



Locally.com Catalog Data Standards

Locally offers powerful tools for brands and retailers to better help direct online shoppers into local stores to buy your products. The Vendor Catalog is a key part to this ecosystem.

Advantages of Standards

1. Retailer product data creation and UPC capture becomes much easier
2. Ordering and fulfillment become more efficient
3. Data management and sales reporting are more reliable
4. Online product presentations are harmonized across channels
5. Powerful data-based marketing tactics become possible

The Locally.com catalog standard has 2 parts. Part 1 includes basic data typically needed to create and order products in retail POS systems as well as UPC info, and is ideally delivered to Locally.com in advance of the first line showings. Part 2 is optional and includes a variety of media and content info to support marketing and online presentation of products, and is ideally delivered 4 weeks ahead of the first preseason ship dates.

Visit [Locally.com/faq](https://locally.com/faq) for info about product catalog standards, retailers and vendors that use the standards. Or download the [standards spec](#) or this [cover letter](#).