

Ecommerce Tools

Website Product Data Import Guide

OUR PROMISE
GROWTH PROGRAM



www.ourpromisegrowth.com

For more information, please contact your sales representative.

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Website Digital Product Data Import Guide

This guide walks you through the steps to easily export and prepare product data for your site.

1. Select Your Brand

- Choose your Brand (Beautyrest or Serta), then select the Sub-Brand you want to load onto your site.
- ie. Beautyrest → World Class; Serta → Perfect Sleeper X

2. Key Product Information

- **Product Number:** This is our key property — the model number for each product.
- **Customer Facing Title:** This is the web-friendly title that appears on your site.
- **Product Data:** All fields in this file can be used externally.

3. Data Governance Notes

- Some fields may need to be adjusted for retailer requirements. - Example: “Ultra Plush” may need to be standardized to “Extra Plush” depending on the retailer site or “Cal King” to “California King”.
- Product Dimensions vs. Shipping Dimensions: These may differ due to packaging (e.g., protective carton or Mattress-in-a-Box).

4. Content Guidelines

- Product Marketing Copy
 - This is the marketing copy that highlights the product’s features and benefits.
- Reason to Buy Bullets
 - These are standard bullet points found in or below the product marketing copy. Retailers should look to add 1-2 more talking about “Free White Glove Delivery” or any USPs that will help them stand out to customers

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5. Image/Video Assets

- Image Format: 2000 x 2000 px JPG • Video Format: 2000 x 2000 px MP4
- Order: Images are provided in SSB's preferred sequence. Use this order unless retailer requirements specify otherwise.
- Image Order (Top 10, if available):
 1. Full Room Hero
 2. Cutaway
 3. Four Box
 4. Comfort Level
 5. Component Images 1–8
 6. Adjustable Base Image
 7. Icon Image
 8. White Glove
 9. Silo

6. Questions or Concerns

- If you have any issues with this file:
 - Retailers → Contact your Account Manager.
 - Account Managers → First reach out to your Channel Manager.
 - If additional support is needed, escalate to the Digital COE.