How E-Commerce Ready Is Your Product Content?

Most people do online research and compare different options and start their product searches online, with over 65% of consumers conducting online product research before stepping foot in a store. The need for optimized, accurate and complete product content on the digital shelf is critical to driving sales and protecting brand equity with consumers and partners.

Today people gather information about products from multiple sources. Commerce, social media, mobile and in-store are becoming distinctions without a difference and product content is the core of this omni-channel experience.

Higher Conversion Rates

Drive Sales

Boost Brand Loyalty

From discovery to decision making, product content is the driver of every shopper's journey. Consumers expect rich and trusted product content on all channels to compare choices. If product content is incomplete or missing, they ultimately will lose the confidence to make a purchase.

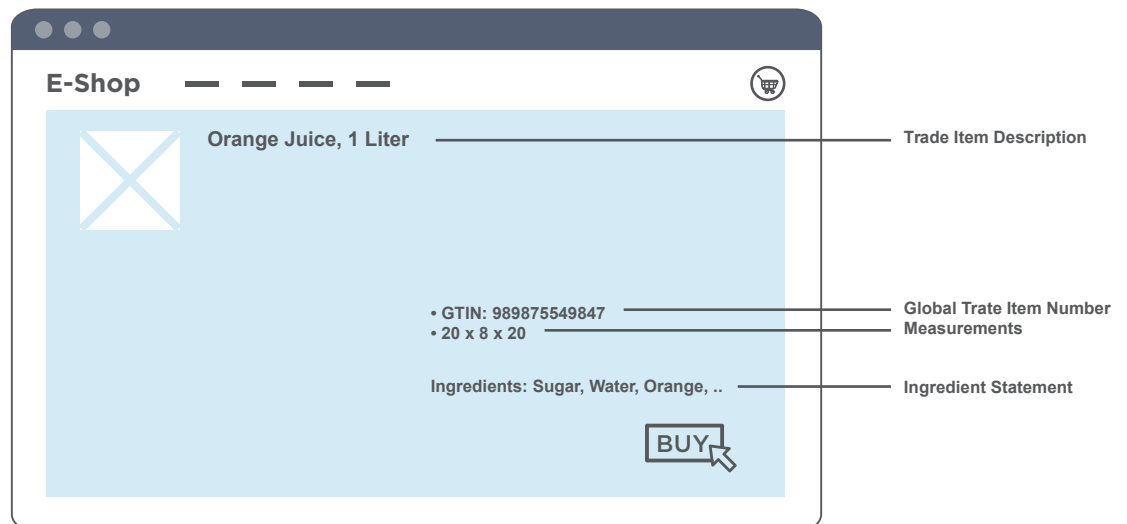## Top E-Commerce Attributes To Drive Discovery, Conversion And Brand Loyalty

The steady rise in e-commerce sales combined with an ever growing demand for rich product content from consumers forces suppliers and retailers alike to get on top of B2C product content! Brand owners should take back control of their brands by paying close attention to the quality of their web ready content and their online distribution methods.

By ensuring content is curated and distributed effectively, 1WorldSync works with brands and retailers to ensure a consistent experience on all channels and that the product content is accurate, timely and relevant.

In collaboration with leading international e-tailers, (such as Walmart and Kroger) and data analysts, we identified the top B2C attributes that make the difference in online-sales. Those key attributes make your products more discoverable, increase your conversion rates and achieve better brand loyalty.

1WorldSync has summarized all of these relevant attributes under one cluster, the top attributes to focus on, which support optimal e-commerce product page listings. As a 1WorldSync customer you can add these attributes and drastically improve your performance free of charge!

Mobile Product Site And Top E-Commerce Attributes

Mobile Site Without Top E-Commerce Attributes ➜ Poor Conversion Rates

E-Shop

Orange Juice, 1 Liter — Trade Item Description

• GTIN: 989875549847 — Global Trate Item Number
• 20 x 8 x 20 — Measurements

Ingredients: Sugar, Water, Orange, .. — Ingredient Statement

BUY

Mobile Site With Top E-Commerce Attributes ➜ Excellent Conversion Rates

E-Shop

Orange Juice, 1 Liter ──── Trade Item Description

✔ Best Natural Juice Available   ✔ Recyclable Bottle

✔ No Preservatives   ✔ Organic ──── Trade Item Benefits **1**

5 Product Image

6 Additional Images / Digital Assets

3 Trade Item Marketing Message ──── This Juice Is The Best Juice You Will Ever Drink!

• GTIN: 989875549847 ──── Global Trate Item Number Measurements
• 20 x 8 x 20

Preparation ──── Preparation: Pour & Enjoy!

Ingredients: Sugar, Water, Orange, .. ──── Ingredient Statement **2**

4 Trade Item Key Words ──── x Orange juice   x Orange   x Bottle   x Juice

BUY

The product description should be a detailed, clear, not abbreviated and complete product description of the product. Likewise, further dimensions of the content can be given here as well. It serves to unique-ly identify the product with its characteristic features as the title in an online shop for the consumer. To create a meaningful and detailed product description, it should be a combination of brand name, short description, functional name and content information. E.g.: Soe's Farmers Freshly Orange Juice 1 liter

The feature and benefit attribute is used to indicate the main product benefit and character of the prod-uct. They should be filled with short formulated sentences to be used for marketing purposes. They should describe the the main advantages of the product and characterise the product in short keywords. The feature and benefit will help the consumer to differentiate the product from similar one, e.g. from the competitor. An excellent example for a hand lotion would be:

- **Moisturizing panthenol regenerates the skin and has a smoothing effect.**
- **The light texture is easy to spread and absorbs quickly.**
- **The scent of jasmine spoils the senses.**
- **Mostly used in beauty salons all over the world.**

The key words are catchphrases which are search keys used by the consumer to find a special product in a webshop. Key words are defined as words that help the consumer to index product content. In case the consumer wants to buy very thin, often round piece of fried potato, with a flavor added he/she will use the key word "Chips". In case the chips are unflavored, he/she will use the key words "natural" or "natu-rally". If the portion is smaller, he/she will search for "100 g". This example shows that key words are very important for the consumer to find the right product which is suitable for his/her personal needs. If they key words are appropriately determined, it is easier for customers to match and connect them with their personal benefits.

#	Name	Definition
1	Feature and Benefits	Element for consumer facing marketing content to describe the key features or benefits of the style suitable for display purposes.
2	Ingredient Statements	Information on the constituent ingredient makeup of the product specified as one string for food and non-food items.
3	Marketing Message (Romance Copy)	Marketing message associated to the Trade item.
4	Key Words	Words or phrases that enables web search engines to find trade items on the internet for example Orange Juice, Pack of 12, Bottle
5	Product Images	The type of file that is being referenced for example product image. In case of a product image possible links would be: • PRODUCT_IMAGE • 360_DEGREE_IMAGE • MOBILE_DEVICE_IMAGE
6	Additional Images and Digital Assets	The type of file that is being referenced for. Examples would be: • SAFETY_DATA_SHEET • ZOOM_VIEW • VIDEO • WARRANTY_INFORMATION

Discover 1WorldSync: Experts In Product Content

Are you only providing one or two description attributes and want to know why you should provide more? Is your brand or reputation at risk because of non-compliant or misrepresented product?
By incorporating these attributes as a fully integrated component of your retail experience as a best practice, you can effectively achieve:

• Higher conversion rates with a clear understanding of what resonates with and retains your customers.
• Products and experiences that boost brand loyalty and drive sales

One of the most common product content challenges that can slow down a consumer's product information journey involves leveraging the supply chain content you already have for e-commerce requirements.

Enabling more than 25,000 global brands in 60+ countries, 1WorldSync understands that no matter where you conduct business, trusted content and data quality are essential. We can support you in getting your content 'web-ready'!

About 1WorldSync

1WorldSync™ is the leading provider of product content solutions, enabling more than 25,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers, empowering intelligent choices for purchases, wellness, and lifestyle decisions. Through its technology platform and expert services, 1WorldSync provides solutions that meet the diverse needs of the industry. 1WorldSync is the only product content network provider and GDSN Data Pool to achieve ISO Certification 27001. For more information, please visit www.1worldsync.com.