Product Syndication/ Fresdesk

Section 2

# INFORMATIVE AND GENERAL– FAQS

1. **Is there a cost associated with the use of Product Syndicated Content on my site?**

Good news: all product syndication solutions are free of charge! However, HP recommends that you develop marketing activities such as banners, mailings to your customers to drive traffic to your website.

1. **Is there a cost associated with the use of Product Structured Content on my site?**

No associated cost for HP content feeds, however, some third-party vendors may require a partner contract and premium fees for the structured content services.

Countries served with structured content and eligibility:
1. IceCat ATF content service is free of charge for partners in selected countries. Selected countries: Belgium. Czech Republic, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Poland, Spain, Sweden, Switzerland, United Kingdom, Singapore, and Philippines. This list is not contractual and subject to change. Outside of these countries, please contact Icecat to learn more.
2. 1WorldSync ATF content service is available to partners globally. This service is funded by Partners.

3.Etilize ATF content service is free of charge for partners in United States. Content for other countries may incur into additional charges.

1. **Is product pricing included in HP’s Syndicated Product content?**

No, it does not include prices. HP’s syndicated product content only contains product information (description, pictures, videos, etc.) but no product pricing.

1. **I already have an agreement with a content provider, why should I use HP’s product syndication?**

There are various reasons, such as, it’s free of charge and simple and always up to date. If you use other content providers for reviews, techs and specs, recommendation engines etc., the HP rich Product Experiences can sit alongside this content since it will be complementary. Also, if you use a provider of rich content for other vendors, there’s no conflict. We insert the rich content in your existing HP product pages. We don’t impact the way you display products from other vendors.

1. **Does HP product syndication impact my ability to promote and sell other brands?**

HP’s syndicated product information and rich content is placed directly onto your existing HP product pages. There’s no impact on pages with non-HP products, general brand show cases and/or company presentation pages.

1. **What product, countries and languages are covered with Product Syndication?**

Product Coverage: While all main HP product categories and most of countries and languages are covered, we encourage users to reach out to our support team to ask for a specific country, language, or product coverage.

Support: <http://syndication.hpcontent.com/support/tickets/new>

1. **Will customers be taken away from my webstore to another site?**

No, they won’t. The HP Product experiences are delivered right onto your product pages without links back to HP.com, making sure the customers remain on your website.

1. **I have a website with HP product pages but no web store or add to cart function, can I still use your syndicated content?**

Yes, you can. Whether you have a web store of just product, we can enrich your product detail pages of website by using the Product Experience solution or the Brand Showcase.

1. **HP claims the “add to cart” uplift is up to 16%, how do you know?**

Based on the latest A/B test case study conducted by 1WorldSync in 2023 to test the performance of the syndicated pages. Those tests showed a 16% uplift on add-to-carts, 34% increase on sales conversion and 27% increase in Average order value.

1. **How many products in our catalog can you cover?**

We have thousands of products per country and languages in our database covering the following categories: PCs, Printers, Large Format Printers, Supplies, Monitors, Accessories, Poly, HyperX. Syndicated Product Experiences are triggered by the HP Part Number, so they will only display on your website if it is a product that you carry and promote through an online product detail page.

1. **I have a website but no HP pages or products, what should I do?**

The HP Product Syndication program is ideally designed for placement on a product detail page within an online product catalog. But if your website is based on informative content without offering a catalog of products, the Brand Showcase solution could be the most suitable for you.

1. **I already use HP Product Syndication and I want to add a new product or product line, how to do that?**

If not already done, you need to set up new product pages as part of your existing online catalog. The syndicated content is triggered using the JavaScript parameters and rendered right onto the existing HP product pages.

1. **How do you know which products I carry?**

If you are using solutions such as Product Experience or Brand Showcase, it isn’t necessary for HP to know the products you carry. The syndicated content is triggered using the JavaScript parameters and rendered right onto the existing HP product pages on your website.

1. **Does it matter the quantity of HP products and categories I have in my website?**

It only matters when you need approval to use the Cross and Up sell tools as these tools require a robust product catalog to be able to make product recommendations. At the time of the sign up, we will review the website and volume of SKUs and provide the approval for the Cross Sell and Up Sell tools.

1. **What happens if a product gets discontinued for HP but I still carry inventory?**

If HP has a product experience available, it will continue to display on your website until you no longer require it. After that you need to manually remove it to make sure it’s no longer visible to your customers. When you remove the product page itself or change the product number on a product page, you don´t get the content for the removed product number anymore.

1. **After I register, how long will it take to get the code?**

For Product Experience and Brand Showcase an automatic email with the code will be sent to the registered email address within hours. We recommend checking your Junk or Spam folder for this email.

As for the solutions of Cross and Upsell Tools and agent of HP needs to approve it (we check partner’s website eligibility). If the tools are approved the implementations steps are usually sent within 3-4 business days after sign-up.

1. **I have WordPress/WooComerce how can I integrate HP Syndicated content?**

The following integration documents have been made available by 1WorldSync. For questions, please open a case with support: <http://syndication.hpcontent.com/support/tickets/new>

WordPress integration: https://help.1worldsync.com/contentcast/literature/wordpress-integration/

Google Tag manager: <https://help.1worldsync.com/contentcast/literature/integracion-de-google-tag-manager/>

Shopify integration: <https://help.1worldsync.com/contentcast/literature/shopify-integration-guide/>

Prestashop integration: <https://help.1worldsync.com/contentcast/literature/prestashop-integration-guide/>