



# CASE STUDY: CHAMPION PETFOODS

## Implementation Partnership With Sitation Leads to Content Syndication to Multiple Retail Channels

Champion Petfoods is an award-winning pet food maker with a reputation of trust spanning 35+ years and is proud to be among the top five premium pet food companies in the world. By focusing exclusively on crafting premium pet food, they perfect their recipes and innovate new, quality foods that help pets thrive for a lifetime.

### CHALLENGE

As a B2B and D2C operation, Champion was in need of a PIM solution capable of syndicating content at scale while providing brand consistency across the digital shelf. The primary goal was to create an easy to manage centralized repository for their product information that allows their teams to better support digital sales channels.

### OBJECTIVES

- Establish a single source of truth for data management
- Capitalize on automation through syndication to retailers & marketplaces
- Improve brand consistency on the digital shelf
- Provide above and below the fold content to retailers & marketplaces

### SOLUTION

Selecting Salsify as the platform provider was not only driven by its syndication options but also by the simplified ability to manage and organize data, improving internal operational efficiency. Sitation, one of only two Salsify Gold Partners, was chosen to provide the implementation services.

“Sitation came highly recommended from Salsify and I was equally impressed with their ability to jump right into our implementation and lead us all the way through publishing to our retailers.”

Kelly Spehar  
Director, Digital Marketing and eCommerce, Champion Petfoods



**Industry:** Pet Food, B2B, D2C

**Need:** Centralizing Product Data to support retail content syndication at scale and drive brand consistency on the digital shelf

**Solution:** Salsify Foundation Implementation, Retail Channel and Enhanced Content Configuration (Above and Below the Fold)

**Result:** Improved Automation & Brand Appearance supporting multiple retailers including Amazon, Chewy, Petco and more.





“Situation came highly recommended from Salsify and I was equally impressed by their ability to jump right into our implementation and lead us all the way through publishing to our retailers. They were timely, cost effective and very competent in their knowledge of the Salsify platform. We look forward to continued partnership with Situation as we look to expand the tool globally” says Kelly Spehar, Director, Digital Marketing and eCommerce for Champion Petfoods.

Situation was able to implement the Salsify platform for Champion and publish product content to Amazon and PetCo within 12 weeks after project start. Situation performed the following tasks:

- Salsify Foundation Implementation & Content Onboarding
- Data Modeling and Inheritance Model Configuration
- Channel Mapping for Amazon & PetCo
- Enhanced Content Configuration

After the initial Salsify implementation and training, Champion realized the value and quickly re-engaged with Situation to work on additional retailer channels.

“Champion Petfoods is continuing to strategically leverage Salsify to win on the digital shelf” says Situation’s VP of Data and Content Services, Catherine Marquand, noting how the initial implementation has led to two additional projects aimed at expansion.

## RESULTS

- Salsify as central source of truth for product data & images
- Content Syndication to nine retail channels including above & below the fold Content
- Central Platform for teams to enrich product content

Champion Petfoods has vastly expanded their ecommerce presence to the digital shelves their customers are shopping and simplified the process of introducing products to additional markets.

**Find Champion Petfoods at these and other retailers:**




“Champion Petfoods is continuing to strategically leverage Salsify to win on the digital shelf.”

Catherine Marquand  
VP of Data and Content Services, Situation



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