

SALSIFY | eBook

THE BEST PDPS: Household and Cleaning Essentials

Enhanced content has a different name with different retailers. While each retailer uses enhanced content differently, **consumers are more likely to purchase when enhanced content** exists on the a product detail page (PDP).

BUT brands don't need to go through the labour-intensive process to accommodate each retailer's requirements. With Salsify's Enhanced Content capabilities, brands can create comparison charts, image galleries and carousels, videos, editorialised storytelling, and more for multiple products at scale.

Templates enable brands to create these enhanced forms of content at scale. Then, using activation, send the content across their top retailers from a single, integrated platform.

For household and cleaning essentials manufacturers, product uses and critical features won't change from one retailer shopping audience to another. Winning PDPs use a variety of image- and icon- heavy content to sell their products and tell their brand story on the digital shelf.



1. Method

Born in 2001, the green, design-focused home cleaners went from being sold in a single store to a global brand featuring more than 60 products. The Method landing page features a colorful branded image and copy to let consumers know they've reached the right place. But take a look at the difference between their [PDP on Walmart in the U.S.](#) and their [Sainsbury's PDP](#). Walmart enables the brand to input more enriched content to capture consumer attention.

Load Image Galleries With Helpful Tips, Tricks, and Essential Features

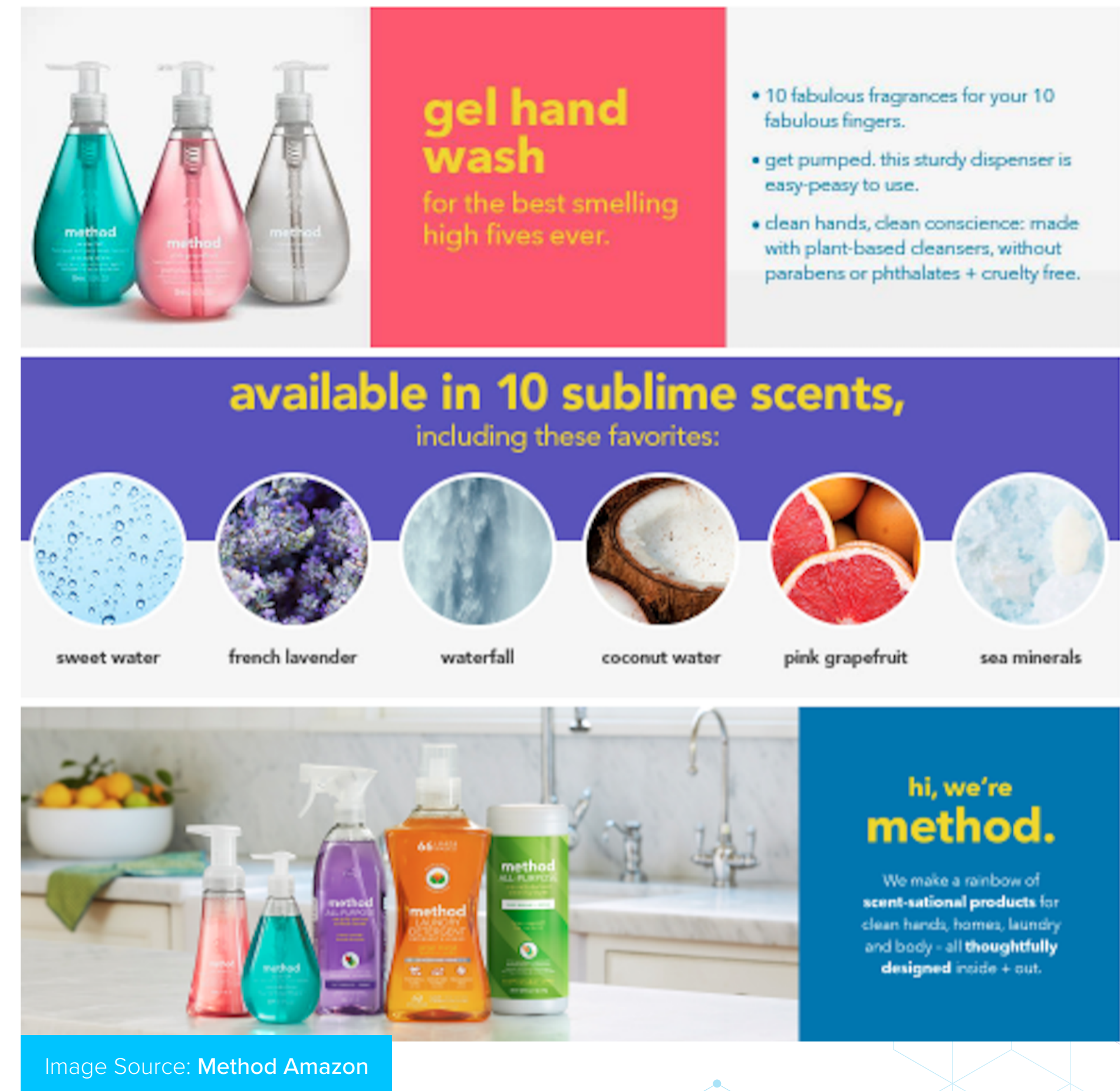
VImage galleries are an engaging and visual use of enhanced content space. Be sure that each piece of content is maximised. Utilise information-rich details in lieu of short, quippy lines to equip consumers with the most relevant and necessary information.

- 📶 **Better:** Image galleries with single copy lines
- 📶 **Best:** Image galleries filled with informative, helpful product details.

Introduce Consumers to Brand Values

Method makes use of enhanced content to discuss their values and how the products are created and designed with the environment in mind. The brand highlights their Platinum LEED and Platinum TRUE certifications for zero waste soap factories.

- 📶 **Better:** Reiterating the brand tagline.
- 📶 **Best:** Diving deeper into the core values and community that consumers may be interested in.



Showcase a Balanced Combination of Brand and Product Information

Too much brand information won't give enough information about the products themselves. Too much information about the product limits cross-selling and brand-building opportunities. Balanced, consistent product content is vital.

- ⬆ **Better:** Brand- or product-focused content.
- ⬆ **Best:** An even distribution of product information and brand values that address the consumer's needs.

2. Clorox

Just because you may be a household name does not exempt brands from needing to maximise real estate on the PDP. Clorox utilises extra product storytelling exposure on its PDP and uses the space to communicate and build confidence in consumers.

Double-Expose New Catalogue Offerings While Highlighting Differentiators

When introducing a new product line to consumers, PDPs help explain the patented or proprietary technology behind the product line. Talk about the effectiveness as Clorox does: "Cleans 2x better than a brush" and "Rust, calcium, and limescale stains are no match for Clorox ToiletWand."

- ⬆ **Better:** Use the space as a branded ad
- ⬆ **Best:** Teach consumers about the differentiating features in your products



Try our top-rated toilet wand today



Image Source: Clorox Amazon

Inspire Consumers Using a Visual Product Overview

Front-load shoppers with ideas on where and how they can use the product. A visual product overview, including images and corresponding copy, explains the effectiveness, uses, properties, and benefits of the prodcut. Grab the attention of the consumers and make learning about the product quick and easy.

- ⬆ **Better:** Plenty of bullets describing features
- ⬆ **Best:** Plenty of bullets describing features


Visually Outline Step-By-Step Product Instruction

When describing the ToiletWand, the brand makes an otherwise simple product seem powerful and multi-faceted by outlining its uses and properties. The brand simultaneously highlights how the product is preloaded with the cleaner to make scrubbing the toilet rim, clearing bowl stains, and deodorising more intereseting and necessary.

- ⬆ **Better:** Listing product how-to's
- ⬆ **Best:** How-to videos and image galleries

3. SC Johnson

Global manufacturer SC Johnson’s landing page on Amazon is proof that branding can be simple and impactful at the same time. With a clear, telling tagline and image, consumers shopping for high-quality cleaning products are already enticed to want to know more.



	Shout Triple Acting	Shout Advanced Action Gel	Shout Advanced Ultra Concentrated Gel Brush	Shout Advanced Grease Busting Foam	Shout Free	Shout Wipe & Go
Description	Triple-acting laundry stain remover for a wide range of everyday stains	Super-concentrated gel for difficult set-in laundry stain removal	Ultra-concentrated gel for the toughest set-in laundry stain scrubbing	Stain lifting foam specifically designed for removing grease & oil stains	Laundry stain remover without any added dyes or fragrances, gentle on baby's clothes	Individually packaged instant stain removing wipes for on-the-go
Tough on stains, but gentle on fabric	✓	✓	✓	✓	✓	✓

Image Source: Shout Amazon

Proactively Answer Consumer Questions

When going through the product details, consumers often have questions. Many will ask these questions in the Q&A section at the bottom of Amazon's PDPs. Brands should review this section often and include some of the most frequently asked questions in their enhanced content. SC Johnson's brand Shout does this well by highlighting a common question, "what can I use this product on?"

- ⬆ **Better:** Think like a consumer and answering questions before they're asked
- ⬆ **Best:** Referencing "Customer Questions and Answers" section for common questions and optimising content with those answers

Help Consumers Decide With Comparison Charts

Products within your brand's catalogue can have the smallest of differences in details. Consumers may not be able to discern which product may be the best for their cleaning needs. Do the work for them and list out the benefits and uses of at least six or more features in a comparison chart.

- ⬆ **Better:** Comparison charts from retailers
- ⬆ **Best:** Comparison charts consisting of your own brand products

Design Easily Understandable Icons for Faster Scanning of Product Information

Consumers are doing their research quickly. Speed up their journey even more by designing iconography to describe your product features and formulas. According to a Salsify 2020 consumer research report, if consumers need to search for product information, 58% won't convert..

- ⬆ **Better:** List features in bullet form
- ⬆ **Best:** Reiterate those features using instantly-recognisable icons



With Salsify enhanced content, brands can create the best, most engaging product content that excites and delights on the digital shelf.

To learn more about Salsify enhanced content, [visit our solution page here.](#)