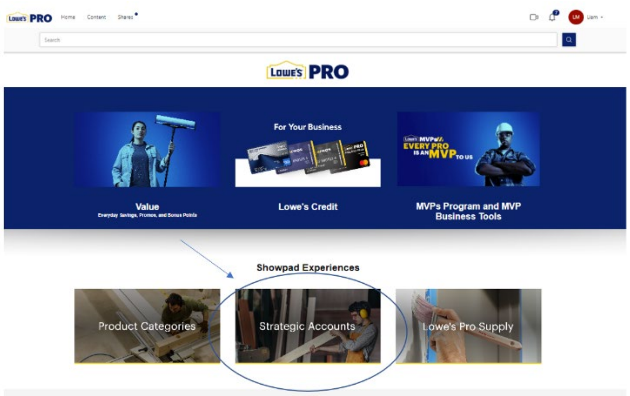
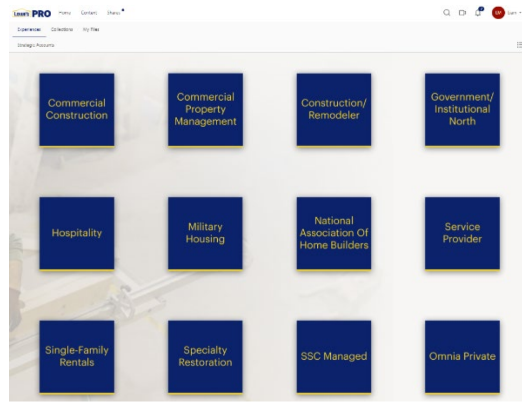
Showpad Best Practices Guide

One-Pager Requests

As you receive requests from customers for marketing collateral, flyers, and brochures, be sure to follow the below step-by-step processes to check if that content already exists in Showpad:



Homepage

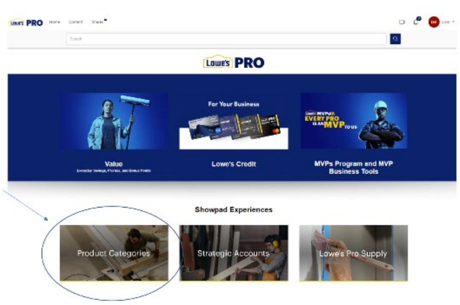


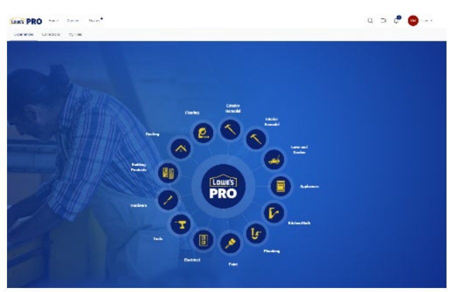
Strategic Accounts (Example)

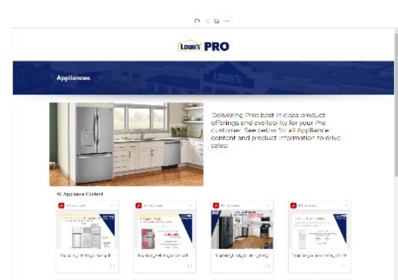
FAQs:

A customer is in the market for appliance products (example) and would like a catalog to research options. How do we access this content?

At the **homepage**, click into **product categories**. You will be taken to an atom experience page and will be able to select any product category of your choosing. For this example, click into the **appliances** node and then you will be able to **select the content** of your choosing.

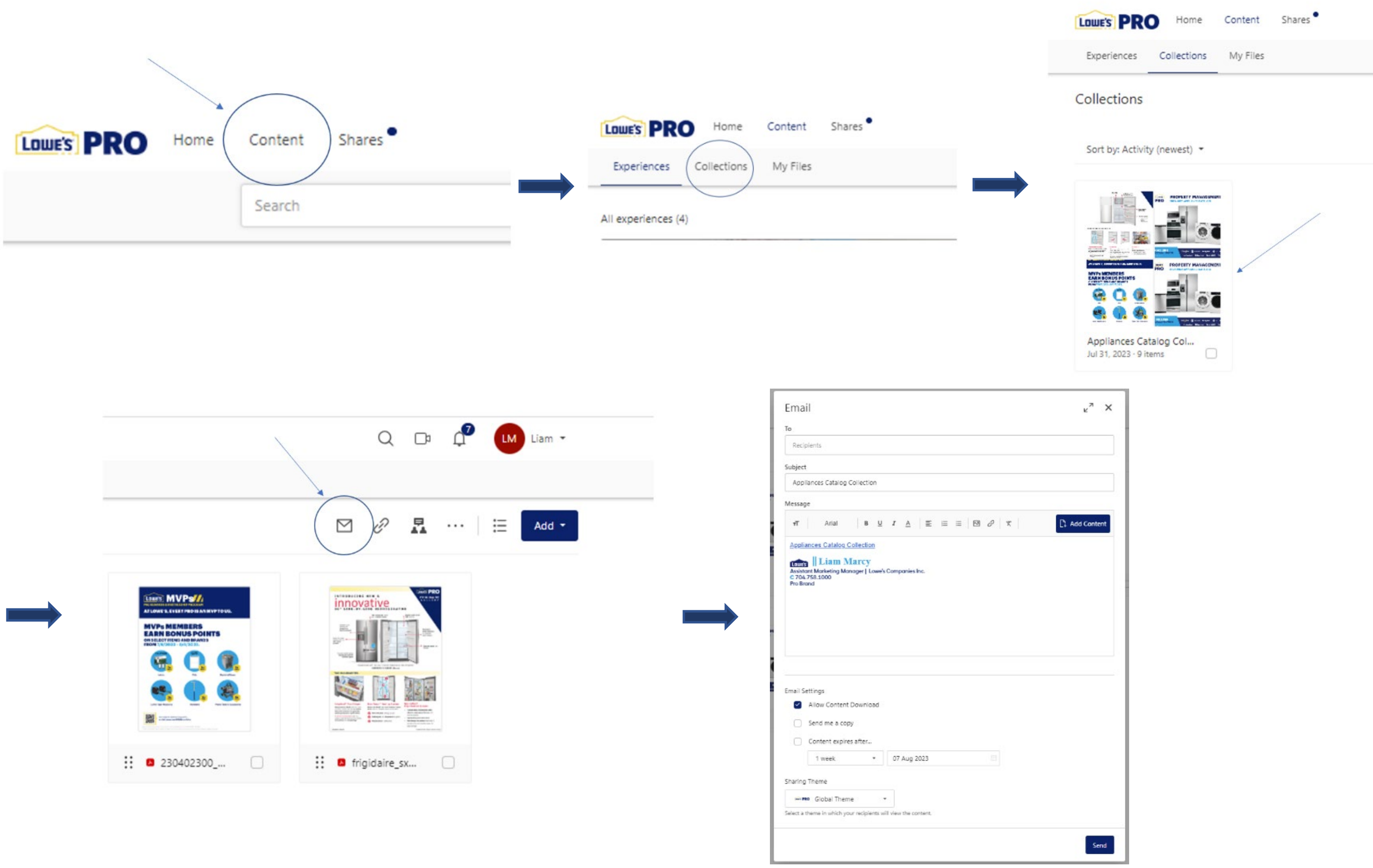






How do I share out content to my customer once I access it?

At the **homepage**, click into **content** then **collections**. Once in your **collection's menu**, you can select any previously created collection and click the **email icon** in the top right to **share** out to your customers.

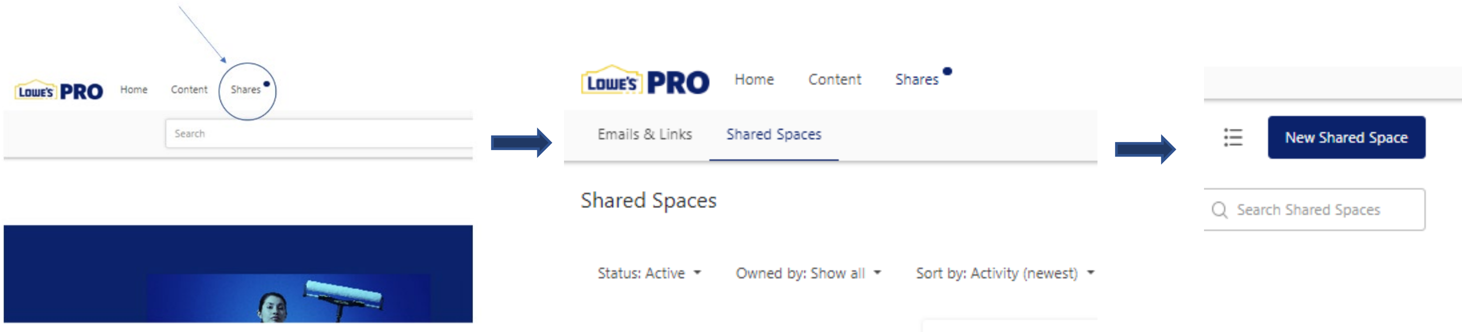


How do I view my shared content metrics amongst my customers?

At the **homepage**, click **shares** and then a previously created collection. Once inside, you can view all **shared metrics**.

Shared Spaces

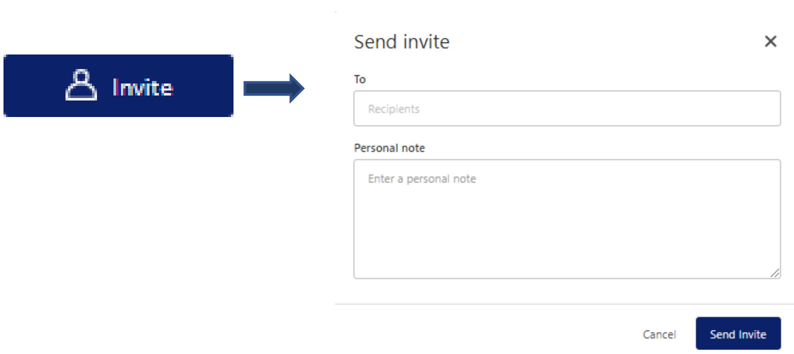
Shared spaces allow for content to be shared amongst customers through a custom link to further collaboration and engagement. Follow the below steps to create your own shared space and begin sharing content with your customers:



FAQs:

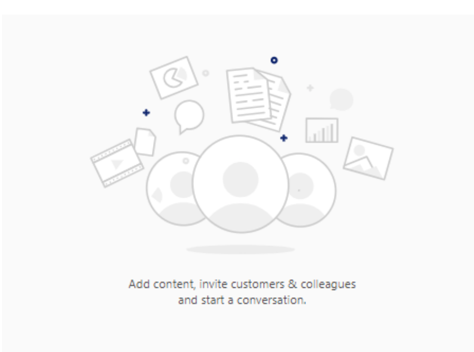
How do I invite users to my own custom shared space?

Open your own **shared space**, then click on the **invite button**. Once inside the email template, you will be able to **add any recipients** and **share** the space to your customers.



How do I add content into my own custom shared space?

At any time, you can **open your shared space** and **drag and drop content** for all users in the shared space to access.



Bonus Points, Credit, and MVP collateral

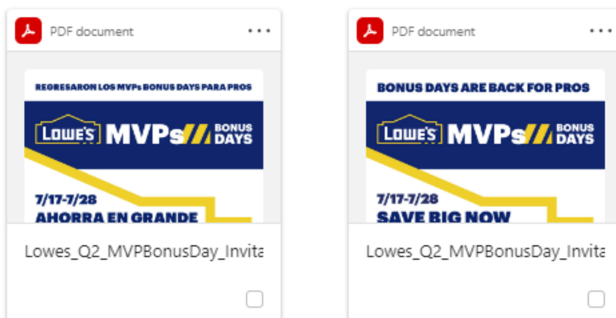
All new and upcoming collateral pertaining to bonus points, credit and MVP will be housed in the Value, Credit and MVPs landing pages. Check these pages on a regular basis for new promos and events to share out with your customers. You can also include credit and MVP collateral along with any product content you share out with your customers to remind them of the value Lowe's MVPs provides. See below on access as well as FAQs:

FAQ:

When will store promos/bonus point information be available in Showpad?

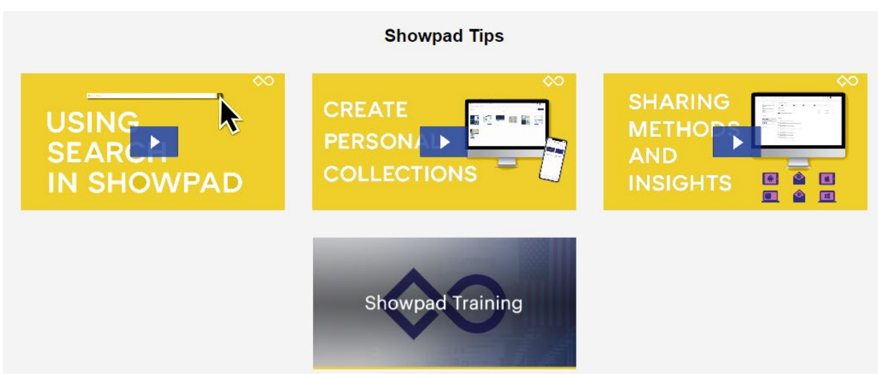
Typically, on a bi-weekly basis, the promo landing page will be updated with new collateral if there are promos in that date range. For bonus points, these will only be available once the event is in play. Some events may be loaded into show ahead of the time of event but be sure to take advantage of this to remind customer of upcoming promotions.

In-Store Promotions



Training Tips Reminder

On the homepage, there are links to additional training videos and tips to help you navigate the tool:



Showpad Contacts and Feedback

- **Connect** with Marketing and share feedback (content needs, gaps, etc.). For immediate assistance and Showpad feedback, contact liam.marcy@lowes.com
- **Contact** the ossmarketingsupport@lowes.com inbox for any additional questions as the software is rolled out
- **Training Webinar Link:** Marketing and Sales Enablement Training _ Showpad-20230609_140035-Meeting Recording.mp4