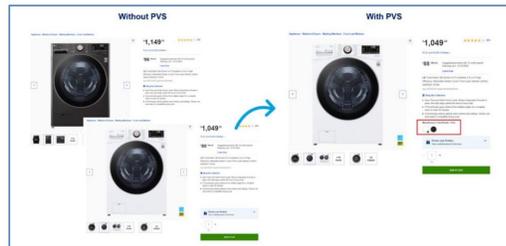


Product Variant Selling (PVS) Guide

What is Product Variant Selling?

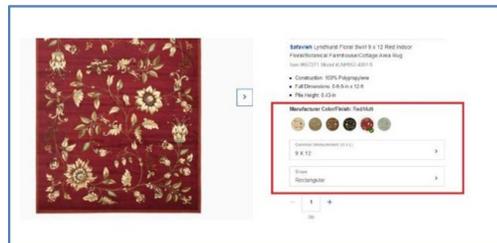
Product Variant Selling (PVS) provides our customers the visibility to all variances for the items they're shopping for (i.e., available color/sizes, etc.) without the need to return to the product list page to find each variant.

Items grouped in PVS relationships on average experience up to a 10% lift in sales by enhancing and elevating the online shopping experience.



What are the benefits of grouping my items in PVS relationships?

By adding the Product Variant Selling feature, customers can view all the available variations for a group of products based on a particular attribute (i.e., Manufacturer Color/Finish) on a single detail page, without the need to toggle between pages to find and compare options.



PVS in the Product Page

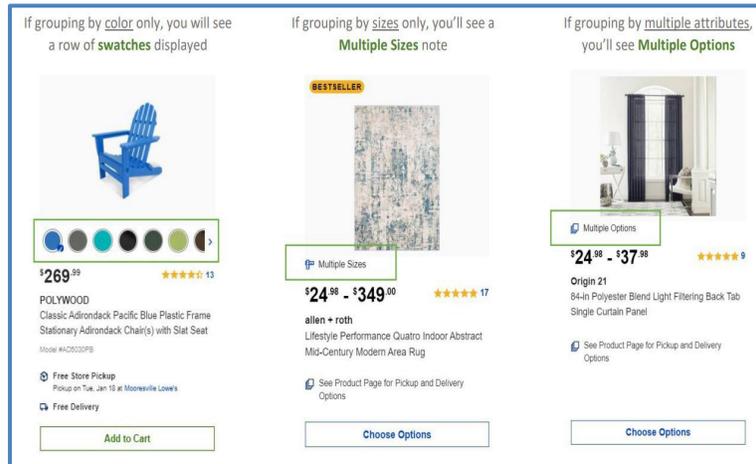
When grouping items on Lowes.com, the PVS experience will be displayed in two different ways:

1. As a Front Facing Image Icons for color attributes
2. As Bubbles or Dropdowns for other attribute types such as measurements, package quantity, etc.



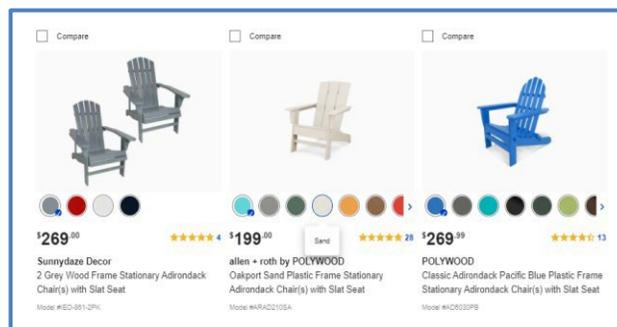
PVS in the List Page

Once items get grouped online, the list page will display a note below the item's image that will let customers know more options are available for that item type:



Interactive Swatches

Swatches displayed in the list page are interactive, so you can get a quick look at the different color options in that group from the list page by simply hovering over each swatch:



Important things to keep in mind when using Product Variant Selling (PVS) at Lowe's:

- Grouping items from different styles/collections:** Keep in mind, the goal of PVS is to group items that are **identical at their core** and only vary on the attributes called out in the swatches/dropdowns. Planters from different designs, nails used for different purposes, etc. **cannot be grouped** together as it can create a confusing shopping experience for our customers and increase product return rates. All items in a group must be in the same category.



Important things to keep in mind when using Product Variant Selling (PVS) at Lowe's: cont.,

- **Grouping items from different brands:** Items listed under different brands cannot be grouped in the same PVS family to avoid a confusing shopping experience. Items in a group must be under the same Vendor Business Unit (VBU).
- **Grouping items and their accessories:** We cannot group items and their accessories in the same PVS group as it breaks PVS guidelines. (Items and their accessories are considered two different item types).
- **Grouping Offline Items:** Items can be grouped before they go live on Lowes.com, if they meet the following requirements:
 - Item must be sellable in the United States.
 - Item must be flagged to sell Online
 - Item must be past available selling date - which means Seller has supply in hand to fulfill orders (doesn't have to be online/searchable/buyable yet).
 - Drop down variant fields with pre-populated text options must be used to PVS items before being active/live. If a free text field is used, the items must already be active/live before they can be PVS'd.
 - **Effective Date** must be current date or later.

Key Callouts:

- **Sellers can create a PVS during the initial product upload.** If the group creation fails, the items may still upload as individual listings. To fix this, update the spreadsheet to resolve any PVS issues and re-upload. The same process applies for existing items sellers want to group simply add the PVS grouping details to the item setup sheet and upload.
- A group must have at least **two items** to be published
- Variant Values **must** differ in a PVS group. Example: Round, oval, square, etc.
 - When items are put into a PVS group, each item must have a unique value in the **same variant column**. For example, if "Color" is your variant column, every item in that group must have a different color.

However, if using **more than one variant column** (like "Color" and "Size"), duplicates are allowed in one column if the combination across both columns is unique. For example, it is allowed to have two "Red" items, but they must be different sizes (Red–Small, Red–Large).

| Color | Size | Result |
|-------|-------|-------------------------------|
| Red | Small | Allowed (unique combination) |
| Red | Large | Allowed (unique combination) |
| Blue | Small | Allowed (unique combination) |
| Red | Small | Not allowed (duplicate combo) |

- **4+ Attribute Disclaimer:** Please note that while Lowe's supports the use of collection attributes, allowing more than three attributes at one time per is subject to approval and may be removed at Lowe's discretion.
- Cannot group an item that is already part of another group
- The limit of items in a PVS group is 1K
- If the variant that is needed is not available, please reach out to your onboarding specialist or account manager
- It can take 24-72 hours for a newly created group to populate on Lowes.com

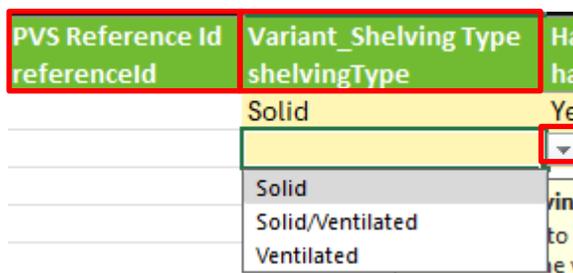
Template Execution Best Practices:

- Click on Row #1 in the template to highlight the row. Then, press **Ctrl + F** and search for "variant_" to quickly find the columns where item variations can be entered.
- Sellers can hide columns between the **Product_Group** (Rithum)/**PVS Reference ID** (Mirakl) and the **variant_** columns if needed for ease of populating the PVS columns. Unhide columns before uploading into the platform.

Steps to Create Product Variants in MIRAKL

Note: PVS groups can also be created using an API connection or aggregator template as well.

1. Go to **Catalog > Products** in your Mirakl back office
2. Click **Create product** or select existing products to group
3. Export & download the template
4. In the template, locate the **Variants** section. (See Tip above.) Note that the **PVS Reference ID** column is also used to create groups, even though it does not contain the word "Variant." Be sure to complete this column it serves as the group's name.
 - a. If only the **PVS Reference ID** column is found and no **variant_** columns this category may not allow for grouping. To create a successful PVS group the **PVS Reference ID** and at least one **variant_** column, with all differing values, needs to be populated. (See example image under step 5.)
5. Choose variant attributes using the cell dropdown (pictured below) for all variations



File Name: Product Variant Selling (PVS) Guide_SF

6. Ensure all other item data is correctly populated including enriched data
7. When finished, submit document into the platform

Notes:

- If there is a variant field that will not be used, leave it blank. Do not put anything in the field. For example, NA, the same attribute for the whole column, etc. This will make the PVS grouping fail. Only put in the variant fields that will be listed on the product page.
- If the **variants** section is not there, please check with your onboarding specialist or account manager to ensure the category supports variants.

Steps to Create Product Variants in Rithum

Note: PVS groups can also be created using the defined connections (Channel Advisor, etc)

1. Choose to either create new items via template or choose items to PVS and export in a template
2. Create the name for the PVS group and enter it into the **product_group** cell for each of the items that are being grouped
3. Fill in only the relevant **variant_** columns with the correct variations. Leave unused **variant_** columns blank. Do not enter "NA" or repeat values, as this will cause the group to fail.



4. Once complete submit document into the platform