

## Lowe's Program FAQ

### **Can the data that I have provided to 1Sync® be used to populate Big Hammer's Marketing Data Pool?**

The product attributes required for the Marketing Data Pool do not significantly overlap with the GDSN data already requested by Lowe's. While GDSN data supports logistical, supply-chain needs of the industry, it fails to meet the marketing needs to promote and sell your products in print, in the store, or online.

### **Can 1Sync provide Lowe's the marketing data?**

No, currently Big Hammer Data is the preferred provider of marketing data synchronization for Lowe's.

### **What is your relationship with 1Sync?**

There is no direct relationship between Big Hammer Data and 1Sync. Both organizations are certified GDSN Data Pools. 1Sync is primarily a supply-chain data solution, whereas Big Hammer is a marketing data solution that also offers GDSN or supply-chain data synchronization services.

### **What is Product Content Management?**

Product Content Management (PCM) is a Lowe's initiative to centralize and standardize Lowe's product/item data.

### **Does this marketing pool replace PCM?**

No, it does not replace the existing PCM system. However, it will be integrated with PCM to effectively support Lowe's data requirements across multiple selling channels, including in-store selling, [Lowe.com](http://Lowe.com), advertising and other promotional media.

### **How will Lowe's use the data that they subscribe to?**

Lowe's will use your product data, in-store, online, in print and any other aspects that affects selling your products to their end consumers. **What type of data do I need to provide for this program?** Only GTIN (sku-based) selling and marketing data is being collected for this program.

### **If I sell the same products to both Lowe's and another retailer, can I use the marketing data for both?**

Yes, the Big Hammer Marketing Data Pool enables a "publish once, synchronize many" model. Furthermore, suppliers only pay one annual fee to publish product data to as many trading partners as they wish.

### **Should I load all of my SKU's into the marketing pool or just Lowe's?**

This is up to the supplier. However, it may be a good idea to load all of your products into the data pool. If the supplier does business with other retailers, they may eventually make the same request.

### **What are the ramifications for not enrolling in the Big Hammer MDP?**

Lowe's will be using the Marketing Data Pool information for all its internal needs, including print advertising, in-store signage, [Lowe.com](http://Lowe.com), in-store selling tools, etc. *By not providing this information, your products may not be available in these key selling environments.*

### **If I have already signed up for the MDP through another retailer's program, do I need to sign up again?**

No, once you enroll in Big Hammer's Marketing Data pool you can offer your products to multiple trading partners. You will simply need to load the additional sku's required from the additional retailer.