

SALSIFY | eBook

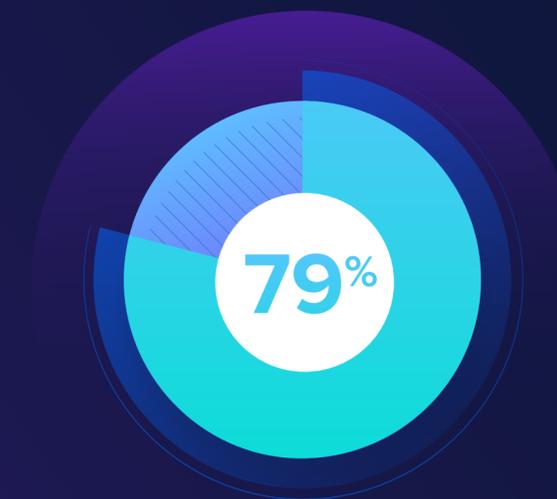
# THE BEST PDPS: Home Goods and Furniture Brands

Furniture and home goods brands must take additional considerations when setting up a product detail page (PDP). Consumers consider purchases within these categories as “high-involvement purchases,” given that **shoppers go through a multi-stage process** to gather detailed information about each product. With high average prices, consumers must be sure that they are getting the products they desire.

**While shoppers in the packaged food or personal hygiene categories may stop after reading a short product description, furniture and home goods shoppers have a long list of questions:**

- ⬆ What are the dimensions of the product and will it fit in my home?
- ⬆ How will it look in my home?
- ⬆ Does it match my personal style?
- ⬆ How does the product work?
- ⬆ Does this product have special features?
- ⬆ How much does it cost?

Problems with product content keep 79% of shoppers from making a purchase, according to the **Salsify 2020 Consumer Research Report** — with 58% pointing specifically to a lack of information and details. Engaging product content delivers the best shopping experiences for shoppers in the furniture and home goods category. Brands can find increased conversions and give shoppers the information they need to trust the purchase.



**79% of shoppers** have not purchased a product due to a problem with product content

## 3 Winning Furniture and Home Goods Brands

Winning PDPs require consistent product information across channels, an understanding of your target audience, and engaging enhanced content. Three furniture and home goods brands have been nailing it on these winning product pages, highlighting important best practices for creating engaging online content.

### 1. Libbey

International glassware brand Libbey uses its [Amazon landing page](#) to show its expansive product catalogue. Not all shoppers know precisely what they want to purchase and need help through the shopping journey. This information is essential to expanding the consumer understanding of how to use the products. When shoppers are on the lookout for skincare products, the shopper is usually looking for two pieces of information:

#### Use Video to Share Essential Details

Videos can help amplify the consumer experience and engage shoppers on the PDP longer. But ensure that your brand uses this space and time wisely. Videos are helpful when they provide key points about why the brand is high-quality. However, a video explaining and showing how to use, style, clean, and assemble the product is even better. [Libbey uses video](#) to capture the elegance and style of their products.

- 📌 **Better:** Branded videos
- 📌 **Best:** Product-specific, how-to videos on style, assembly, or maintenance



## Implement Graphics and Icons to Aid Product Research

Easy-to-see and understand icons with attributes help consumers digest product information and features faster than entirely copy driven PDPs.

- 🔹 **Better:** Product detail bullet points
- 🔹 **Best:** Digestible icons and product detail bullet points

## Include Comparison Charts

Take out the need for consumers to flip back and forth between multiple tabs, browsers, or devices by including comparison charts. Make the shopping experience a bit easier by including a chart that compares products within your own catalogue.

Tailor the chart features to your category. For some products, size specifications, end-use, included items, materials, and product weight are all important attributes. When it comes to furniture, you could also include their decor style, colour, and fabrics are all important attributes.

- 🔹 **Better:** Retailer-created comparison charts
- 🔹 **Best:** Comparison charts focused on items within your own catalogue

## 2. Kenroy Home

International home design brand Kenroy Home has been designing home goods since the 1950s. They know the value of digital channels to the modern-day buyer and have emphasised their investments into digital channels to create a better product experience.



Image Source: Kenroy Amazon

## Cross-Sell Products on the PDP

Kenroy utilises their PDP to additionally cross-sell other products within their product line. The brand highlights complementary and similar products in below-the-fold content that can easily provide another option to customers who may not like that specific product and want a different option or like that product enough and want something to match it.

- 🔺 **Better:** Feature complementary products within the product images
- 🔺 **Best:** Utilise below-the-fold enhanced content to cross-sell linked additional items

## Highlight Clean Storytelling

Consumers have **adapted to scrolling**. Give them the inspiration and aspiration they want with in-depth details on where the product is made, materials, maintenance, and assembly. Align this information with product images, as well. The result is informative, useful, eye-catching images.

- 🔺 **Better:** Lots of images
- 🔺 **Best:** In-depth product information with editorial images

## Include Comparison Charts

Telling the story of where products are made is an important detail to emphasise with enhanced content. Consumers love local vendors, handmade artistry, or products made of recycled materials. In fact, consumers all over Europe are becoming more sustainable in their purchasing and leaning into this trend means also communicating it across the digital shelf. Include these origination details that elevate the specialness of the product.

- 🔺 **Better:** A bullet with product origins
- 🔺 **Best:** Expanding on how and where the product was made

## 3. Alfi

Alfi is a globally-recognised kitchenware brand. Their Amazon PDPs are complete with details of its full product line, brand storytelling, and product descriptions. The first impression of their brand is a cohesive, polished, and modern catalogue of kitchenware pieces.



## Inspire With Editorial Images and Captions

Editorialised photos offer kitchenware uses and style that help consumers envision how they will use the products in their day-to-day lives and while hosting. Template-based, below-the-fold content makes it easy to provide brand stories and product differentiation.

- 🔹 **Better:** Image galleries
- 🔹 **Best:** Brand and product storytelling using stylised photos

## List and Show What Comes in the Box

Many consumers have left the store with a piece of furniture or home good, only to realise the product doesn't come with the tools needed to assemble the product, doesn't include batteries, or includes more or fewer items in the pack as they assumed. Enhanced content is an ideal place to show, outline, and explain exactly what can be expected when the packaging is opened. It's also a good place to ensure choking hazards are emphasised if a product has small parts.

- 🔹 **Better:** use an image to show box contents
- 🔹 **Best:** Show, outline, and explain box contents and how they are used

## Include Downloadable PDFs

Another wonderful addition to a PDP that sells furniture online would be to include the instruction manual available for download. The assembly instructions manual, materials list, warranty information, maintenance tips, can all provide a foundation for the consumer — how long will it take to assemble? Do I need to add the assembly to my purchase? Do I need power tools? Your brand already has these product items in-house, why not put them to further use on the product page?

Help the consumers through their research and win them over on the PDP. Additionally, once they open the package, these instructions can easily get lost or thrown away, so should they need to disassemble the product and reassemble elsewhere, they have a downloaded version accessible.

- 🔹 **Better:** In-box instruction materials
- 🔹 **Best:** Showing the consumers the instructions upfront and include in-box for later use.





## How Enhanced Content Drives Conversion

According to 2019 Salsify internal data, enhanced content can increase conversion by **10% across most categories.** Consider your own online shopping experiences when thinking about why below-the-fold content can help drive conversion.

Images, videos, 360-degree spins, comparison charts, PDF downloads, and other enhanced content features help brands not only provide the information customers seek — they also help create an engaging product experience that informs and enriches the online shopping journey.

**To learn more about enhanced content's benefits, read our new guide, [How Enhanced Content Drives Sales and Product Page Conversions](#)**