

	Compliance	level	eligible items	completion %	avg. IDW %
		Field	2,073	100.0 %	92.9 %
		Item	2,073	100.0 %	62.9 %

	Excellence	level	eligible items	completion %	avg. IDW %
		Field	2,073	100.0 %	89.6 %
		Item	2,073	100.0 %	35.6 %

IDEA’s Data Certification Program measures the breadth, depth, and quality of data available in the Industry Data Warehouse (IDW) at the item level and at the individual field level. Measuring breadth within the Data Certification Program focuses on 43 critical data fields in the IDW that contain transactional, pricing, packaging, and web store information (e.g., brand, packaging, price effective date, etc.). Using the IDW Compliance Module and the IDW Excellence Module, you can see how your data at the item level and the field level measures against industry standards and IDEA best practices and how it compares to other IDW manufacturers. The summary displayed below is a high-level report providing the percentage of your items in the IDW that have all critical fields populated and the percentage of your items in the IDW that have met the established quality criteria. For an item to be reported as compliant or excellent at the item level, all 43 individual critical fields must pass the respective checks for Compliance or Excellence. In accordance with your IDW subscription level, you will be able to drill down further and gain more detailed insight, helping you prioritize efforts as you progress towards full data certification.

Compliance: Confirms that all critical fields are complete and fully attributed

Excellence: Confirms that the content within all compliant critical fields meet the expectations for quality, ensuring accuracy and consistency. Items will go through two quality checks: programmatic and visual. An item must first achieve programmatic excellence and will then go through a visual quality check, the final step before full data certification.

Certification	certified items	completion %
	2,073	100.0 %

review date: 2017-04-11

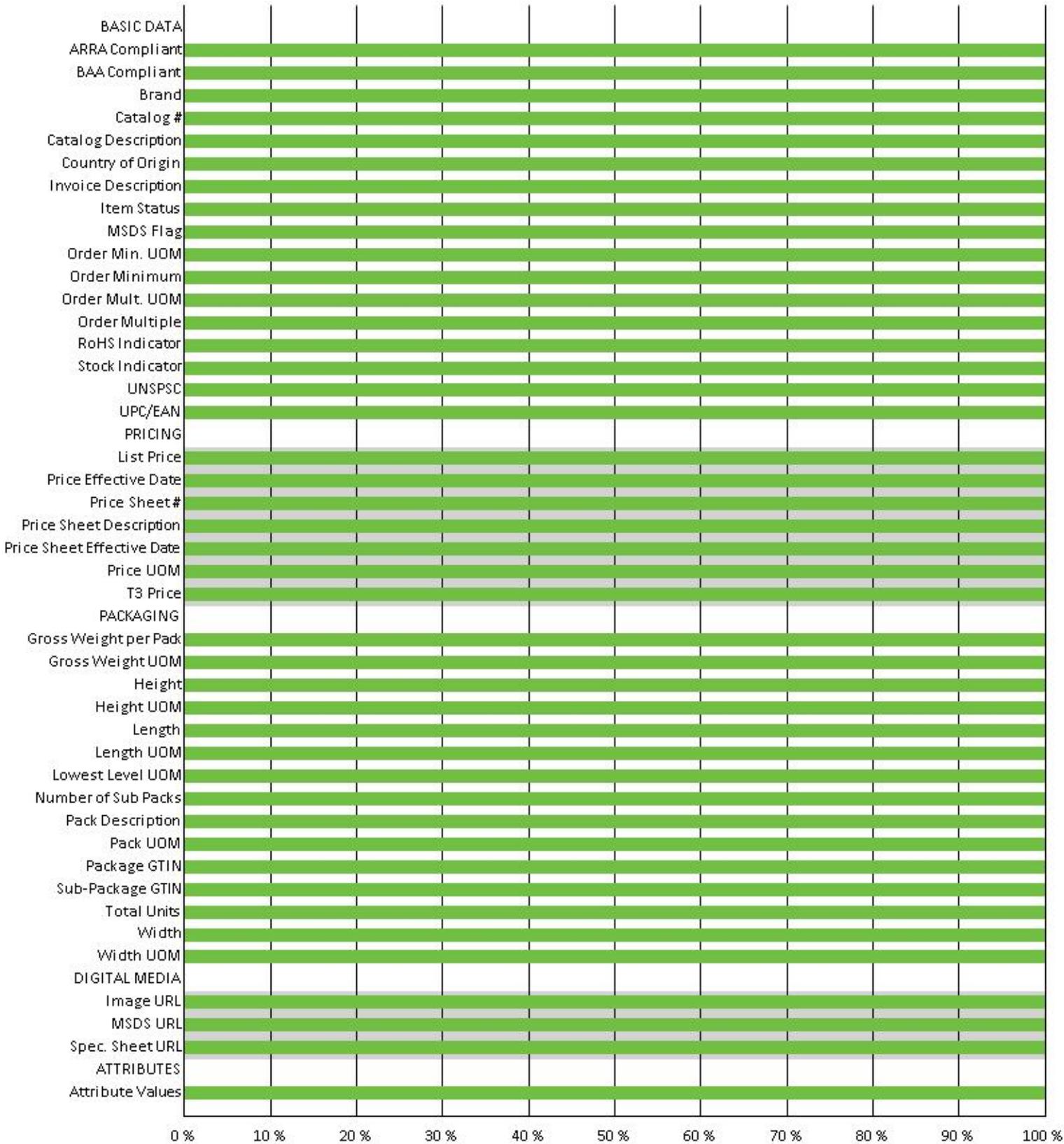


= **CERTIFIED**

0 - 25%	25.1 - 50%	50.1 - 75%	75.1 - 99.9%	100%
	25.1 - 50%	50.1 - 75%	75.1 - 99.9%	100%

group	compliance %	excellence %
Basic Data	100.0 %	100.0 %
Pricing	100.0 %	100.0 %
Packaging	100.0 %	100.0 %
Digital Media	100.0 %	100.0 %
Attributes	100.0 %	100.0 %

Field-Level Compliance



Field-Level Excellence

