Step-By-Step Guide for Uploading Products onto Beacon Discovery

Reference this guide below to complete the product upload process! You can also access the full Beacon Onboarding experience from New Hope Network at: **https://beaconapp.newhope.com/public/getonbeacon**

Who is this for?

For CPG brands, once you have submitted the Standards form, you are now ready to upload your product information and imagery to our new product portal hosted by SPINS Product Intelligence Manager (aka Pinto).

The PI Manager technology deconstructs and analyzes label information to support our Standards process, power BEACON DISCOVERY (New Hope's industry changing discovery platform), **and create high-quality, attractive product images to put in front of retailers.**

If you have any questions at any point in this process, please reach out to **audiencesuccessteam@newhope.com** and a New Hope team member will be in touch.

(!) **If you are already a PI Manager Partner,** please complete step 1, then skip to the section titled '6. Already a PI Manager Partner/Existing Products on PI Manager'.

1. Receive Pinto Login Credentials

After creating an account, SPINS will verify your identity within **24 hours and you will receive a welcome email with your login credentials from hello@pinto.co.**

If you did not sign up yet, please do so **here**. If you have not received an email from them after 24 hours, please reach out to **customersupport@spins.com**.

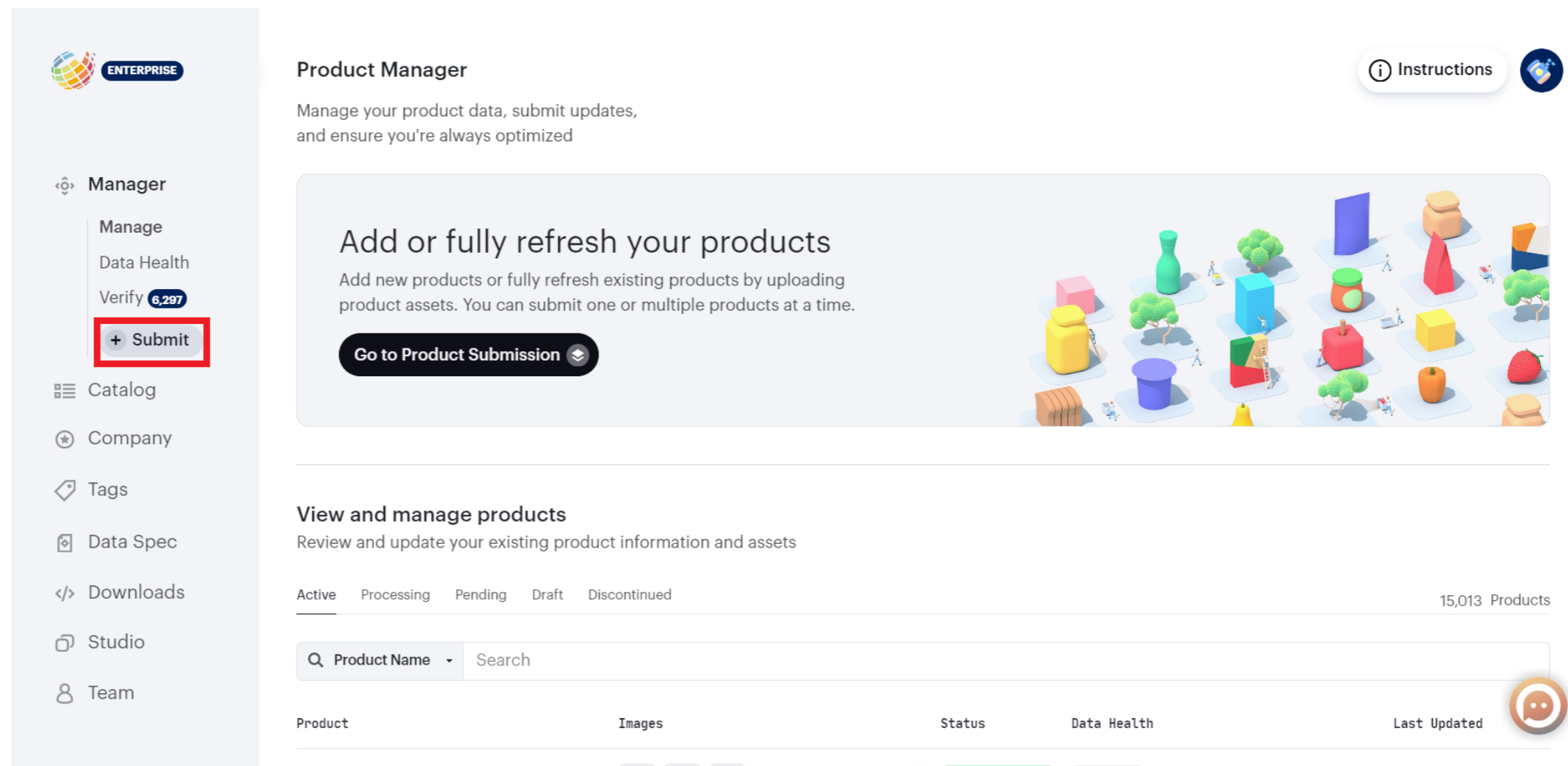Once you have this information, you can login via this link: **pi-manager.spins.com/log-in**
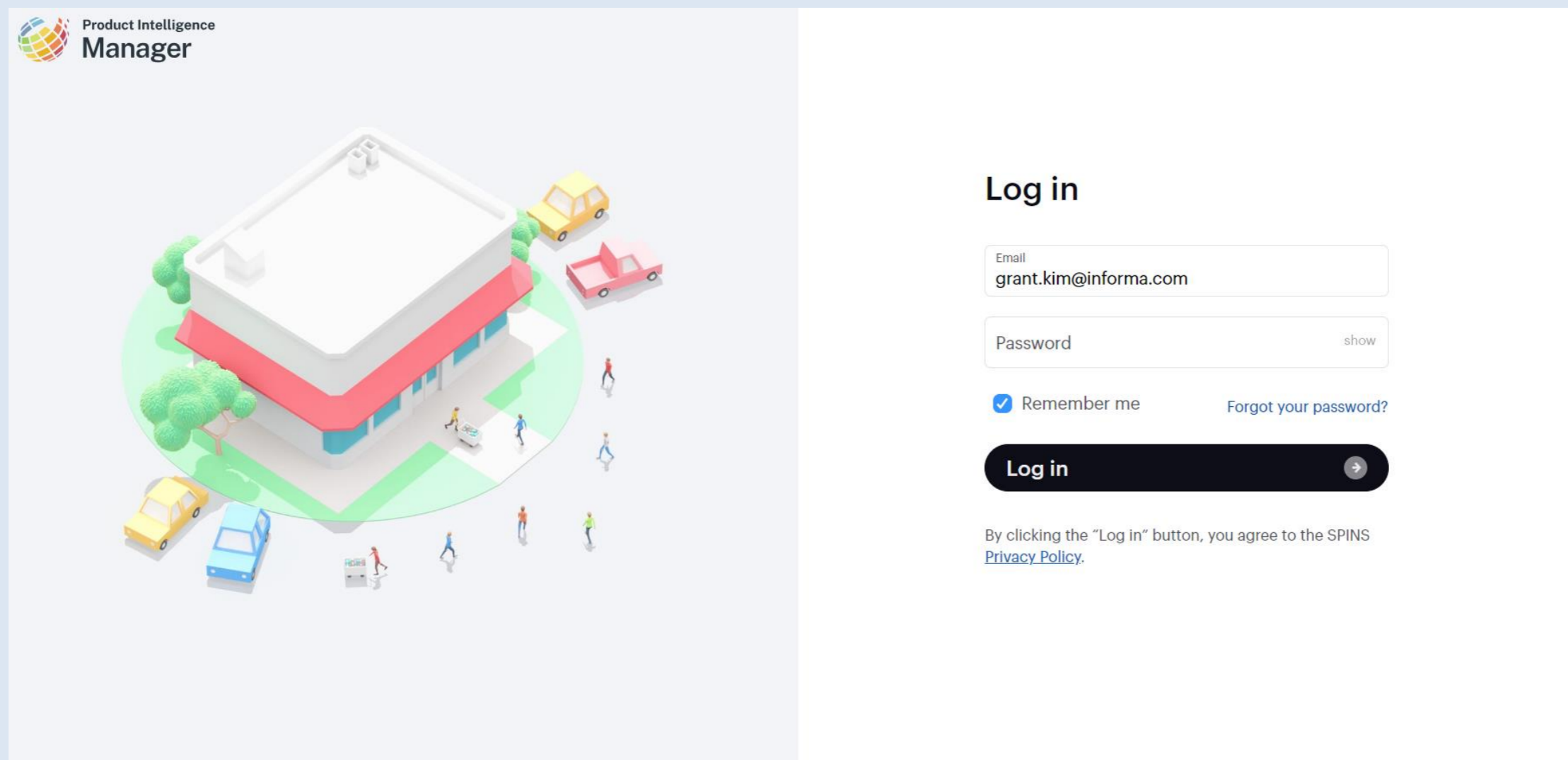
You can immediately start uploading products to the Manager platform if you would like. Additionally, we have a dedicated Audience Success Team available to assist you throughout this process. Feel free to reach out to them with any questions or requests for assistance via email at **audiencesuccessteam@newhope.com.**
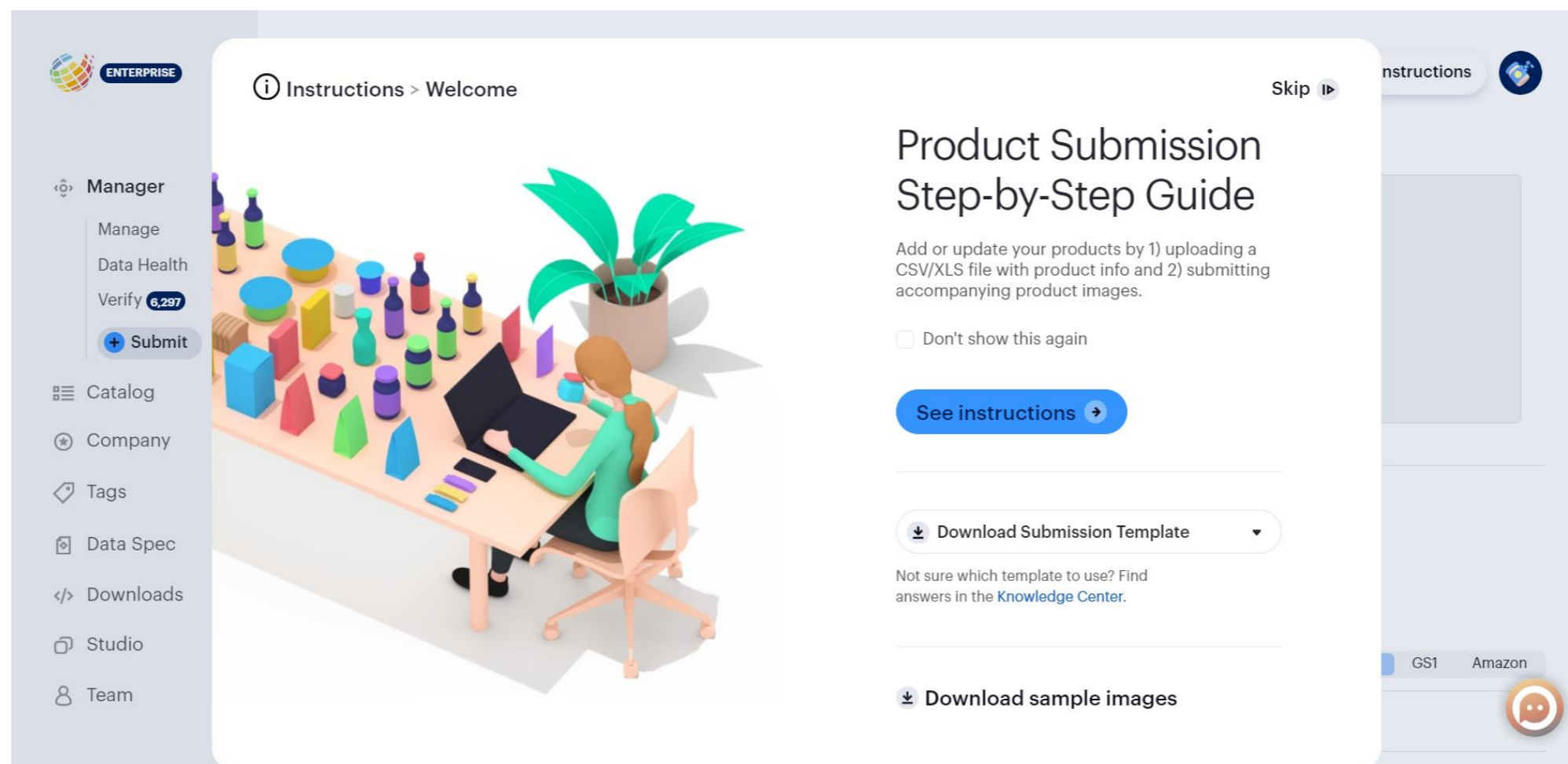
2. Enter the Product Portal

After logging into PI Manager to upload your products, you will see the homepage. **You may see some products below within your account already.** If this is the case, you do not need to include these products in the initial submission process. You can make updates to those existing products through the portal.

More instructions on how to do this on '6. Already a Pinto Partner/Existing Products on PI Manager'.
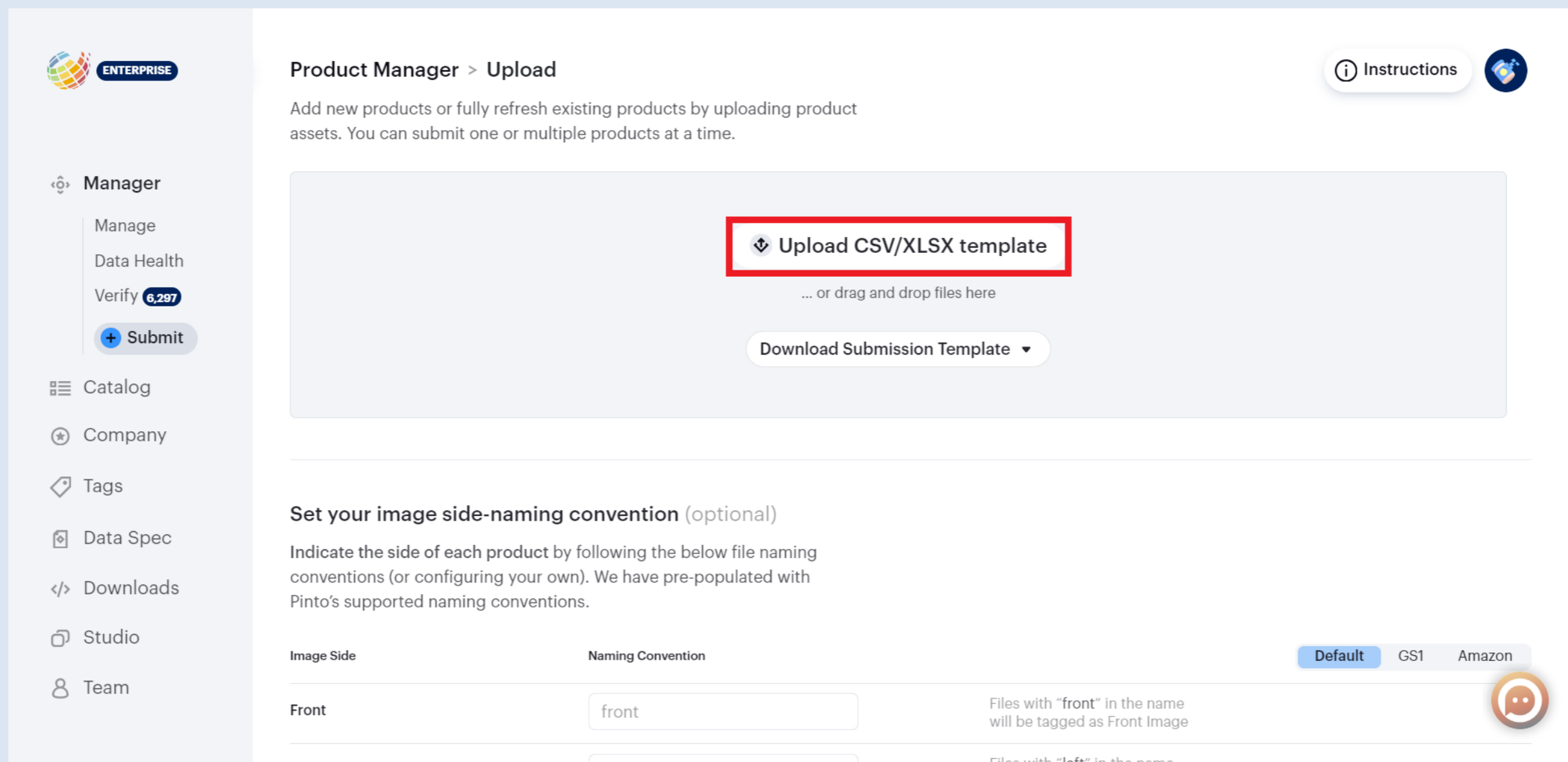

The first time you view the 'Submit' page, a Product Submission Step-by-Step Guide will pop up on your screen. **These instructions are not specific to NHN** so please follow the instructions and templates provided within this guide instead of the information provided on the PI Manager platform.

3. Uploading Product Information

To start uploading your product information, you will need to download the Data CSV/XLS Template, which can be downloaded here as a CSV: **Product Form.xlsx**

This template will have 12 fields that you will be required to fill out for each SKU (**highlighted in yellow within the template**) to the portal.

The CSV/XLS Template has two pages:
- **Overview of Full Template** - An overview template that has a description and formatting for each question.
- **Sample Full Clean CSV** - Blank template that can be used to fill out all product information.

The fields listed below are required. The other fields are optional, but retailers REALLY like to see the additional information, so we hope you provide it. You can submit one or more product sizes of the same formula into the directory. For example, you may provide a single size (e.g., 16 oz) or multiple sizes (e.g., 16 oz and 32 oz) for submission.

- **Item hierarchy** – we'll need a unit of each of your products (just literally put "unit" for each product)
- **GTIN** - this should be a 14-digit number
- **Manufacturer** - the manufacturer or supplier who makes the product
- **Brand** - this should be the brand name which provides the product
- **Product Name** - this should be the customer-facing name (same as the name on the label)
- **E-Commerce Product Description** - if unavailable a simple sentence will suffice
- **Product Sizing** - metric OR imperial, no need to add both as it will auto-calculate based on the other
- **Product Launch Year** - the year when the product was launched (if unknown, put the company founded year)
- **Response ID** - a 34-digit alphanumeric code (aka New Hope Application Code) that you should have received via email after the completion of the Standards application. The same code will be used for each of your products getting uploaded. **You will only need to input once in cell P2 and it will auto-populate based on the number of products you have. If you are unsure what to use, please reach out to audiencesuccessteam@newhope.com.**
- **Additional/Sizes** (Optional) – if you have multiple sizes for a single product, input the different available sizes i.e. 16oz, 32oz, and 64oz

The other fields are optional, but we encourage you to complete them because retailers are more interested in your products when they see this information on Beacon.

Now that you have filled out the CSV template for each of the SKUs you are planning to upload, return to the 'Submit' page in the product portal and select 'Upload CSV/XLS Template'.

Navigate to where the CSV/XLS Template is located on your computer and select 'Open' or drag and drop the file into the box.

With the template uploaded, you should see the correct number of products detected based on the number of SKUs you intended to upload. From there, select 'Go to Image Upload' to move to the image upload portion of the process.
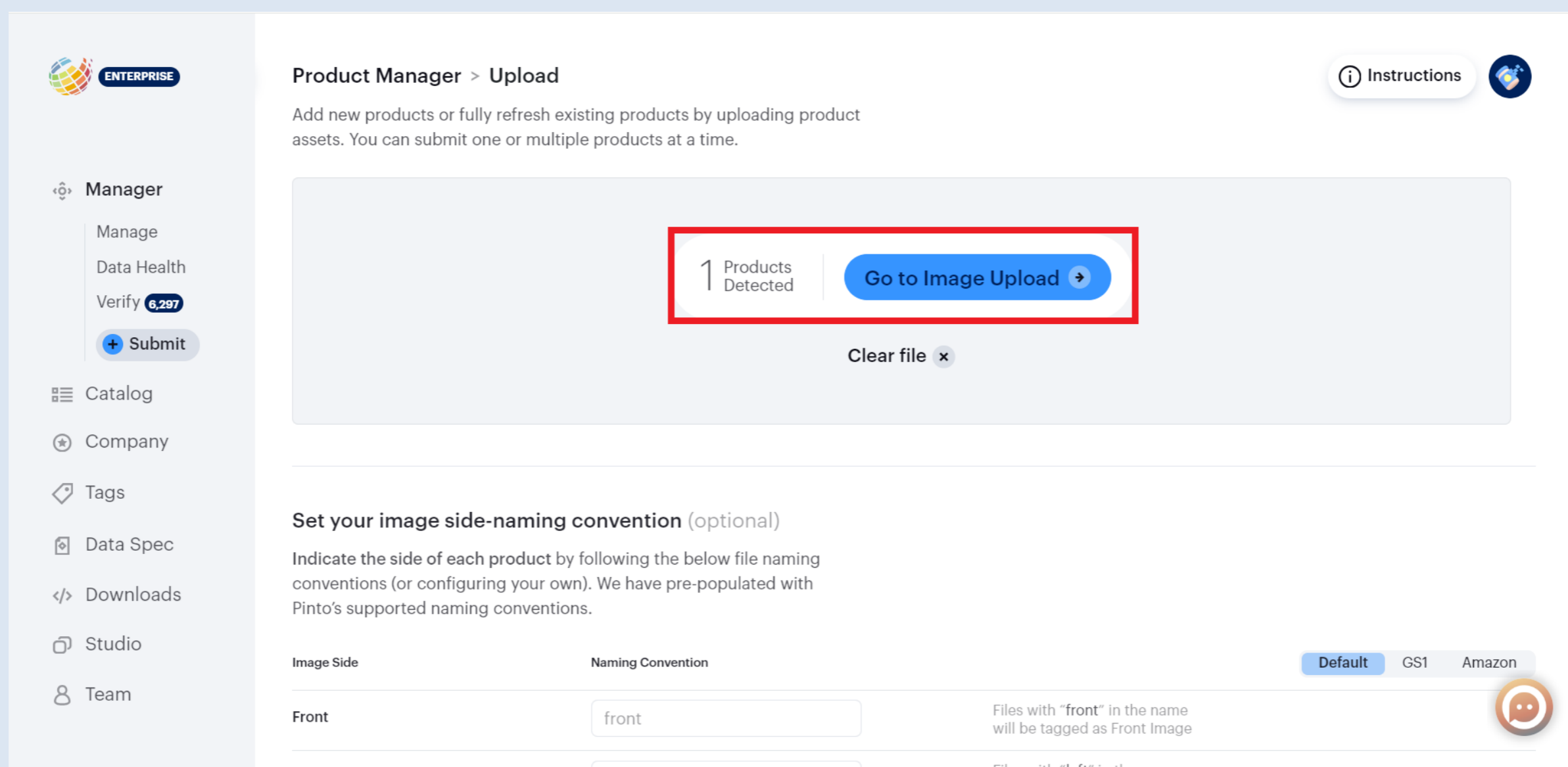
4. Product Image Upload

IMPORTANT: If at any point you need to take a pause from the uploading process, please make sure to save your product progress by selecting "Save All as Drafts". (Add as textbox)

To upload product imagery for each SKU, you'll need either:
- Images of ALL sides of the product packaging that contain text or images AND label flat (preferred)
  - 4 sides of box (front, left, right, and back)
  - 2 sides for a pouch (front and back)
- The front packaging image and the label flat for all your products

The image types that are supported by Pinto for upload are:
JPG, JPEG, and PNG. PDF is supported, but only for label flats; you will have to rename the file to match this format 'UPC_full_flat' (**Example: 00810981020757_full_flat**). The first three are preferred for all images. Below are the available naming conventions for all the relevant images for upload:

Description of Image	File Naming Convention
Front	UPC_front
Left	UPC_left
Top	UPC_top
Right	UPC_right
Bottom	UPC_bottom
Back	UPC_back
Fact Panel	UPC_factPanel
Full Label Flat	UPC_full_flat
Marketing - Front Left	UPC_front-left
Marketing - Front Right	UPC_front-right
Lifestyle	UPC_lifestyle

Please note that this is not required, but it makes it easier to relate each image to the correct product.

You can upload all your product images in the "Upload Images" box by clicking the button or dragging the images into the box if you formatted the files to the naming convention above.
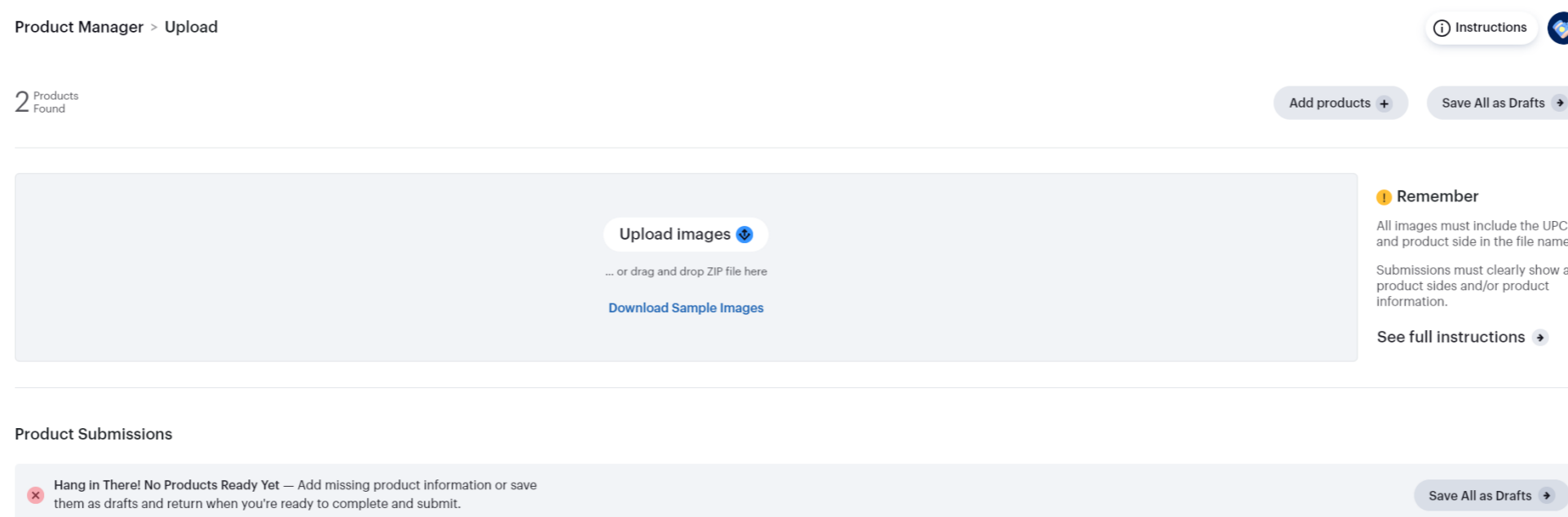
If you choose not to change the naming convention, you can scroll down and click into each product to upload the respective images there.
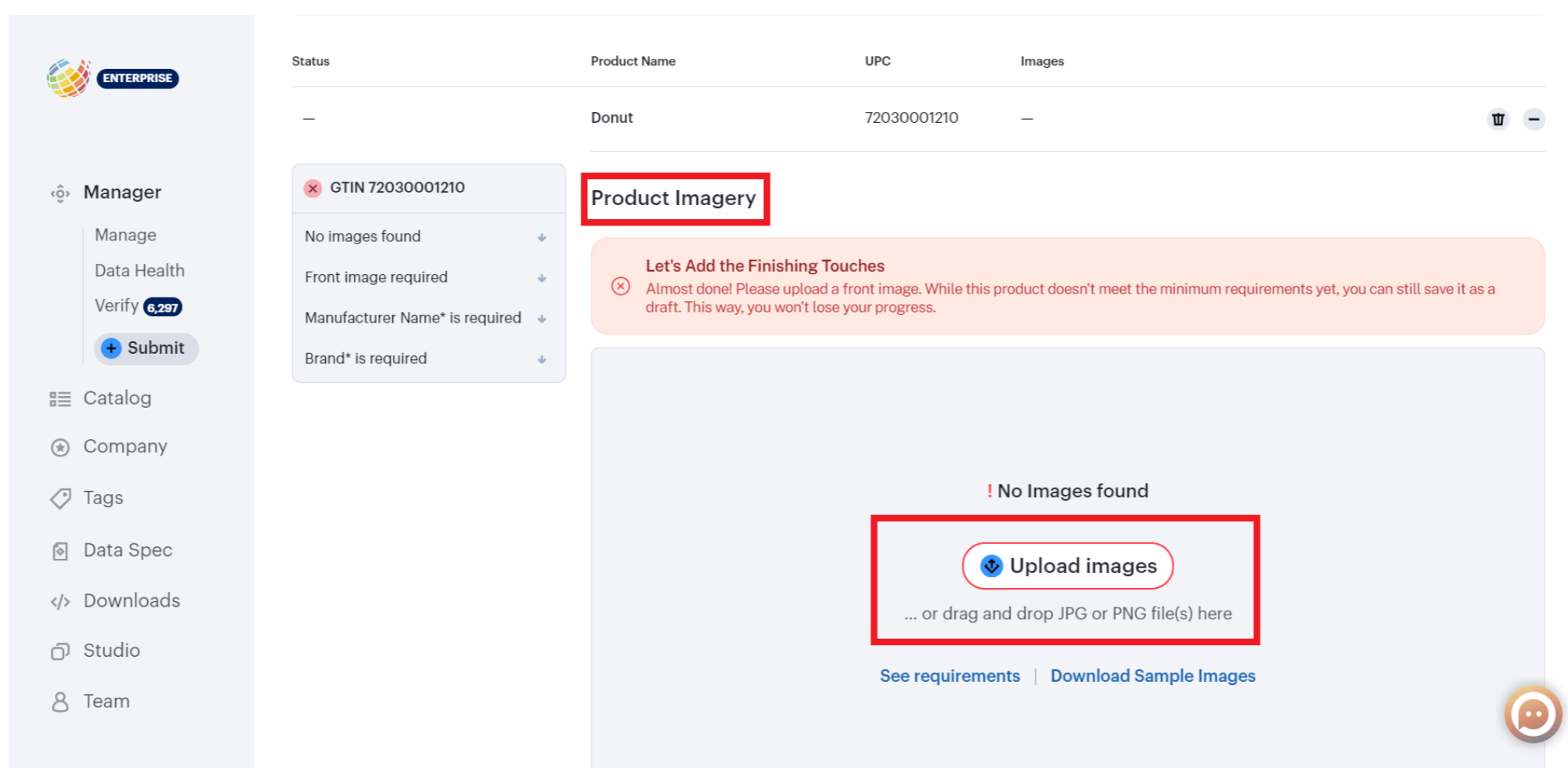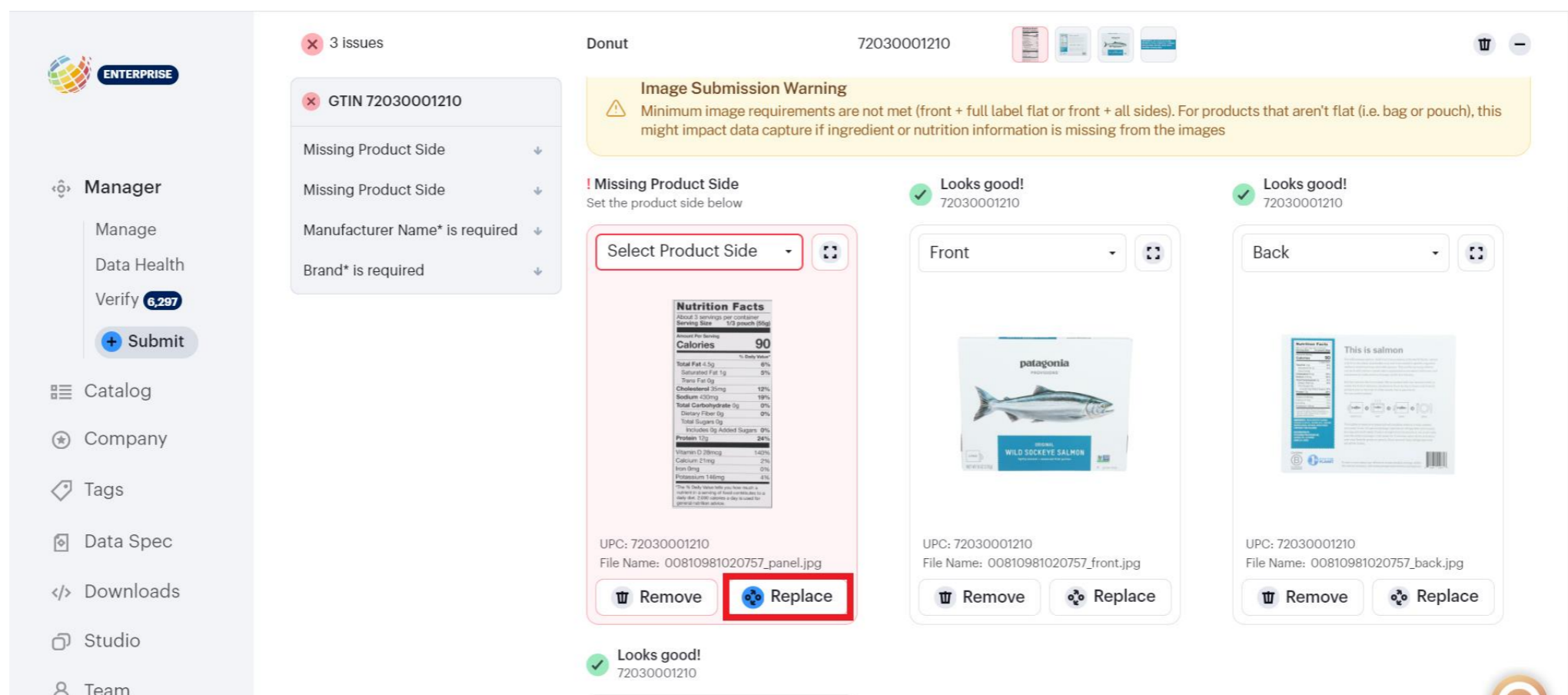
Navigate to where the product images are saved on your computer for that specific SKU, select all of them and then 'Open'.
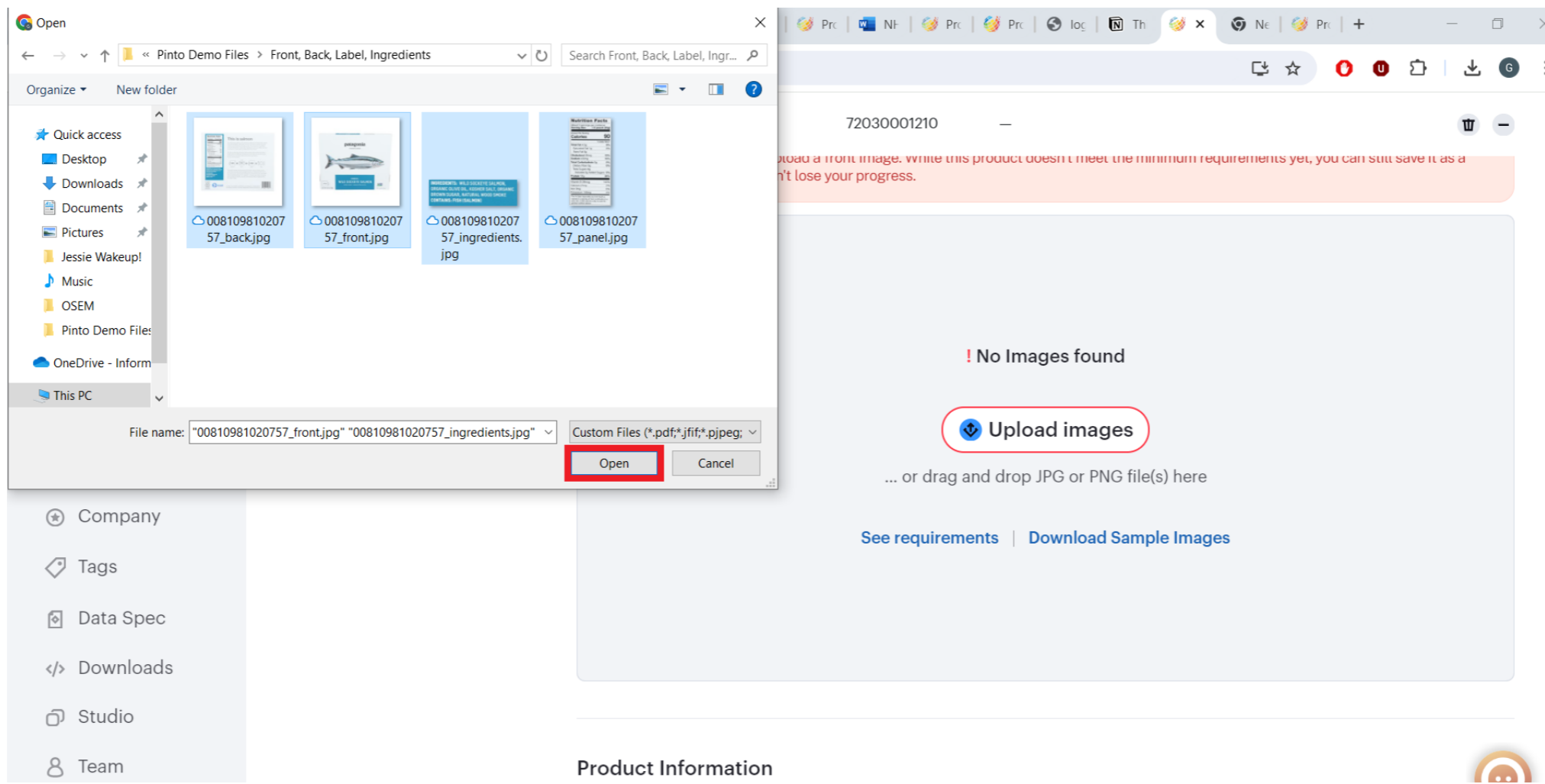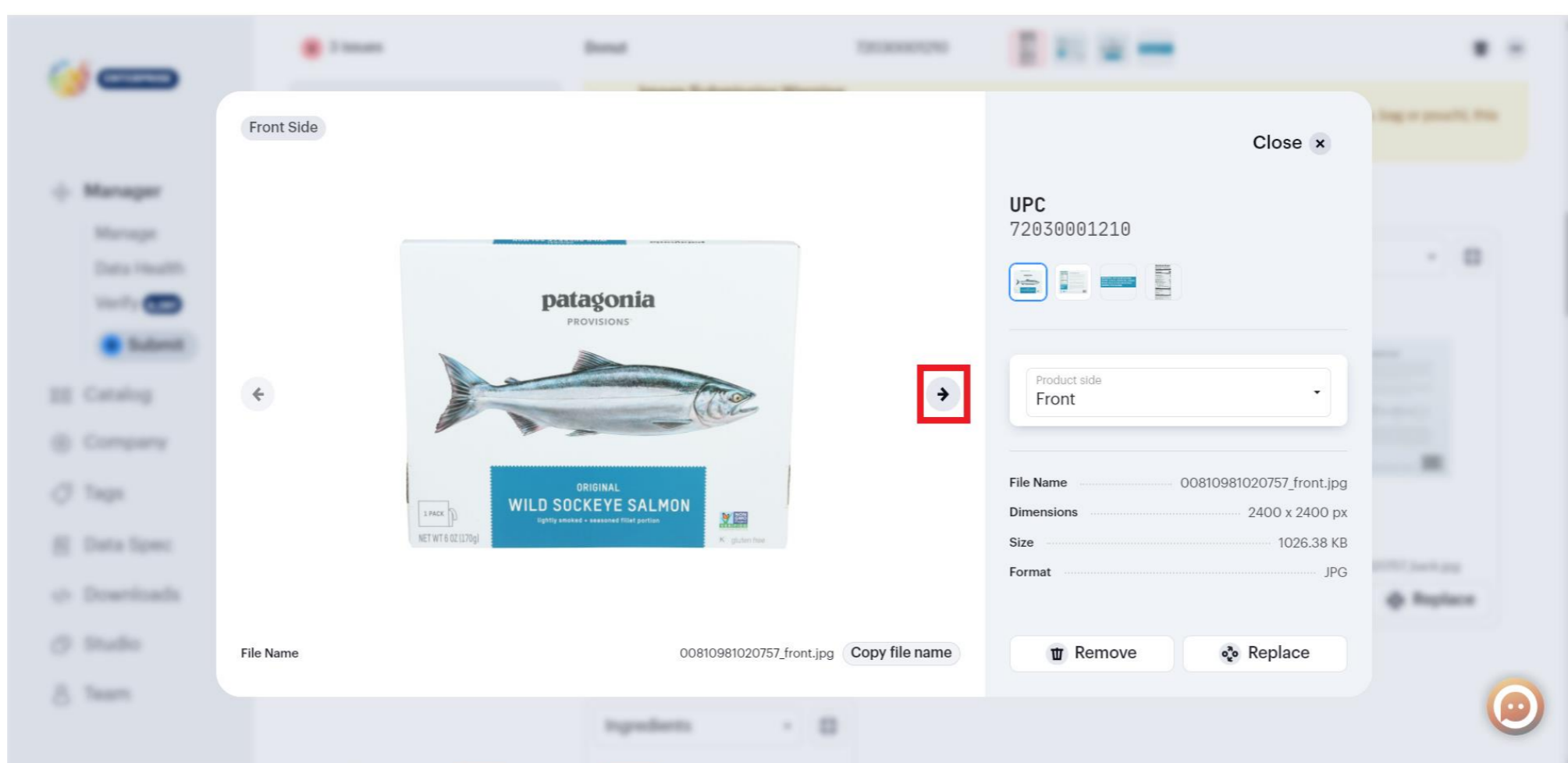

After uploading those images for that specific SKU, select 'Yes I'm sure'.

You will then see each of your uploaded images. If there is an error, the product image will be highlighted in red. To identify and resolve the issue, select 'Replace'

Here, you can review each of your uploaded images to verify they are accurate. Select the arrow to move between images.

In this example, the naming convention for this image was not able to detect the product image side. The type of error is highlighted in the top left of the product image, e.g., 'Missing Product Side'. To correct this error, you can select the correct image side.
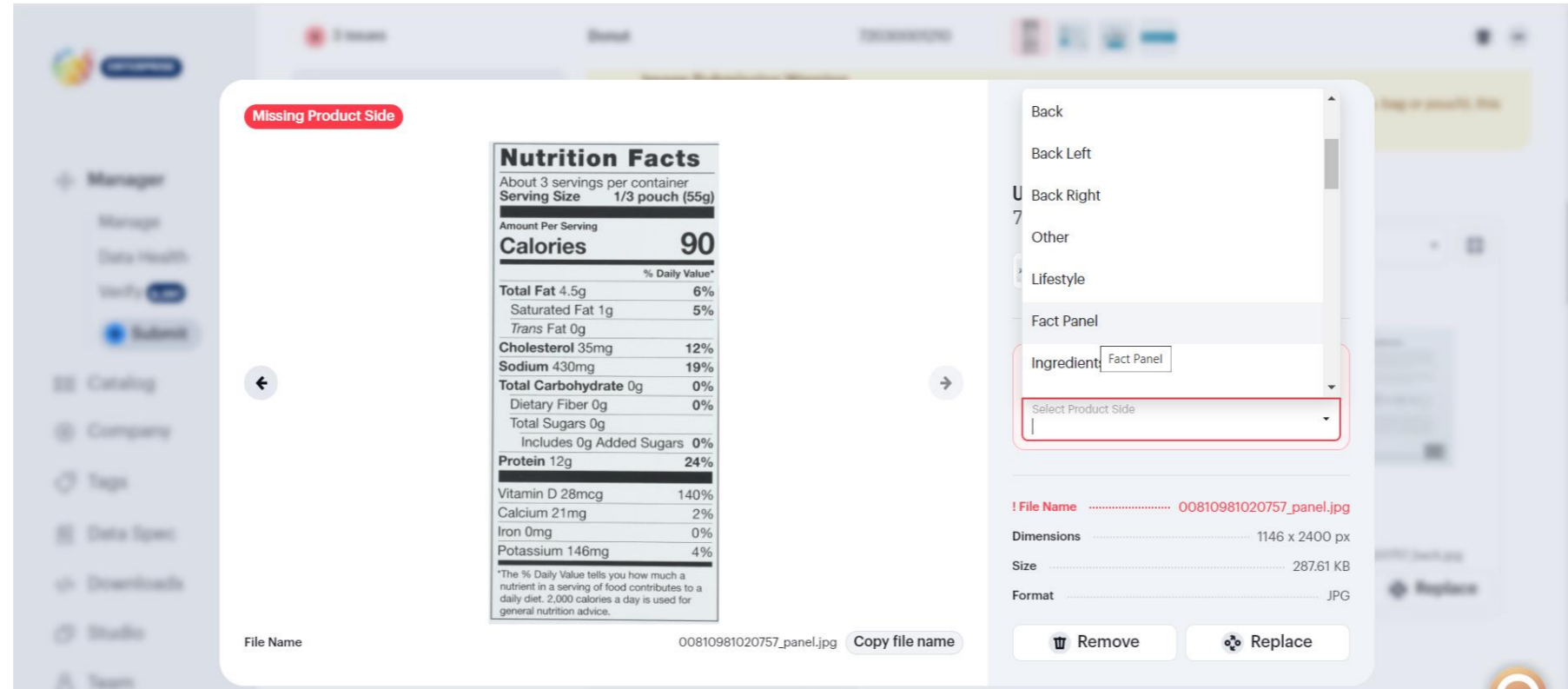
To confirm this change, select 'Yes, I'm sure'.

Select 'Close' in the top right to exit the product image editor and scroll down the page to the 'Product Information' section. If there were any errors in the uploaded product information from the CSV/XLS Template, you can fix them here.
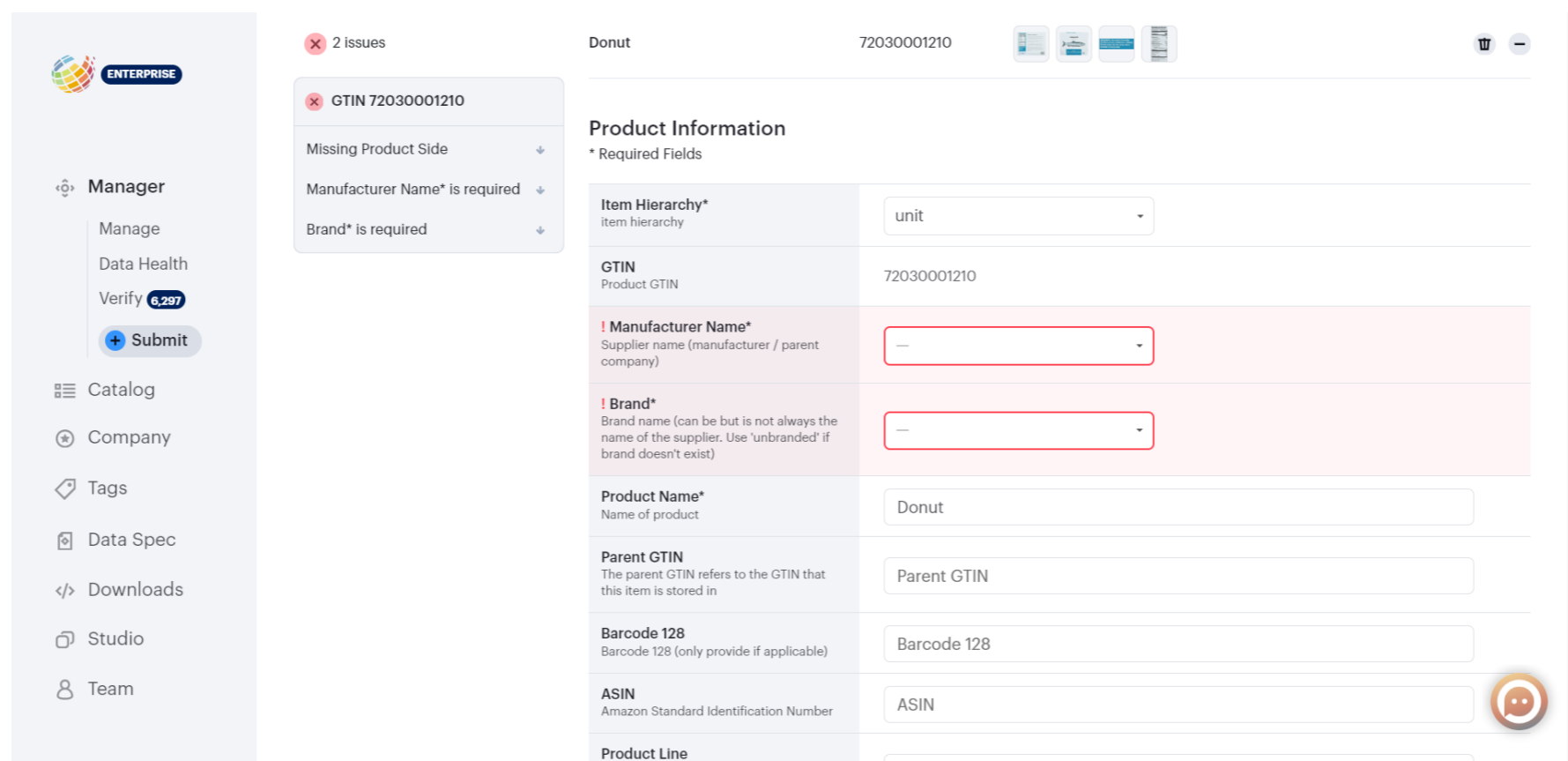
If you do not see the correct naming for your Manufacturer or Brand Name when you input your information, please reach out to **customersupport@spins.com** and they will be able to add the correct option to your account.

Near the bottom of the page is the 'New Hope Network Information' section. Ensure that the **New Hope Application Code (Response ID),** which is a 34-digit alphanumeric code that you should have received via email after the completion of the Standards application, is entered correctly here. **This is critical as it will allow the product to sync to Beacon Discovery.**

The same New Hope Application Code will be used for each of your products getting uploaded.
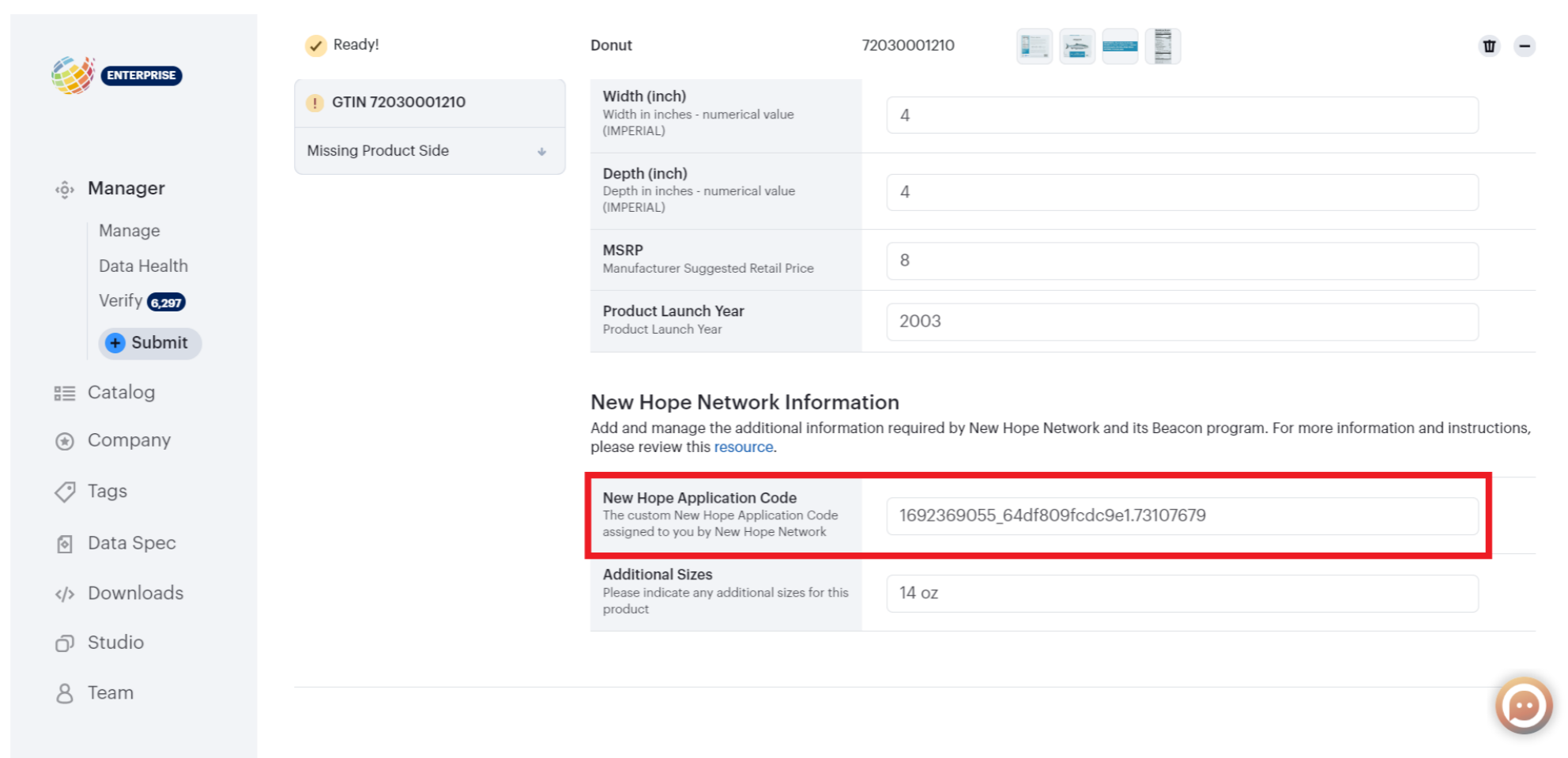
IMPORTANT: If at any point you need to take a pause from the uploading process, please make sure to save your product progress by selecting "Save All as Drafts". If you do not select the button, your progress will not be saved.

5. Final Review and Submission

Almost there! The final step is to select the 'Submit All' button. This will then begin the uploading process for your products.

Depending on the number of SKUs you are uploading, processing will take a few minutes. You will get confirmation that your products have been submitted.
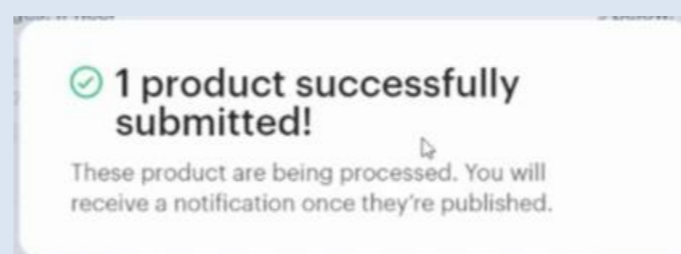
You will then be taken back to the main Pinto page where if you scroll further down the page, you can see all the products that have been submitted under the "Pending" status section.

6. Already a PI Manager Partner/Existing Products on PI Manager

Login to your PI Manager account to upload any additional products you'd like to submit to Beacon Discovery.

Click into each product within the "Manage" tab to add the three fields unique to New Hope:

- **New Hope Application Code/Response ID** - a 34-digit alphanumeric code that you should have received via email after the completion of the Standards application. The same code will be used for each of your products getting uploaded. If you are unsure what to use, please reach out to **audiencesuccessteam@newhope.com.**
- **Product Launch Year** - the year when the product was launched (if unknown, put the company founded year)
- **Additional/Sizes** (Optional) – if you have multiple sizes for a single product, input the different available sizes i.e. 16oz, 32oz, and 64oz

If you are missing any of the required fields, PI Manager will flag the field for you to edit within the product manage screen.

To replace any of the old images, select into each image and select "replace" to override the existing image. There are no options to delete an image within the system. If there are any images that need to be deleted, you must reach out to SPINS support email - **customersupport@spins.com** and provide some context on why the image should be deleted.

Please Note: You may encounter a warning message stating that the minimum image requirements are not met (front + full label flat or front + all sides). This message will not appear if you include a front, back, left, and right image; however, if your product does not have additional images because it is a bag, pouch, etc., you can choose to ignore this message and continue with the upload process. *Please note that if you do not include all sides of the product packaging that contain text or images, this will* impact the data capture.

At the end you will be able to select "Save Changes" and it will process all the updated information and forwarded to the Standards Team for review.

7. Now What?

Pinto will analyze all uploaded information, **which takes around 3-7 days.**

From there, the Processing Status associated with each product will change to 'Active' status if the image quality provided was sufficient. If they are not, you will be required to submit new higher-resolution images for processing. Once 'Active' our Standards team will review your products. **Once approved your products will be published to Beacon Discovery. The whole process generally takes 5-10 days but may take longer if close to an event. The Beacon Discovery team will notify you once your products are live.**

If you have any new products to add in the future, please use the same New Hope Application Code/Response ID and follow the same steps as above.

To make any edits to existing products, follow the instructions in step '6. Already a PI Manager Partner/Existing Products on PI Manager'.

Still Have Questions?

If you're unsure about any steps in this process, or are experiencing difficulties during this process, please reach out to **audiencesuccessteam@newhope.com** and a New Hope team member will be in touch.