



# 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



Brian Hayes

Sr Enterprise Account Manager





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# 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

GfK





# Who is 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



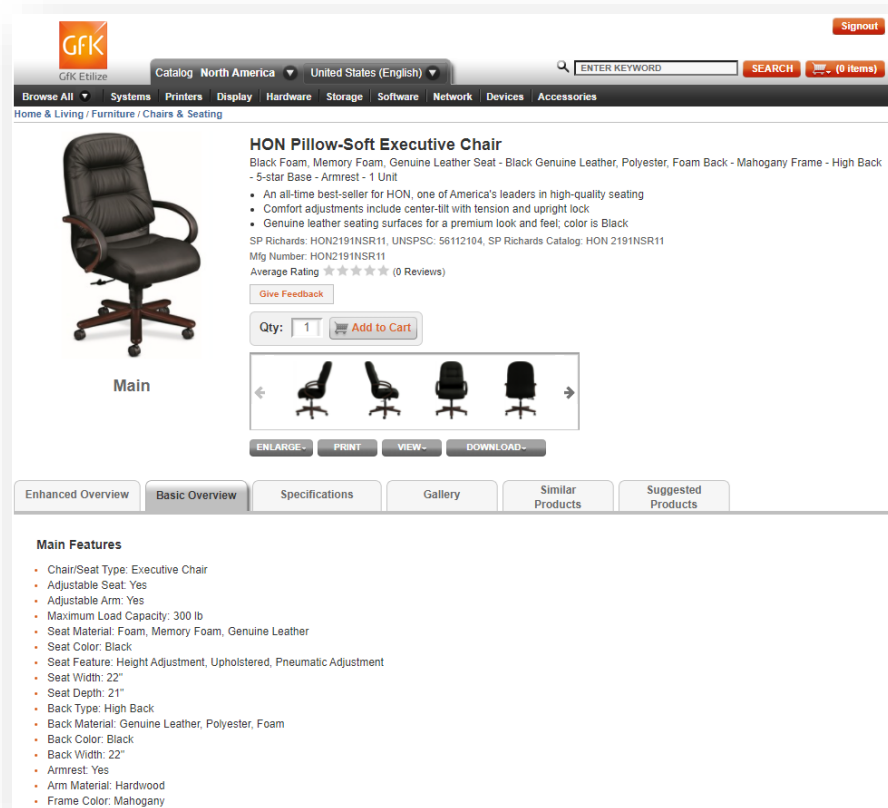
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## Poll #2



# What is product content?

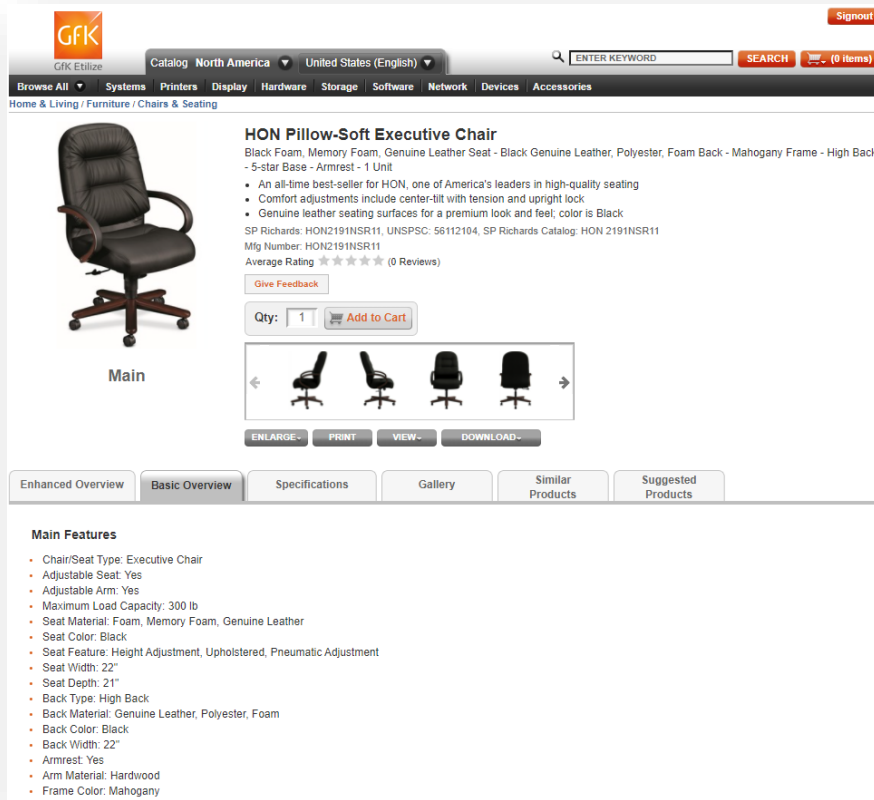
Product content is more than specs and pictures. It's **communicating value to prospective buyers**, and it is crucial to making a sale



# 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

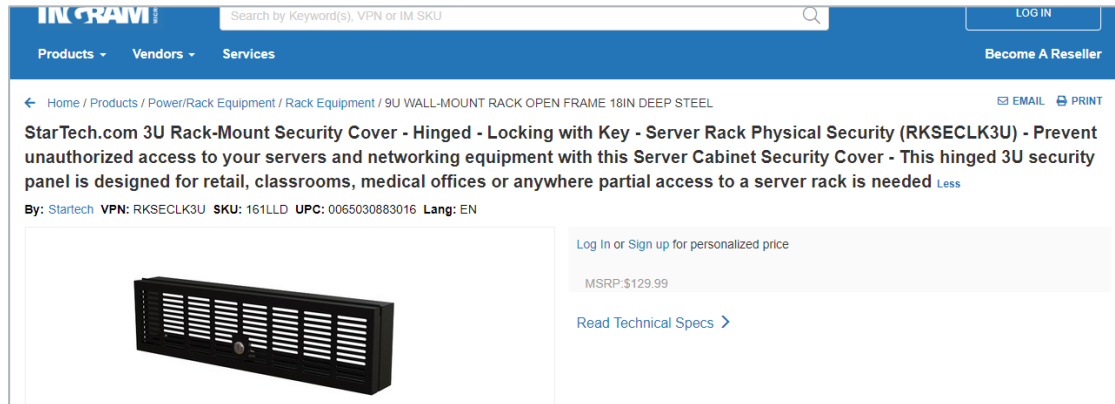
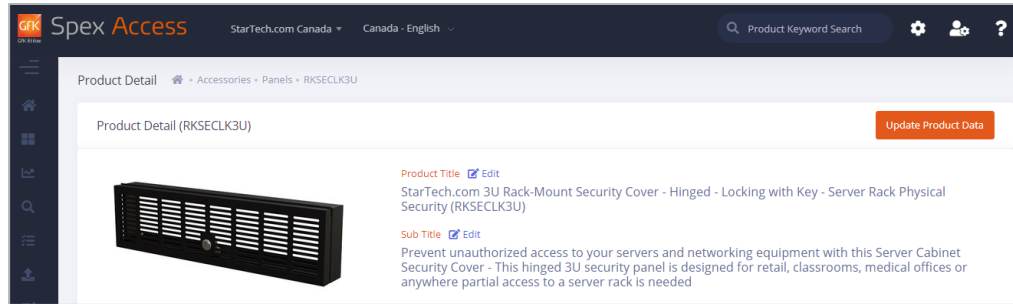


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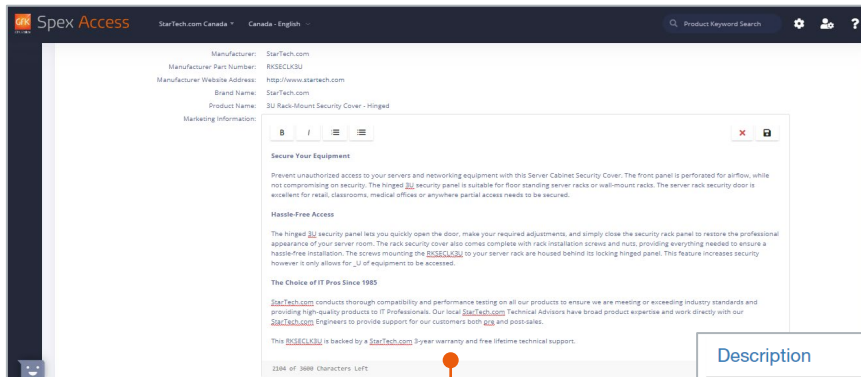
# Poll #3

# 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

### Description

#### Secure Your Equipment

Prevent unauthorized access to your servers and networking equipment with this Server Cabinet Security Cover. The front panel is perforated for airflow, while not compromising on security. The hinged 3U security panel is suitable for floor standing server racks or wall-mount racks. The server rack security door is excellent for retail, classrooms, medical offices or anywhere partial access needs to be secured.

#### Hassle-Free Access

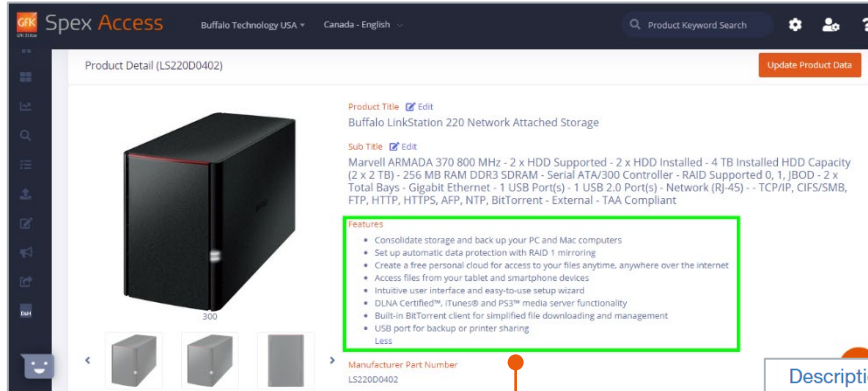
The hinged 3U security panel lets you quickly open the door, make your required adjustments, and simply close the security rack panel to restore the professional appearance of your server room. The rack security cover also comes complete with rack installation screws and nuts, providing everything needed to ensure a hassle-free installation. The screws mounting the RKSECLK3U to your server rack are housed behind its locking hinged panel. This feature increases security however it only allows for \_U\_ of equipment to be accessed.

#### The Choice of IT Pros Since 1985

StarTech.com conducts thorough compatibility and performance testing on all our products to ensure we are meeting or exceeding industry standards and providing high-quality products to IT Professionals. Our local StarTech.com Technical Advisors have broad product expertise and work directly with our StarTech.com Engineers to provide support for our customers both pre and post-sales.

This RKSECLK3U is backed by a StarTech.com 3-year warranty and free lifetime technical support.

# 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

## Description

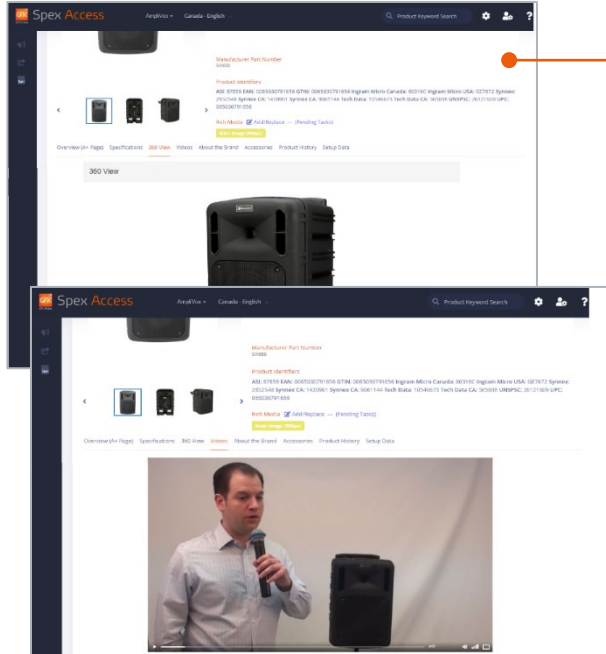
Buffalo's LinkStation 220 provides easy to use shared storage and backup for all PC and Mac computers, tablets and smartphones on your home network with the security of RAID data protection. Simply connect it to your wireless router for access anywhere in your home.

While on the go, Buffalo's WebAccess service allows you to create a free personal cloud for easy remote access anytime, anywhere over the Internet, and even on your iPhone, iPad and Android devices. With LinkStation 220, you can back up multiple computers simultaneously and enjoy uninterrupted access to terabytes of storage anytime, anywhere.

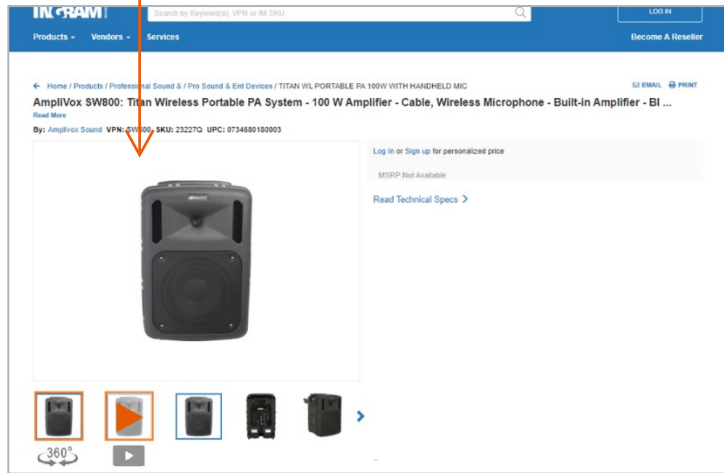
- Consolidate storage and back up your PC and Mac computers
- Set up automatic data protection with RAID 1 mirroring
- Create a free personal cloud for access to your files anytime, anywhere over the internet
- Access files from your tablet and smartphone devices
- Intuitive user interface and easy-to-use setup wizard
- DLNA Certified™, iTunes® and PS3™ media server functionality
- Built-in BitTorrent client for simplified file downloading and management
- USB port for backup or printer sharing



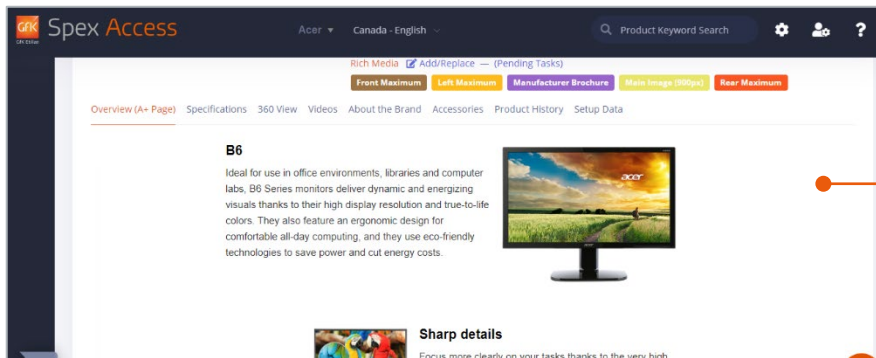
# 360 Product Spins and Videos



- 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





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# 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%**



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



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



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



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**



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

Category Filter

Manufacturers

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

Viewing Results: 1 - 10 Of 92676

Sort Results By: Best Match

Results Per Page: 10

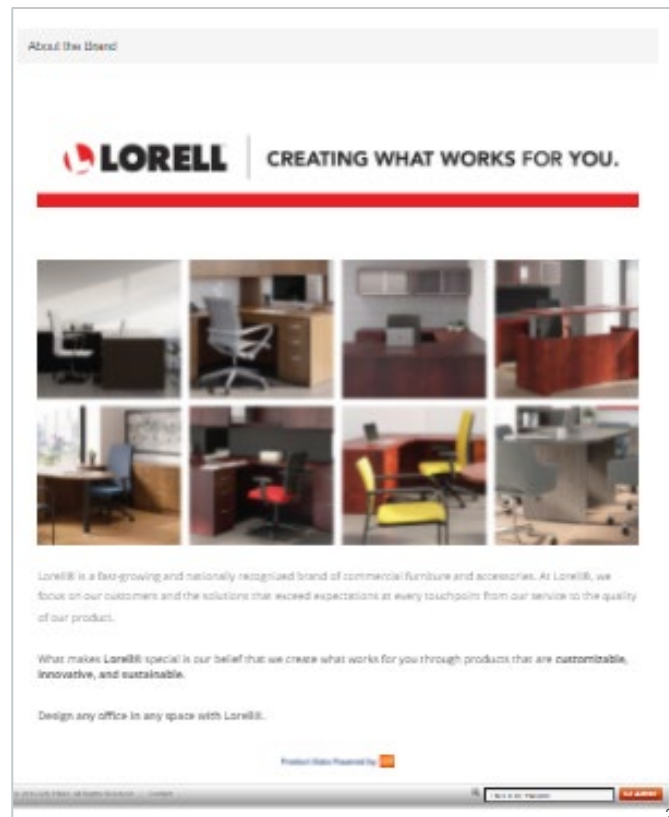
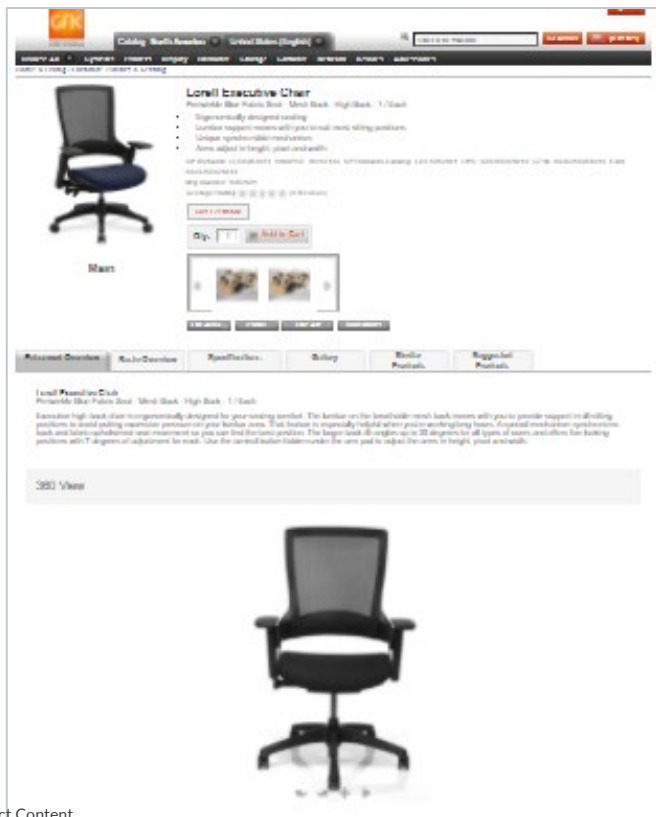
COMPARE

	Product Details	Quantity
<input type="checkbox"/>	<b>DMi Governor's Collection Mahogany Furniture</b> 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
<input type="checkbox"/>	<b>DMi Governor's Collection Mahogany Furniture - 1-Drawer</b> 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
<input type="checkbox"/>	<b>DMi Governor's Collection Mahogany Furniture Hutch</b> 66" x 13" x 46" - 4 Shelf(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  
Sunnex CA: 4740030, UNSPSC: 44103103  
Mfg Number: 200160P

# Questions

Please put your questions in  
the chat window



# Contacts



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Thank you!