# The Home Depot Perfect SKU

1 *MFG Brand Name/Product Name*: Follows category specific standards, includes key search terms.

2 *Primary Image:* Clearly shows what the customer will receive. Image should be of the product only (no props) on a plain, white background and should be a minimum of 1000x1000 pixels to enable zoom.

3 *User Generated Content*: Vendors that participate in the SEEDS Program™ can receive honest and insightful reviews from customers for participating items; Vendor answers customer FAQs within 48 hours.

4 *Visual Assets:* Video, lifestyle / scene shots, alternative images, close-up detail images of special features, etc.;
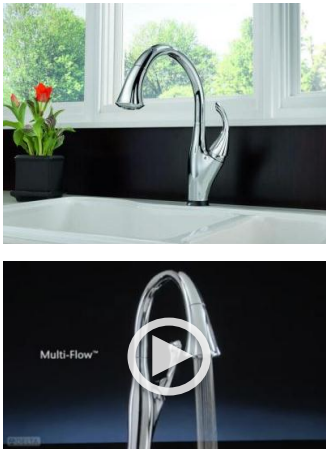
5 *Super SKU:* If applicable, a single product that is offered in multiple variations (e.g. size, color/finish, shape, etc.) is grouped together to show the multiple variations

6 *Cross Merchandising (Item Relationships):* Allows customers to see options within same collection of products and/or accessories to their primary purchase item.

7 *Product Description:* Follows category standards, includes features & benefits, product uses.

8 *Assets:* Documents such as assembly/installation instructions, warranty information, etc. (PDFs).

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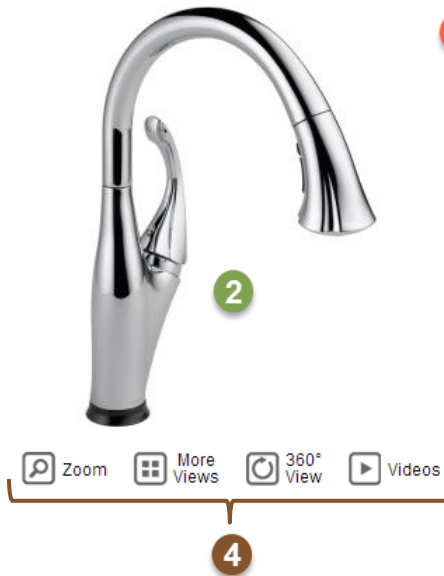
1 Delta Addison Single-Handle Pull-Down Sprayer Kitchen Faucet in Chrome with Touch2O Technology and MagnaTite Docking

Model # 9192T-DST   Internet # 202570250

★★★★☆ (30) ⌄ | Write a Review ↗ | 🗗 Read All Q&A ↗ **3**

$308.75 / each

This item cannot be shipped to the following state(s): GU,VI

🟧 Free Shipping

🟧 Buy Online, Ship to Store

5 Color/Finish: Chrome

Product Overview ⌄ | Specifications ⌄ | Customer Reviews ⌄ | Shipping Options ⌄

6 COLLECTIONS (48)   ACCESSORIES (1)

⟨ ⟩

$31.88 | $34.13 | $16.77 | $22.07

Delta Addison 18 in. Towel Bar in Chrome | Delta Addison 24 in. Towel Bar in Chrome | Delta Addison Double Robe Hook in Chrome | Delta Addison Towel Ring in Chrome

PRODUCT OVERVIEW **7**

This Addison Single-Handle Pull-Down Sprayer Kitchen Faucet in Chrome with Touch2O Technology and MagnaTite Docking is a distinctive kitchen faucet that coordinates with any decor and provides all the convenient functionality Touch2O Technology has to offer. Touch on. Touch off. With Touch2O Technology, it doesn't matter if you have two full hands or ten messy fingers. Tap anywhere on the spout or handle and the water is running. Turning off the water between tasks is easier too, saving water. The Delta-exclusive MagnaTite docking system keeps the spray wand securely in place for picture-perfect grace. Put water right at hand. Nobody offers a wider range of pull-out and pull-down kitchen faucets. Addison also features Delta's exclusive DIAMOND Seal Technology uses a valve with a tough diamond coating to bring you a faucet built to last up to five million uses. Plus, it keeps water inside the faucet out of contact with potential metal contaminants. Who knew a faucet could be just as beautiful on the inside.

- Touch it on, touch it off with Delta's exclusive Touch2O technology for hands-free operation
- MagnaTite docking keeps the kitchen pull-down spray wand firmly in place with a powerful integrated magnet, so it stays docked when not in use

Info & Guides **8**

🟧 Installation Guide

🟧 Replacement Part List

🟧 Specification

🟧 Warranty

You will need Adobe® Acrobat® Reader to view PDF documents. Download a free copy from the Adobe Web site.
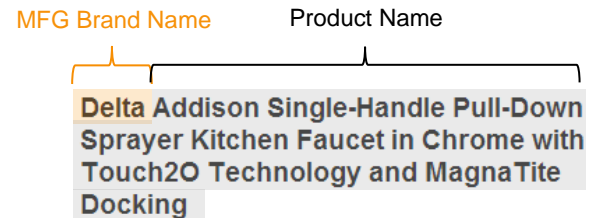
Multi-Flow™

THE HOME DEPOT

Content Enrichment | Best Practices

Much of the information regarding standards and best practices for content enrichment can be found in the **Data Standards documentation**. You can access this information any time by clicking on the Data Standards link on the gray, right-hand side menu of the IDM Home Page (highlighted in yellow below).
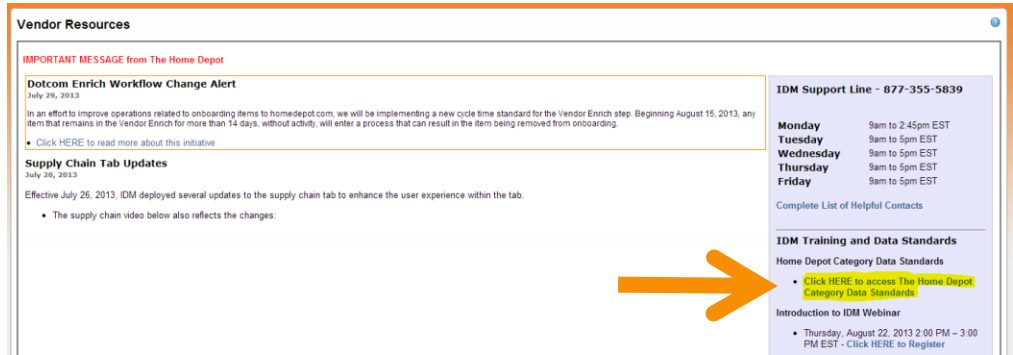
1 MFG BRAND NAME / PRODUCT NAME: The product name customers see on the website is actually comprised of two attributes in IDM: MFG Brand Name + Product Name. The "Product Name" portion of the name has a **formula** specific to each product category.

Refer to the category specific Data Standards for more information regarding the Product Naming Formula. You can find them at https://homedepotlink.homedepot.com/en-us/Data%20Standards%20Library/Forms/Library%20View.aspx

MFG Brand Name   Product Name

Delta Addison Single-Handle Pull-Down Sprayer Kitchen Faucet in Chrome with Touch2O Technology and MagnaTite Docking

2 PRIMARY IMAGE: The Primary Product Image should feature the **product only** (no props or additional products) on a plain, **white background (Hex Code #FFFFF)** and should be a **minimum of 1,000 x 1,000 pixels** to enable zoom. If the product is white, an acceptable alternative background color is Hex Code #F5F5DC.

Certain product categories have exceptions to these requirements or specific category standards. *You should __always__ refer to the category-specific Data Standards for more details about Primary Product Image standards and requirements. Access the category-specific Data Standards at https://homedepotlink.homedepot.com/en-us/Data%20Standards%20Library/Forms/Library%20View.aspx*

3 USER-GENERATED CONTENT:

Write a Review ↗ **The Home Depot SEEDs Program™** enables a select group of Home Depot customers receive complimentary pre-release or under-reviewed products in return for providing honest and insightful written reviews in a timely fashion.

Read All Q&A ↗ **Q & A:** Vendors can also participate in Q & A, in which they answer Customer FAQs within 48 hours.

For more information about The Home Depot SEEDs Program™, how to participate, or to request access, please e-mail SeedsVendorSupport@homedepot.com To monitor customer reviews and resolve issues, or for other User-Generated Content support, please e-mail UserGeneratedContent@homedepot.com

Content Enrichment | Best Practices

④ VISUAL ASSETS: Any additional images added to a product are viewable by clicking the "More Views" icon underneath the primary product image. Any videos attached to a product can be viewed by clicking the "Videos" icon. These icons will only be displayed if additional visual assets exist for the item. All **images must be ".jpg" files** and all **videos must be ".mp4" files**.

Lifestyle / scene shots demonstrate the real-life application of the product. They show the product in use or what the product looks like once installed. Lifestyle images are <u>strongly recommended</u> as items with these images achieve higher conversion since the images aid the customer in their decision-making process.

Alternate Images can be any additional image added to the item, including images showing the product from different views or angles. Alternate images can also include close-up detail images of special features or design.

*For more information regarding how to upload additional images, please contact **IDM Support**.*

Vendaria 360° Spin shows the product from virtually every angle. Customers can use the toggle guide to rotate the product and view from different angles. 360° Spins can be added for any product, but spin shots must be shot and supplied by the vendors.

*For more information regarding how to create/upload additional images, please contact your **Digital Content Analyst**.*


Videos can also be added to demonstrate how the product is used, how to install/assemble the product, or convey features and benefits of the product.

Videos can be uploaded via the Video Upload Portal, which can be accessed from the following link: http://itemvideo-prod.microsite.homedepot.com/. The Video Upload Portal is for uploading NEW videos. To add SKUs to existing videos, please contact Vendor_Video_Request@homedepot.com to avoid duplicate uploads.

Content Enrichment | Best Practices

⑤ SUPER SKU: A way to group a single product that is offered in variations, Super SKUs can be grouped by 1-3 varying attributes, but everything else about the products must be identical. This makes the shopping experience much more user-friendly and efficient, as customer can view a product offered in multiple colors, for example, without having to navigate multiple pages. It also enforces data consistency across similar items and is a much more efficient set up process when the items are onboarded.
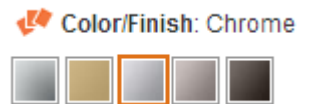
Make sure to also upload color swatch images for any items being Super SKU'd based on Color or Finish.

*For more information regarding Super SKUs and how to create/maintain them, please refer to the Item_Relationships_and_Super_SKUs_Webinar file accessible in the **Documents section of IDM**, under the **Getting_Started_in_IDM** > **Item_Relationships_Super_SKU** folder. You can also contact **IDM Support** for additional assistance when creating Super SKUs in IDM.*

⑥ CROSS MERCHANDISING (ITEM RELATIONSHIPS): We create two main types of item relationships: Collections and Accessories.

Collections: Vendors are able to create "Collection" Item relationships in IDM. Collections are **formal groupings** of unique items in a collection/suite that have a **similar style or look**. They have a **2-way relationship,** where both items are reasonably intended purchase, but not required, such as the Delta Addison faucet, towel ring, and showerhead.
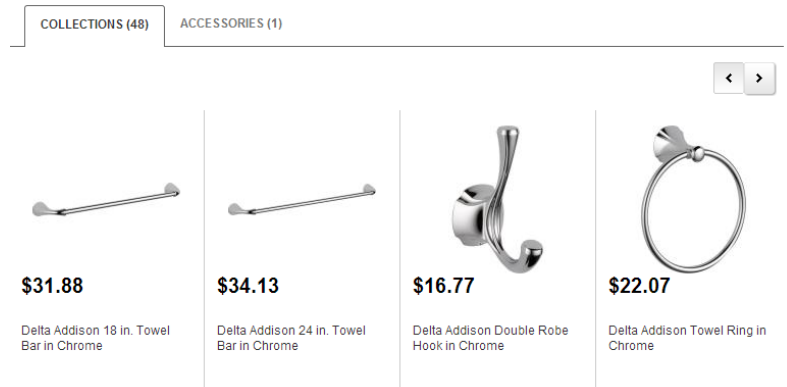
Accessories: Vendors are also able to create their own Accessory item relationships in IDM, however the Accessories added **must** be part of your assortment. If you want to add another vendor's items as accessories, send your Digital Content Analyst a list and they can attach them for you.

Accessories are **informal groupings** of unique items that are **complementary to the use of the primary item**. They have a **1-way relationship**, such as a Grill Cover for Outdoor Grills.
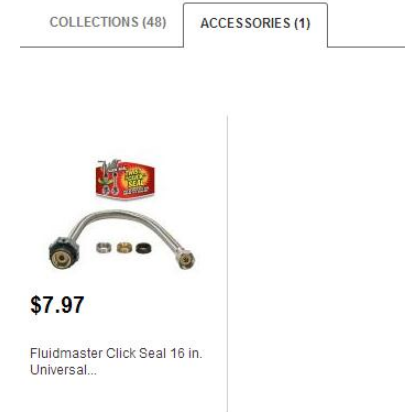
*For more information regarding Item Relationships and how to create/maintain them, please refer to the Item_Relationships_and_Super_SKUs_Webinar file accessible in the **Documents section of IDM**, under the **Getting_Started_in_IDM** > **Item_Relationships_Super_SKU** folder. You can also contact **IDM Support** for additional assistance when creating Item Relationships in IDM.*

Content Enrichment | Best Practices

7 **PRODUCT DESCRIPTION:**

Marketing Copy: Marketing copy must be a **minimum of 3 complete sentences** and a **maximum of 1,500 characters**. Feel free to "romance" the product to make it enticing to the customer, but also try to be succinct and to the point. Here are a few more general helpful things to keep in mind:

- Speak **to** the customer vs. **at** the customer and communicate <u>genuine</u> value (avoid exaggeration and unsubstantiated claims)
- State the **feature first, then list the specific benefit or value** to the customer (i.e. a chair offers a reclining feature, **why is this important** to the customer? For added comfort and ability to adjust to meet various comfort needs).
- Include all or part of the product name in the first sentence of the description.
- Be SEO-conscious and include key search terms.

Bullet Points: The **minimum number of bullet points is 4** bullet points, but you may add more than 4 features if they are relevant to the product. **Please refer to the category specific data standards, as bullet requirements can vary by category.** Bullets should be between 75-250 characters each. While the marketing copy allows for more "romance" or "fluff", bullets should be more direct and to the point.

- Bullets should be **feature/benefit statements**
- Bullets are high-level, pulling the most important information and summarizing key points from the marketing copy.

For more information regarding Marketing Copy and Bullet Points and category specific standards, please refer to the Data Standards. Access the category-specific Data Standards at *https://homedepotlink.homedepot.com/en-us/Data%20Standards%20Library/Forms/Library%20View.aspx*

8 **Assets:** Documents such as Use and Care Manuals, Instructions / Assembly Guides, and Warranty information can also be added. If you have any of these types of assets available, please attach them to your products.

*For assistance with adding Manuals, Warranty information, or Assembly Guides, please contact **IDM Support.***

Info & Guides

- 📄 Installation Guide
- 📄 Replacement Part List
- 📄 Specification
- 📄 Warranty

You will need Adobe® Acrobat® Reader to view PDF documents. Download a free copy from the Adobe Web site.

Need Help? | Helpful Contacts

HD.COM DATA STANDARDS

Access **Home Depot Category Data Standards** via the IDM Vendor Portal homepage, on the right-hand side gray menu, under "IDM Training and Data Standards".

You can also access category-specific standards from the following link:
https://homedepotlink.homedepot.com/en-us/Data%20Standards%20Library/Forms/Library%20View.aspx

> **IDM Training and Data Standards**
> Home Depot Category Data Standards
> - Click HERE to access The Home Depot Category Data Standards
>
> **Introduction to IDM Webinar**
> - Thursday, August 22, 2013 2:00 PM – 3:00 PM EST - Click HERE to Register

USER-GENERATED CONTENT

Want to implement Q&A for your products? Want more info related to your product reviews? You can be set up for automated reporting, respond to a customer issue, etc. E-mail: UserGeneratedContent@homedepot.com

Want to learn more about The Home Depot SEEDs Program™? Learn how to participate and request access to this exclusive program. E-mail: SeedsVendorSupport@homedepot.com

VIDEOS

Want to upload NEW product videos and demos and link them to your products? Access the THD Vendor Video Portal at: http://itemvideo-prod.microsite.homedepot.com/

Want to link more products to an existing product video? Have questions or need general support? E-mail: Vendor_Video_Request@homedepot.com

SUPER SKU AND ITEM RELATIONSHIPS (COLLECTIONS / ACCESSORIES)

Want to create Super SKUs for products with multiple color, sizes, styles, etc.? Want to add Accessories to your products or create a Collection?

Review the Item_Relationships_Super_SKU_Webinar for more information about what they are, how they are used, and how to create / maintain items in IDM (located in the **"Documents" section** of IDM, under **Getting_Started_in_IDM** > **Item_Relationships_Super_SKU** folder).

Contact your Digital Content Analyst for recommendations on how to group your items and the best way to create Super SKUs and Item Relationships.

> **Documentation**
> - Compliance
> - Contacts
> - Environmental
> - Getting-Started-In-IDM
>   - Digital-Asset-Management-Tab
>   - Homedepot.com-Requirements
>   - Import
>   - Item-Relationship-Super-SKU
>   - Item_Relationships_and_Super_SKUs_Webinar.pdf

SEO

Want to link to homedepot.com from your website? E-mail: SEOVendorLinks@homedepot.com

IDM SUPPORT LINE

Questions about IDM? Need help entering or editing your data in IDM?

Email idm@homedepot.com or call IDM Support at (877) 355-5839.
Available Monday – Friday, from 9am to 5pm EST