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# How to Power-Up Your Product Detail Pages to Win on Best Buy

Essential Steps to Excel With One of the Top Online Retailers

## A Digital-First Approach to Best Buy

Best Buy remains one of the most influential players in the digital marketplace today. According to the top-10 online retailer, domestic online revenue grew almost 90% to a record \$6.7 billion in Q4 of FY 2021. For the full year, Best Buy earned online sales of \$18.67 billion in FY 2021, up 144% from \$7.65 billion in FY 2020.

Best Buy's digital-first approach and customer-obsessed strategy is a driving factor in its success. The company plans to continue investing in this effort to carefully meet the growing sophistication and expectations of its consumers.

Is your brand doing all it can to stay well-positioned amid this rapid growth in sales and traffic? Digital shelf experts discussed best practices for brands looking to stand out online with the electronics giant.

## Meet the Experts

Experts from Best Buy and Salsify explore the hurdles faced by brands on the digital shelf, the best ways for your business to meet (or exceed) your customer's expectations at Best Buy, as well as some actionable items your marketing team can start working on today.

You can also watch their full take in our on-demand webinar, "[How to Increase Sales With High-Quality Product Content.](#)"

### Lisa Naughton

Sr. Manager, Enterprise Product Management, Best Buy

### Nikki Mattison

Senior Retail Account Manager, Salsify

## What Do Customers Need Before They Buy?

Customers need information. Whether looking for the perfect color, the right size, or feature compatibility, customers along all points of the sales funnel need reliable information to ultimately convert.

Without reliable, thorough information, brands lose sales. Salsify's "2021 Consumer Research" Report found that 31% of consumers say "not enough information or details provided" is the top reason that they didn't buy a product online.

In contrast, the same study found that 51% of customers report they were "very likely to buy" a product when personally relevant images, video, and copy were included on the product detail page (PDP).

## What's Inside?

- ✓ What Do Customers Need Before They Buy?
- ✓ Meeting Your Customers' Expectations on the Best Buy Platform
- ✓ Get Started With An Action Plan

## Meeting Your Customers' Expectations on the Best Buy Platform

Providing extensive information about your products is one thing, but what kind of information converts Best Buy customers?

"It's important to know that Best Buy's strategy continues to be: 'customer-obsessed, and digital-first,'" Naughton says. "Product information is a must. Accurate and complete information is really what we're striving toward."

Many of her recommendations aim to empower customers throughout their shopping experience and provide them with all the information they need to make the right purchase with confidence.

### Go Visual or Go Home

Product detail pages with multiple types of images can drive a tremendous amount of engagement, Naughton says. Allowing customers to see your product from all angles and in various contexts fosters authenticity. This helps consumers determine if your offer is really right for them.

When possible, always strive to include video content too. "Product detail pages with videos increase engagement and convert 20 plus basis points [BPS] better than those without," she says, adding that she felt that figure was "probably low."

"We know that customers want to watch videos over reading content," she says. "The more you can do to get videos on your PDP ... it's more than just converting, it's a better way for the customers to engage with the product."

### Upload Manuals and Other Support Guides

Another request found in the company's product data standards: PDPs should include manuals, setup guides, or other published materials they may need to enjoy, set up, or use features of your product.

Naughton strongly recommends that brands upload this type of information with any new product on the site as well as retroactively to any existing PDPs.

### Provide as Much Specs Information as Possible

Some Best Buy product pages ask manufacturers for as many as 300 different data points — everything ranging from size, weight, features, colors, and more.

Naughton recognizes that some of these questions can be difficult to fully answer, but notes that brands who take the time to fill them out often see an increase in customer trust — and conversions — on the site.

These data points allow customers to access comparison charts, navigation facets, configurations, compatible recommendations, and more.

"The ability to understand all of the details of what your product has to offer is really what the customer is looking for," she says.

## Get Started With an Action Plan

Managing an engaging set of PDPs across multiple channels isn't easy — it's one way that Salsify's syndication powers are a must-have for brands tackling the challenges of the digital shelf.

Naughton suggests two immediate action items for brands trying to improve their presence on Best Buy's platform:

- ✓ Ensure that all of your PDPs have enhanced content;
- ✓ Send your most up-to-date product data to the site.

"The quality and quantity of content is now just table stakes," Naughton says. "How you can improve it and how you can really get your story across ... is where it can start to take off."

Want to learn more about how enhanced content practices can help your brand succeed at Best Buy? Request a guided demo of the Salsify platform to see how it can help you power up your product page strategy and build best-selling product pages.

**Request Demo** →



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