to focus on the products you deliver to endpoints, and content you want to improve.

BY END OF SESSION, YOU WILL:

- Understand the filter types and search parameters
- Be able to use a filter to focus on specific products
- Create a smart list and a simple list
- Know how to subscribe to your Lists

## SALSIFY 130 – GETTING STARTED WITH DIGITAL ASSETS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, E-COMMERCE CONTENT MANAGERS, CREATIVE TEAM

Words may tell your story, but it is your rich media that brings it to life. You'll learn how to access and manage all your approved digital images, videos, user manuals, buying guides etc. in a single, trusted location.

BY END OF SESSION, YOU WILL:

- Understand the importance of digital assets
- Know the requirements for digital asset files
- Be able to assess how you will load your digital assets into Salsify
- Know how to view and organize your digital assets within Salsify

## SALSIFY 135 – GETTING STARTED WITH FORMULAS

---

**STRIKE TEAM ATTENDANCE:** POWER USER

Formulas create powerful and flexible product content transformations. We'll show you how formulas work, and how you can use them to create an optimized version of your product content for a specific endpoint.

BY END OF SESSION, YOU WILL:

- Understand how formulas are used to transform product content in Salsify
- Have a basic understanding of formula structure and syntax
- Be able to create basic formulas in a readiness report
- Be familiar with resources available to help you build formulas

## SALSIFY 140 – INTRODUCTION TO READINESS REPORT CHANNELS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, EXISTING SYSTEM EXPERTS

Readiness report channels drive your syndication efforts and give you visibility into gaps in their data while creating a repeatable process around transforming the content you have in Salsify to different endpoint requirements. Learn about readiness reports and how to use them to syndicate to where your product content needs to go.

BY END OF SESSION, YOU WILL:

- Understand how readiness report channels work in Salsify
- Understand the layout of a readiness report channel
- Understand how to set up a new readiness report channel
- Understand how to use readiness features to meet endpoint requirements
- Be able to publish your products or schedule syndication

## SALSIFY 145 – GETTING STARTED WITH LIGHTBOXES

---

**STRIKE TEAM ATTENDANCE:** POWER USER, CREATIVE TEAM

Lightboxes are like catalogs for digital assets. You'll choose the assets you want to deliver, whether or not they're tied to products, pick your transformations and send a set of assets via a single link. Learn how to set up and deliver lightboxes.

BY END OF SESSION, YOU WILL:

- Understand the key uses for lightboxes
- Be able to set up a lightbox to share
- Understand how users can review and download digital assets through lightboxes

## SALSIFY 150 – INTRODUCTION TO CUSTOM CHANNELS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, EXISTING SYSTEM EXPERTS, CREATIVE TEAM

Custom channels drive your syndication efforts and give you a flexible set of tools to build your own customized exports and connections to external sources. Learn about the types of channels you can configure and build to deliver product content and digital assets to external and internal sources.

BY END OF SESSION, YOU WILL:

- Understand the custom channel options available
- Be able to add a new custom channel
- Understand the configuration options available for customer channels

## SALSIFY 155 – GETTING STARTED WITH CATALOGS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, BRAND/MARKETING TEAM, CREATIVE TEAM

Salsify catalogs allow you to share a set of products and their details with internal and external users without giving them access to your Salsify account. You'll learn how to set up, customize and share the most up-to-date product content available.

BY END OF SESSION, YOU WILL:

- Understand the importance and benefits of using digital catalogs
- Know how to create a digital catalog using Salsify
- Be able to assess how your organization can use catalogs
- Know how to customize catalogs using Salsify Labs and how to request access

## SALSIFY 160 – USER ADMINISTRATION & SECURITY

---

### **STRIKE TEAM ATTENDANCE:** POWER USER

User permissions allow admins to control user access to areas of the application and attributes on products. You'll learn how to invite and manage your Salsify users.

#### BY END OF SESSION, YOU WILL:

- Understand the importance of Salsify user permissions
- Be able to invite new users to your organization
- Be able to create user groups for your organization
- Understand how to manage user group permissions

## SALSIFY 165 – INSIGHTS & DASHBOARDS

---

### **STRIKE TEAM ATTENDANCE:** POWER USER, E-COMMERCE CONTENT MANAGERS

You'll learn how Insights will help you deliver optimized product experiences for customers to help answer the questions: What's my next best action to drive product page performance? What keywords could I be using to maximize my product page ranking? What are the inconsistencies between my product content in Salsify and my online content? How are 3rd parties representing my product online?

#### BY END OF SESSION, YOU WILL:

- Understand how Insights can help you towards your PXM vision
- Be able to navigate the Dashboard
- Understand the 4 types of Insight reports
- Know how to get Insights enabled for your organization

## SALSIFY 170 – CUSTOM CHANNELS: DIGITAL ASSET EXPORTS

---

### **STRIKE TEAM ATTENDANCE:** POWER USER, EXISTING SYSTEM EXPERTS

Every channel you publish to has different requirements. Before Salsify, managing these requirements was a manual task. Digital asset exports allow you to dynamically crop, rename, resize, and/or rotate your digital images one at a time or in bulk.

#### BY END OF SESSION, YOU WILL:

- Understand how digital asset exports can help efficiently deliver assets to endpoints in the correct format
- Have an understanding of how digital asset export channels are set up
- Understand how to make asset and name transformations for digital assets

## SALSIFY 175 – GETTING STARTED WITH ENHANCED WORKFLOWS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, E-COMMERCE CONTENT MANAGERS, BRAND/MARKETING TEAM, CREATIVE TEAM

Workflows help drive product content production and improvement. You'll learn how you can start thinking about the best ways to use workflows to direct teams to the products that need to be updated, and how to set up validations to keep content consistent.

BY END OF SESSION, YOU WILL:

- Understand what enhanced workflows are
- Be familiar with key concepts in building enhanced workflows
- Understand the steps to plan an enhanced workflow

## SALSIFY 180 – INTRODUCTION TO GAP ANALYSIS

---

**STRIKE TEAM ATTENDANCE:** POWER USER, E-COMMERCE CONTENT MANAGERS, BRAND/MARKETING TEAM, CREATIVE TEAM

As you configure readiness reports, you'll create mappings that work for the majority of your product content. In this course you'll learn how to identify and correct product content to get all your products ready to deliver to your endpoints.

BY END OF SESSION, YOU WILL:

- Understand the purpose of the gap analysis process
- Have an overview of troubleshooting tools available and steps involved
- Be able to create filtered lists for endpoint feedback
- Be able to view feedback in app
- Be able to download a feedback summary report from Salsify Labs