Best Practices for E-Commerce Product Content

2/23 Webinar

Agenda

- IOPFDA intro and panelists

- Goals

- Who is GfK?

- What is product content?

- Why product content matters for your business

- Contacts and next steps

- Q&A

IOPFDA and our speakers

Lloyd Wood
Sales Director, North America

GfK

Brian Hayes
Sr Enterprise Account Manager

GfK

Poll #1

Goals

Why **does optimized product content** matter for your business?

How can you leverage great content to **increase your sales and profitability**?

1 **Great product content is required for B2C and B2B customers.** Everywhere that communication of value is needed

2 Product content is as important for **service providers, retailers, value added retailers,** as for manufacturers

Who is GfK?

IOPFDA
A Division of ISSA

GfK

Sales
Largest product content company in the world

Employees
8,000+ employees

Global Coverage
Operating in 100+ countries

GfK eCommerce Solutions for ISSA

GfK Etilize – eCommerce & Product Content Solutions
Creates/syndicates the World's largest online product content catalog of 20 mil. Products to 70,000 eCommerce users daily, enabling better shopping experiences

What we do

Content Management & Creation

- Create high quality, structured content
- Easily manage across all product categories

Leading Syndicated Network

- Automatic content syndication to maximize sales
- Channel of 70,000 eCommerce users

Enhanced Content

- A+ content & Rich Media
- Optimize Product Content in Google & Google Shopping

Product Impressions Analytics

- Monitor consumer engagement down to the category & sku level

On-site Solutions

- Enhanced product finder tools
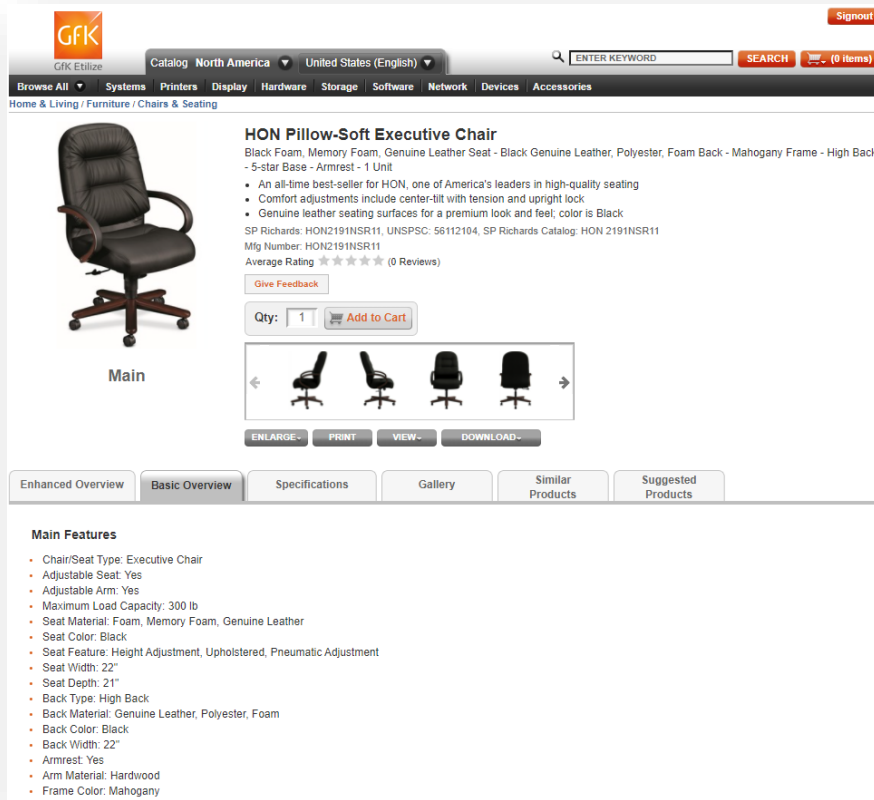
Poll #2

What is product content?

Product content is more than specs and pictures. It's **communicating value to prospective buyers**, and it is crucial to making a sale
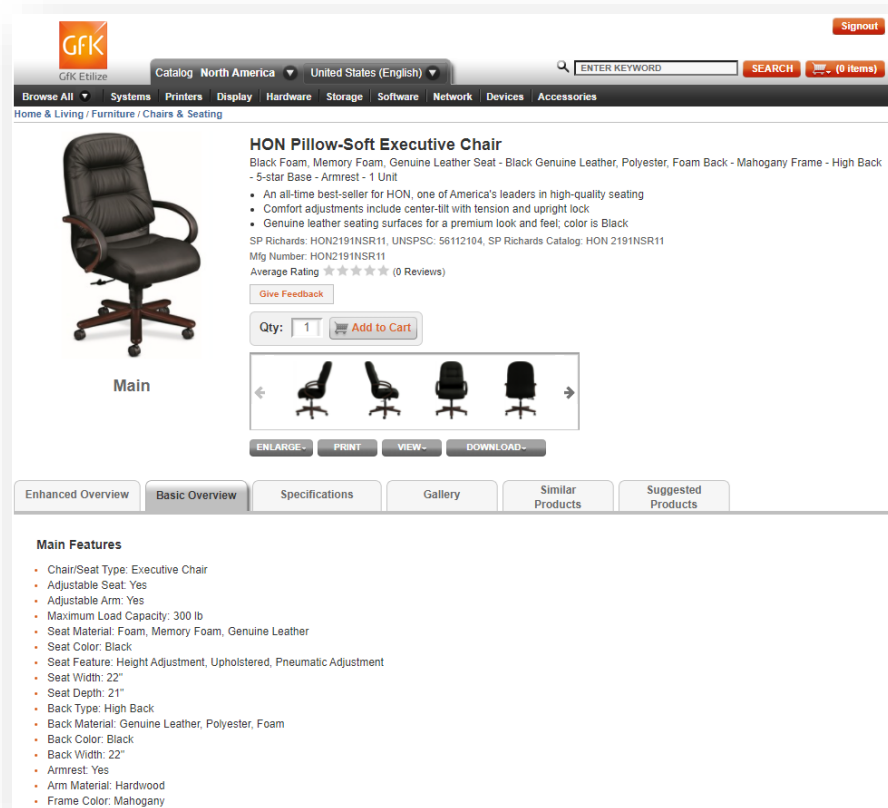
What is product content?

Includes:

- Product Line, Series, Model, Type
- UPC/MPN/ EAN
- Manufacturer Links Distributor & Vendor SKU

Product Images
Up to 3,000px

Product Description
Includes MPN/ UPC/EAN

Basic Attributes
Key Product Information

Package Contents What's in the box
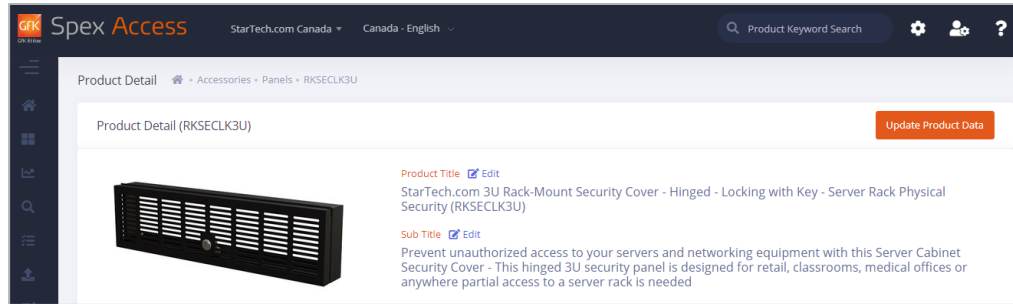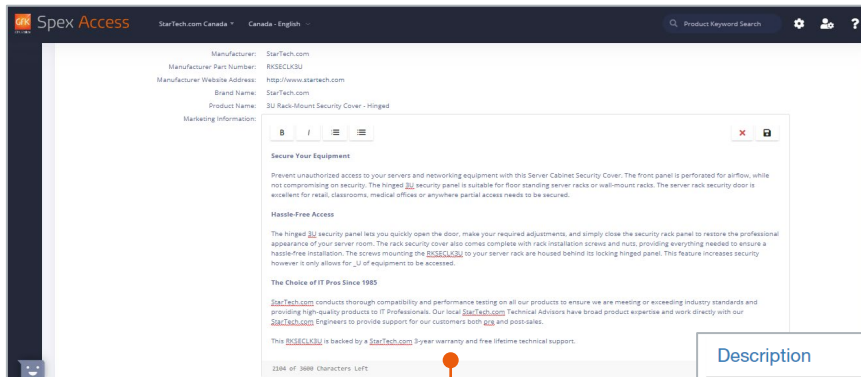
Marketing Text
Short Selling Description

Poll #3

Product Titles

- Ability to manage product titles through SpexAccess

- Editing titles to make them SEO friendly

- Edit product-by-product or through bulk edit feature

- Currently syndicated to Ingram Micro globally as Product Title and subtitle combined (old and new UI)
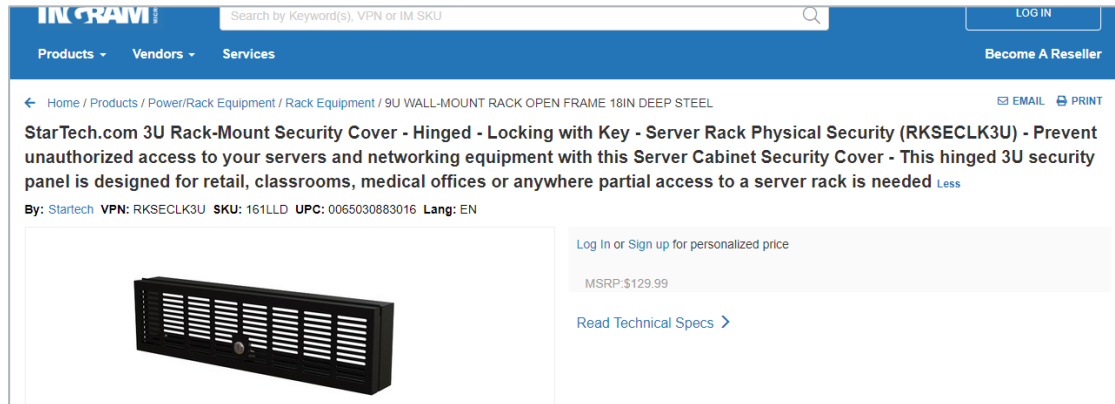
Marketing Information

- Ability to manage marketing information through SpexAccess

- Editing marketing info to make them SEO friendly

- Edit product-by-product or through bulk edit feature

Feature Benefit Bullets
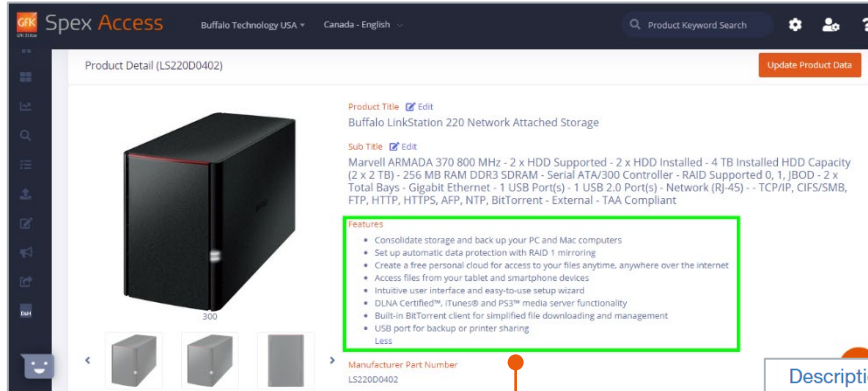
- Ability to manage feature bullets through SpexAccess

- Editing features to make them SEO friendly

- Edit product-by-product or through bulk edit feature

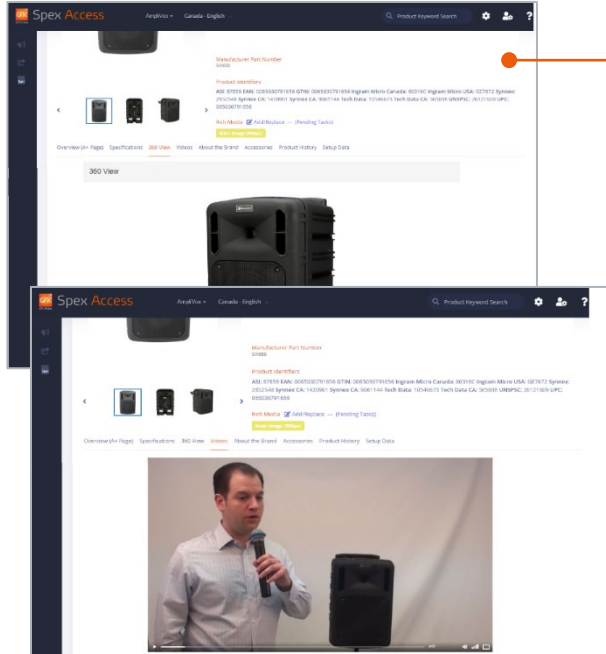# 360 Product Spins and Videos

- Ability to create/upload and manage 360 spin product views and videos on SpexAccess

- Increase product hits and sales
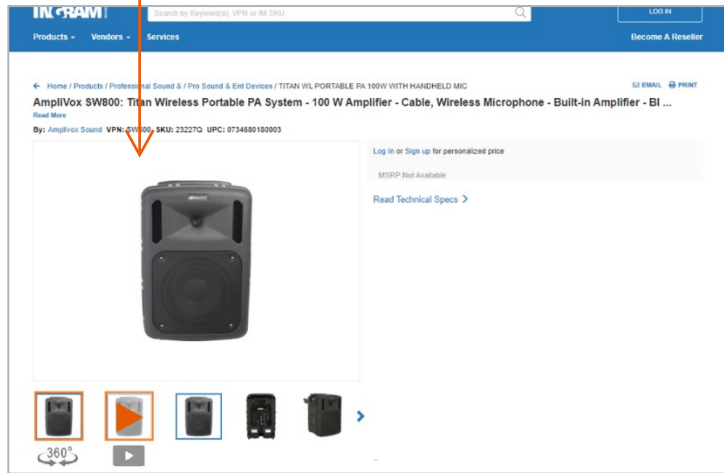
Create/manage A+ rich media content
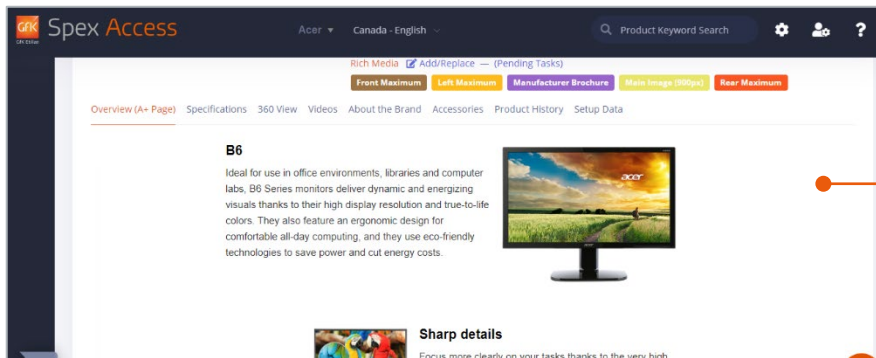
Poll #4

Why product content matters for your business

Product content enables **increased sales** of goods and services

How much?

Rich product content **increases sales conversions between 12-36%**

83% of people are searching for a **seamless website experience**

According to Amazon, **Basic A+ results in an 5.6% sales lift** and **Premium A+ drives an average of a 20.2% sales to lift**

Engagement rates will increase by 28% if you invest in professionally written content

Video content is **50 times more likely to drive organic search**

Etilize data directly improves **50% of the most important factors in On-Page SEO**

Why product content matters for your business

Retailer or VAR

Full product data including images/rich content will enable buyers to make purchases on your site

Search Filters

Selected Search Filter(s):

No Filters Selected.

Keyword Filter

UPDATE

Category Filter

Chairs & Seating (32597)
Furniture Collection (20246)
Tables & Desks (17718)
Armoires & Cabinets (6725)
Racks & Organizers (6531)
VIEW ALL»

Manufacturers

3M (34)
4D Concepts (30)
5 Star (5)
9 to 5 Seating (1247)
A&B HOME Group, Inc (1)
A+ ChildSupply, Inc (3)
A-America (28)
A.A. Importing Company, Inc (34)
A.C. Furniture Co., Inc (365)
A.M.B. Furniture and Design, LLC (3)
A.R.T Furniture (2)
Aarco Products, Inc (10)
Abbyson Living (47)
ABC Compounding (1)

Search Results for: **furniture** - 92676 Found

Viewing Results: 1 - 10 Of 92676   << | Previous | 1 | 2 | 3 | 4 | 5 | Next | >>

Sort Results By: Best Match   Results Per Page: 10

COMPARE   **Product Details**   **Quantity**

DMi Governor's Collection Mahogany Furniture
72" x 21" x 30" - File Drawer(s) - Single Pedestal on Left Side - Mitered Edge - Material: Hardwood Base, Wood, Veneer Edge, Metal Slide - Finish: Mahogany, High Pressure Laminate (HPL) Surface
SP Richards Old: DMI7350581, UNSPSC: 56101701, UPC: 095385814328, GTIN: 0095385814328, EAN: 0095385814328
Mfg Number: 40073500581
★ ★ ★ ★ ★ (0 Review)
High Resolution Image
1

DMi Governor's Collection Mahogany Furniture - 1-Drawer
1 - Material: Wood - Finish: High Pressure Laminate (HPL) Surface, Mahogany
SP Richards Old: DMI735088, UNSPSC: 56101703, UPC: 095385027469, GTIN: 0095385027469, EAN: 0095385027469
Mfg Number: 40073500088
★ ★ ★ ★ ★ (0 Review)
Line-Art
1

DMi Governor's Collection Mahogany Furniture Hutch
66" x 13" x 46" - 4 Shelve(s) - Mitered Edge - Material: Wood - Finish: Mahogany, High Pressure Laminate (HPL) Surface
SP Richards Old: DMI735062, UNSPSC: 56101716, UPC: 095385022518, GTIN: 0095385022518, EAN: 0095385022518
Mfg Number: 40073500062
★ ★ ★ ★ ★ (0 Review)
High Resolution Image   Line-Art
1

Why product content matters for your business

Retailer or VAR

Full product data including images/rich content will enable buyers to make purchases on your site
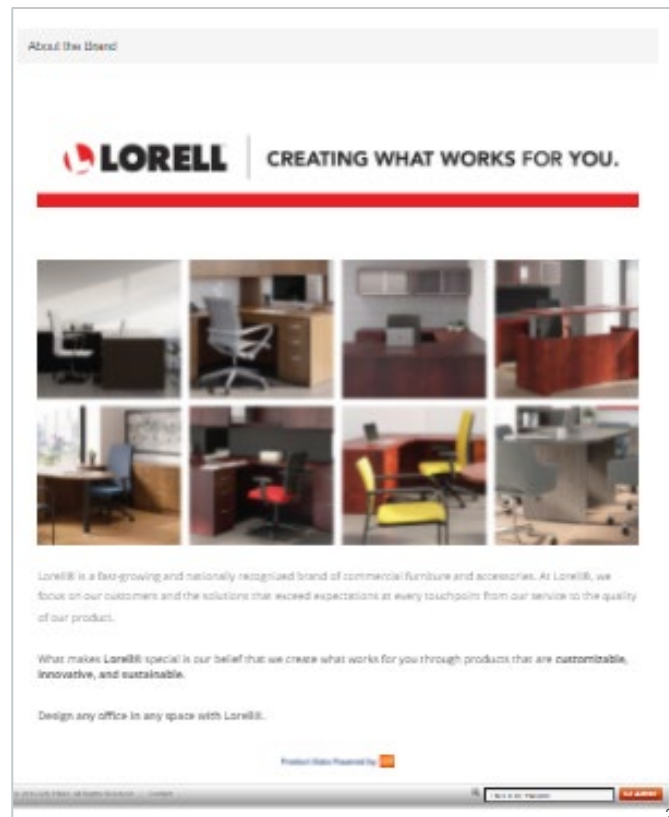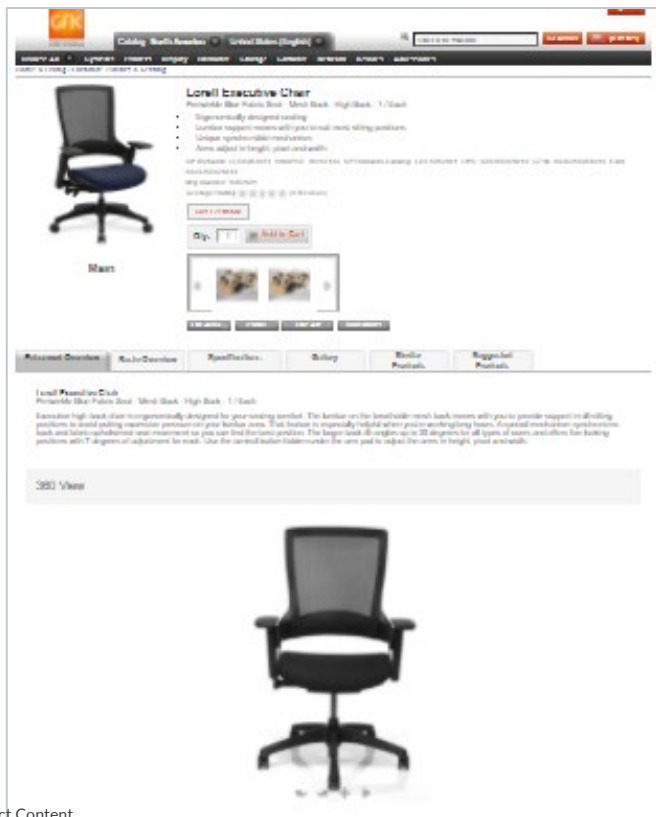
Why product content matters for your business

Manufacturers

Full product content is a necessity for B2B and B2C sales
It is your competitive edge

HON Volt Chair
Black Seat - Black Fabric Back - Black Frame - Low Back - 5-star Base - Black
SPRC: HON5703GA10T, SP Richards: HON5703GA10T, UNSPSC: 56112102, SP Richards
Catalog: HON 5703GA10T, UPC: 818238395184, UPC: 887146252261, SPRC Catalog:
HON 5703GA10T, SPRC Old: HON5703GA10, GTIN: 0818238395184, GTIN:
0887146252261, EAN: 0818238395184, EAN: 0887146252261
Mfg Number: HON5703GA10T

HON Foundation Round Conference Table
29.5" x 48" - Material: Thermofused Laminate (TFL) - Finish: Mahogany
SPRC: HONLMC48DN, SP Richards: HONLMC48DN, UNSPSC: 56101706, SP Richards
Catalog: HON LMC48DN, UPC: 191734881178, UPC: 818237969904, UPC:
818242607297, SPRC Catalog: HON LMC48DN, GTIN: 0191734881178, GTIN:
0818237969904, GTIN: 0818242607297, EAN: 0191734881178, EAN:
0818237969904, EAN: 0818242607297
Mfg Number: LMC48DN

**Clover Technologies Remanufactured Toner Cartridge - Alternative for HP,
Troy, C.Itoh 61A, 61X - Black**
Laser - Extended Yield - 15000 Pages
Synnex CA: 4740030, UNSPSC: 44103103
Mfg Number: 200160P

Questions

Please put your questions in the chat window

Contacts

Lloyd Wood
Sales Director, North America

657-217-1738
Lloyd.Wood@GfK.com

Brian Hayes
Sr Enterprise Account Manager

617-682-5515
Brian.Hayes@GfK.com

Mike Tucker
IOPFDA Executive Director

410-493-9491
MikeT@ISSA.com

Thank you!