GLOBAL DATA USAGE ECOM
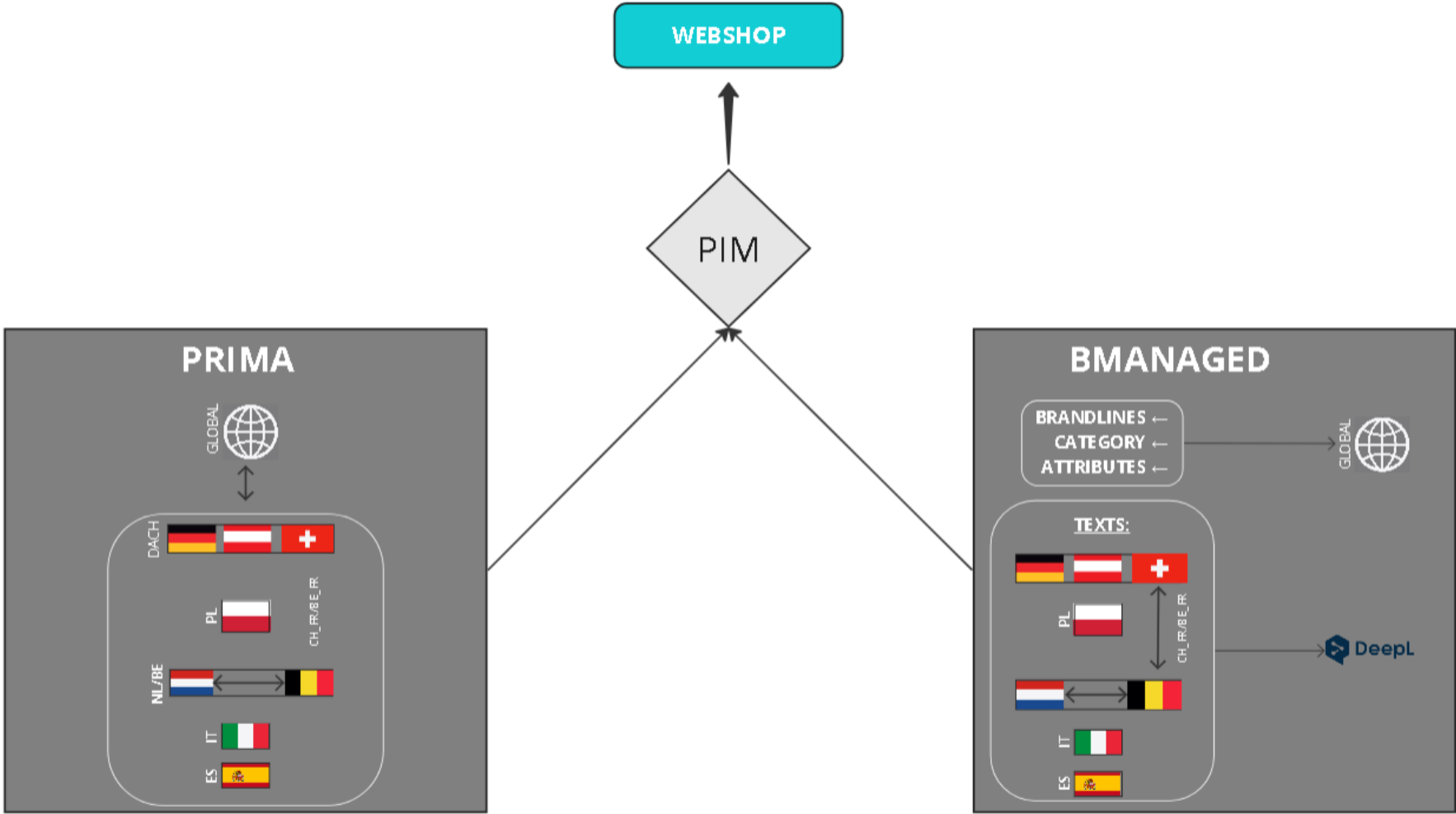
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ECOMMERCE
GLOBAL DATA USAGE OVERVIEW

LOGIC DATA USAGE BMANAGED

HOW TO USE: BMANAGED
AS GLOBAL OR LOCAL BRAND

GLOBAL

If you want to use texts globally:

→ Maintain texts for every country within the product information file

OR

→ Maintain texts in english within the product information file

EN texts will be depicted for:

→ Every country as fallback option / except: there are already tenant specific texts

If there is no english text maintained:

→ Local text will be translated for every tenant which has stock or a critical GoLiveDate but no texts yet

LOCAL

If you want to use texts locally:

→ Provide texts for the respective country

Local texts will be depicted for:

→ The country they have been uploaded for

Local texts can be used for:

→ Every tenant which has stock or a critical GoLiveDate but no texts yet
(texts will be translated via DeepL)

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PRODUCT TEXTS
LOGIC DATA USAGE: NAME, DESCRIPTION, APPLICATION AND INCIS

If you provide text information for a product which is sold globally:

→ The given texts can be used as basis for translations via DeepL for
   other countries if they are not in command of any text information yet

If there are no texts maintained yet they will be translated
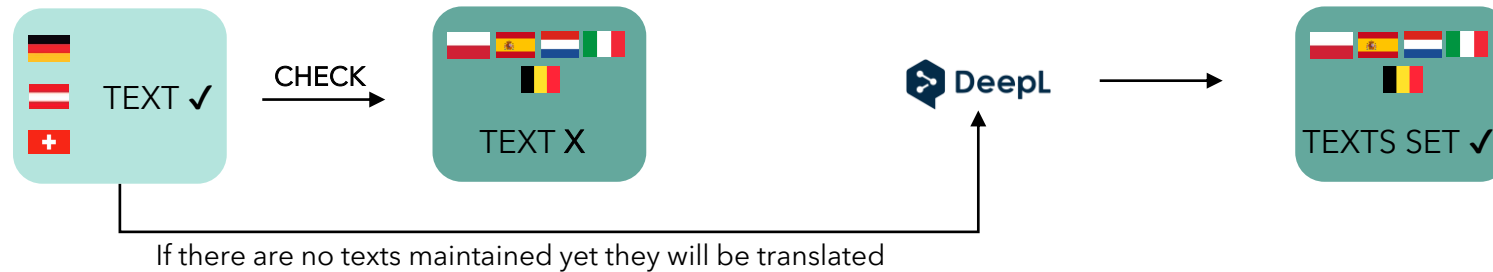
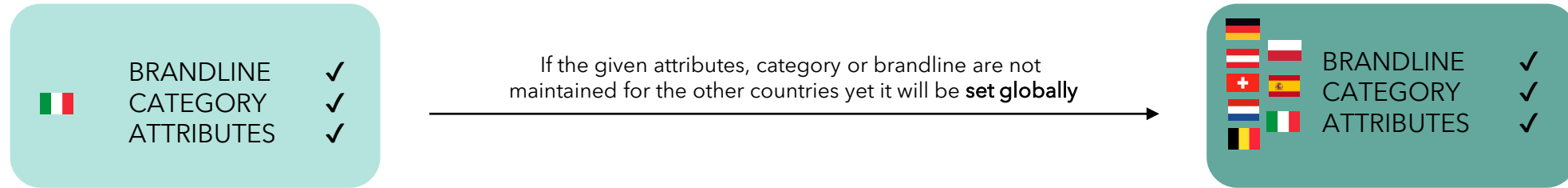**As soon as there are tenant-specific texts given:**

→ The local texts will be set and can only be updated by information coming from the respective country

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FURTHER ATTRIBUTES

LOGIC DATA USAGE: BRANDLINES, CATEGORIES AND ATTRIBUTES

If you provide any new information for a product which is sold globally:

→ The given information will be used globally for DACH, NL, BE, PL, IT and ES

	BRANDLINE	✓
	CATEGORY	✓
	ATTRIBUTES	✓

If the given attributes, category or brandline are not maintained for the other countries yet it will be **set globally**

	BRANDLINE	✓
	CATEGORY	✓
	ATTRIBUTES	✓

As soon as values are already given:

→ New values will be complemented: Addition of categories, brandlines and attributes

	BRANDLINE	A	✓
	CATEGORY	B	✓
	ATTRIBUTES	C	✓

CHECK

	BRANDLINE	U	✓
	CATEGORY	L	✓
	ATTRIBUTES	P	✓

	BRANDLINE	U + A	✓
	CATEGORY	L + B	✓
	ATTRIBUTES	P + C	✓

	BRANDLINE	A	✓
	CATEGORY	B	✓
	ATTRIBUTES	C	✓

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IMPORTANCE OF ATTRIBUTES

DATA ENRICHMENT TO INCREASE YOUR SELLS

What do attributes mean?

→ Attributes are additional product details that you can maintain for each product. This includes information that highlights special ingredients, target groups or certain formulas and makes the product even more attractive.

Where can I maintain attributes?

→ All possible attributes can be maintained either in the detail tabs of the product information file (Fragrance, MakeUp, Tools, Living etc.) or in bManaged itself.

Why should I maintain attributes for each product?

→ Each maintained attribute makes the product in the web store more attractive for the customers. Every additional piece of information that we receive from you and that we can display in the web store helps the customer to make a purchase decision and clarifies the advantages and benefits of the product. In addition, attributes support the findability of each product in the web store as well as via online search engines.

What happens, if I do not maintain attributes for my products?

→ This leads to the fact that your products are not displayed with all search keywords and that the products in the webshop are less informative and less attractive for the customer.

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HOW TO USE PRIMA
AS GLOBAL OR LOCAL BRAND

GLOBAL

If you want to use images globally:

→ provide images for the global gallery
with **english texts** or **no texts (!)**

Global images will be depicted for:

→ Every country except there are already
tenant specific images

If there is no image in the global gallery:

→ The main image of the first already
filled local gallery will be inherited to the
global gallery

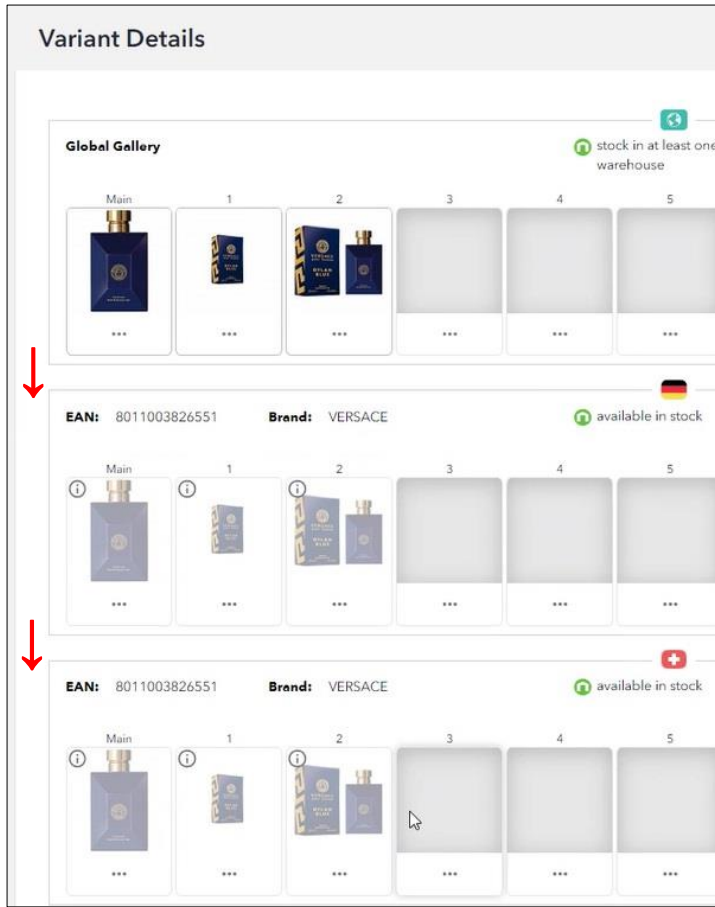**LOCAL**

If you want to use images locally:

→ provide images for the respective
country gallery

Local images will be depicted for:

→ The country they have been uploaded for

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GLOBAL GALLERY
LOGIC DATA USAGE: GLOBAL

GLOBAL: IMG_1

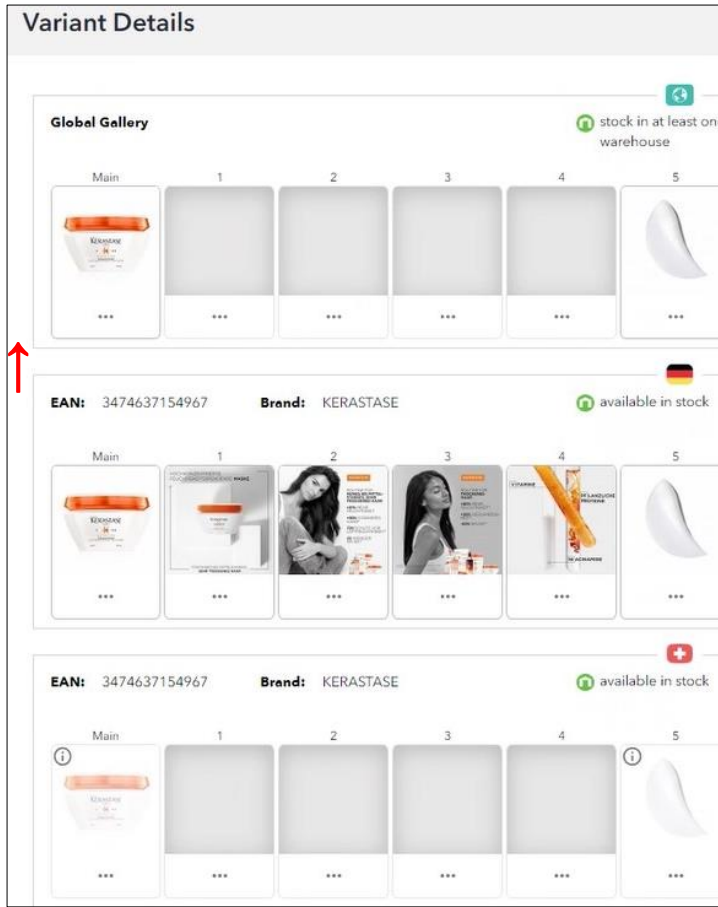**Images from the global gallery can and are used for other countries as well:**

→ The global gallery is used automatically for each country in which it does not have its own main image

→ Individual images can be inherited by other countries

→ The whole global gallery can be inherited by other countries

🇩🇪	IMG_1
🇨🇭	IMG_1
🇦🇹	IMG_1
🇵🇱	IMG_1
🇳🇱	IMG_1
🇧🇪	IMG_1
🇮🇹	IMG_1
🇪🇸	IMG_1

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SHOP GALLERY

LOGIC DATA USAGE: SHOP SPECIFIC

Images from the shop galleries can be used for the global gallery as well:

→ If there is no global main image then the main image from the first filled shop gallery is taken over into the global gallery

→ Basically, the images are used for the country for which they were uploaded

→ To use shop specific images for the global gallery beside the main image, the respective shop image or gallery must be imported to the global gallery

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