



SALSIFY

HINGE | GLOBAL

SALSIFY + HINGE GLOBAL = TURNKEY CONTENT

Digital content and ecommerce expertise across:



and more



BEST-IN-CLASS DIGITAL CONTENT to maximize organic search rank, click-through-rates (CTR), and conversions:

- Create clear and channel-specific product photography, lifestyle images, and video content.
- Strategic use of keywords in copywriting based on category, competition, and ecommerce channel that are updated bi-annually ensuring maximum performance.
- Design eye-catching enhanced content (also known as rich media or A+ content) to drive more conversions.
- Create digital storefront to drive sponsored brand traffic and encourage multi-product purchasing.



MANAGED SERVICES to help brands maximize the benefits of their Salsify license:

- Syndication: Manage and publish channel-specific product content to each retail endpoint at scale, with a Salsify-certified operations team.
- Digital Catalogs: Create digital catalogs for internal sales teams leveraging product content data and assets within Salsify's unified platform.
- Enhanced Content: Leverage the Experience Builder to create custom enhanced content layouts at scale that drive conversion for your product portfolio.
- Project Management: Allocate an ecommerce-experienced project manager who will help keep the work on-track, ensuring sharing of the right digital assets, documentation, and project communication.



CONTENT ACCELERATOR enables brands with less than 50 SKUs to leverage HINGE GLOBAL's Salsify instance to publish enhanced content to key ecommerce sites, including Target.com, Walmart.com, Petco.com, Petsmart.com, and more.

- HINGE GLOBAL can also apply their ecommerce design expertise to create the enhanced content, either at the product level (recommended) or the brand level.

"HINGE GLOBAL made the content creation and upload process on Salsify seamless! Their team did a great job of researching 8 of our brands, building out compelling Enhanced Content pages that increase conversion, and they worked to ensure that the content met the requirements for multiple online channels. We look forward to adding additional Enhanced Content pages and optimized copy with HINGE GLOBAL in the future."

Bimbo Bakeries, USA



"We are very pleased with the photography work HINGE GLOBAL produced for Hershey's Foodservice. From the coordinated pre-production meeting, to the flawless 2-day production, all the way through the post-production delivery, HINGE GLOBAL made this large-scale project seamless. The GDSN formatted photography allowed Hershey's to provide all of our buyers and distributors with best-in-class content in a cost-effective manner. We look forward to working with HINGE GLOBAL on future eCommerce projects."

The Hershey Company



"We are so impressed by the speed and thoroughness of the HINGE GLOBAL team. Within 3 days, they were able to upload our rich media content in time for our launch on Petco.com using their Salsify instance. Their Content Accelerator service was not only fast but cost-efficient too!"

Jinx Pet Products



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