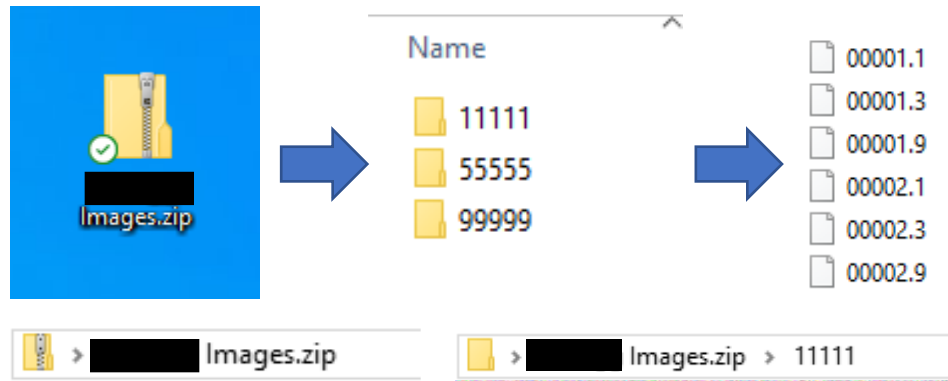# How to Fill Planogram Image Gaps

Option 1: Mass Import via Images (10+ products with missing images)

1. On your project homepage, go to **Products > Import Product Images**
2. ShopperMX accepts images named following Gladson/Syndigo and SMSB formats. You can import images in bulk by uploading or dragging a zip file to the designated area.
   a. The zip file must follow this exact format: Zip folder > folders containing first 5 digits of UPC/GTIN > subfolders containing the remaining digits of the UPC/GTIN followed by the facing extension.

Option 2: Individual Image Import (1 - 10 products with missing images)

1. On your project homepage, go to Product > Search for your product with the missing images > click on the product name.
2. In the top right corner, click edit product
3. Scroll down to package images. Click on upload front, upload right, or any other facing – Upload individual .jpg's (any name is acceptable) to add an image to that particular facing
4. **Save** Product (*not* save new). Repeat process as many times as necessary.

Option 3: Model Products (To create the best looking products in 3D)

1. If you would like to model certain products in the set, reach out to an ICS representative with a list of the product names and product IDs.
2. Note: This method takes extra time and cost money, but provides the highest quality products in 3D virtual environments and the best respondent experience.
   a. Best used for – Top Selling SKUs that are not a box
   b. Not necessary for bags or boxes *if you have high resolution images*

Tips and Tricks

- If you download your pictures directly from the .PSA file, you can often import this zip file directly into ShopperMX.
- If you want to see the most updated images in the library, go to the project called "Master Library"
- **Products > Import Product Images > Products by Image Status (.xlsx)** will download an excel file to your computer with a list of all products that do not have images.
   o Column V: Anything with 0 means there are no images associated with that product.
   o Anything with 1 or above means there is at least one image attached to the products. There will almost always be the front facing image.
- **Products > Import Product Images > Image File Guidelines** will provide more information around image files and requirements.
- **Do not upload .PSA's to the Master Library.**

Tips and Tricks

- If your images are not uploading correctly, make sure your zip file connects directly to your UPC folders.
  - If the folder unzips as Image.zip > Images > 10000 > 5555.1, ShoppperMX will look for a product with the ID "Images10000"
  - Delete the "Images" folder in between the zip and UPC Digits and you should alleviate the issue.
- If you get an error regarding dimensions when importing a planogram that is usually safe to disregard.
  - This error means the Master Library dimensions are different than your planogram. Typically, the dimensions are <.01 ft off, so this is nothing to worry about.
  - If you do want the dimensions adjusted, please reach out to your Master Library owner.

Reach out to Kristen.koennecke@incontextsolutions.com for questions and inquiries.