



**Association
Greece**

The Global Language of Business

Why "GTIN" should be your new favorite e-Commerce acronym

The **Global Trade Item Number (GTIN)** can be used by a company to uniquely identify all of its trade items.

GTINs can also be used **to identify trade items online**, for example in catalogues and in electronic messages (purchase orders, invoices, etc) and can also be embedded in web pages to optimize use by search engines and provide more information to consumers.

Google, Amazon, eBay and Alibaba adopt the use of GTINs and invite merchants to use them.

Google

Since **16th May 2016**, merchants who sell products with a [Global Trade Item Number \(GTIN\)](#), should make sure that GTINs are included in their Google data feed, or else those items will be disapproved.

The deadline was set by Google, in order to improve the Google Shopping experience. The result was better product data, improved user experiences and more productive online ad campaigns.

In a Google internal analysis, it has been measured that offers matched to the Google Shopping product catalog may receive **up to 40% more clicks** than unmatched offers.

- [Columnist and Googler Matt Lawson explains to "Search Engine Land" why you need to take GTINs seriously](#)
- [Google Shopping GTIN Requirement Hangout on Air](#)

Alibaba

Alibaba Group, recently active also in Greece, is the world's largest online and mobile trading market. It runs various online and mobile platforms covering Retail, Wholesale and Cloud Computing, thus offering consumers, merchants and other participants' technology and services for commercial activities in e-Commerce ecosystem.

Alibaba Group invites brand owners to adopt **GS1 standards** for product information management and use Global Trade Item Number (GTIN) for uniquely "identifying" their products in global e-Commerce.

All users are encouraged to join the [Global Data Synchronisation Network™ \(GDSN®\)](#) for online exchange of product information. This will help brand owners to manage their



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supply chain efficiently, help to provide the standard information that complies with the laws and regulations and meet the demands for consumer transparency.

The GDSN® would also provide consumers with access to authentic and rich product content, which helps brand integrity and improves the consumer experience in today's global e-Commerce industry.

More information:

- [eBay's page requesting sellers use GTINs](#)
- [Amazon's page requesting sellers use GTINs](#)
- [Learn more about GS1 and omni-channel commerce](#)
- [Need a GS1 barcode?](#)

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