



ENHANCED CONTENT

Your Brand's Blank Canvas for Increasing
Sales and Product Page Conversions

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Enhanced content goes beyond the static text and images found on standard product pages. The real estate on a retailer's product detail page below-the-fold content is a critical way to differentiate a brand and product, create brand traction, build brand loyalty, and drive conversions.

- Module-based templates give freedom and flexibility to make products stand out
- Additional, below-the-fold real estate gives brands the choice of communicating product features and benefits, their brand story, or both
- Brands own their identity and ensure content is always aligned with values and objectives
- Product legitimacy and consumer confidence is boosted even when there are no reviews and very little product imagery

What is enhanced content?

There's not an industry-standard term for enhanced content.

Dynamic Interactive
BELOW THE FOLD
From the Brand Content
*Supplier
Enhanced
Content* **A+ Content** **RICH MEDIA**

THE VALUE OF ENHANCED CONTENT

Enhanced content improves conversion on bare listings by ensuring consumers have all the information they need to make a purchase decision.



Amazon A+ content increases sales by **10%**¹



Walmart rich content converts up to **12-36%** more frequently²



Overall, consumers are **25%** more likely to purchase when enhanced content is present³



Revenue per shopping cart is higher



Time spent on product detail page increases



Converts at a higher rate, which aids search and discovery

Categories that benefit from enhanced content



CPG



Consumer electronics



Hardware



Home appliances



Sporting goods



Tools



Furniture



Toys



Clothing



B2B



High-ticket items⁴

DEVISE A WINNING STRATEGY

Once you are ready to establish enhanced content across your listings, the next step is building a strategy and allocating resources to create and manage engaging content.

- 1. Determine overall strategy.** For which retailers should the brand create enhanced content? Using which assets? For how many SKUs? What's the layout format? Should the content be created in-house or outsourced to a content creation agency?
- 2. Create and/or gather the digital assets and texts that will go into the enhanced content layouts.** Keep in mind, the content may live in multiple places. How will edits be made? Will existing technology be used or will new technology be sourced?
- 3. Compose assets and create publish-ready layouts.** These layouts must be mobile-responsive and display properly on the retailer site.
- 4. Publish to as many retailers as possible.** Look for easy and dependable ways to broadcast enhanced brand content across several channels. Each retailer has unique requirements when it comes to accepting content and which layouts and formats they allow.
- 5. Maintain and scale.** Enhanced content needs to be updated and refreshed as core product content changes. Brands may also want to scale enhanced content to additional products and retailers. Connecting content to a strong PIM vendor will streamline this process.

Identify or create the assets that are most appealing to your shopper and match your product type.



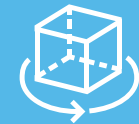
Carousel modules



Videos



Comparison charts



360 spins



Enhanced FAQs



Product tours



PDFs



Instruction manuals

GO BEYOND THE TEMPLATE

Avoid the common mistake of using enhanced content templates at face value: a product image here, a logo there, an ongoing list of features and benefits. Sterile content does little to drive consumer behavior.

Successful strategies include content that:



- **Is extendable across your catalog**
- **Differentiates your brand from its competitors**
- **Shows relevance in the category**
- **Makes your product stand out in the minds of consumers**
- **Bridges the consumer experience through consistency**

Research the category and adjacent categories on Amazon.




Carry out an audit of the top 50 selling competitors to find creative gaps and opportunities in your category, understand trends in product offerings, determine how to creatively position your brand to claim new share, and strategize how to differentiate yourself and compete with top performers without going head-to-head on price.

Use Amazon's wealth of consumer feedback.

Develop a priority of communication for enhanced content by leveraging consumer-generated insights of what they value most. For example: poor reviews allow insight into any discrepancies between what a listing communicates and what consumers ultimately experience, and common questions about the product indicate where brands need to communicate more effectively.

SCALE ACROSS RETAILERS

Each retailer has different requirements.

		 OTHER RETAILERS
<p>For Amazon, brands log into Amazon Vendor Central, which contains a drag-and-drop builder that enables brands to build A+ content.</p>	<p>For Walmart, rich media submissions require a content service provider to send the content via API.</p>	<p>For other retailers, most of them require a third-party provider to display enhanced content.</p>

Know the standards. For example, Amazon usually bars content that directs traffic away from Amazon, mentions competitors, makes certain claims without providing supporting documents and certifications, and doesn't meet quality standards for imagery, typography, and file size.

Technology Features to Help You Scale

- **Use a template-based approach to bulk creation of enhanced content.** Otherwise, brands need to create, edit, and update enhanced content one product at a time. That method is slow, difficult, and limits the number of products with which a brand can use enhanced content, because scaling to more products is time-prohibitive.
- **Iterate on multiple products at once.** When updates to standard product data (new images, changes to copy, and product data, etc.) are automatically propagated to all enhanced content in which the data appears, this reduces inconsistencies and quickens time to market.
- **Streamline through direct connections to retailers.** Amazon and Walmart each have a limited number of vendors that are cleared to send rich media and enhanced content directly on behalf of brands. Reduce costs by opting for a vendor who does not charge per-product, which can quickly become costly when catalogs expand.

MEASURE THE IMPACT



Search Rank Improvement

Enhanced content can impact search rank on a retailer's site in two ways. First, some sellers use tagging of enhanced content assets to reinforce specific keywords for each product detail page. Second, the more conversions a product enjoys, the higher up in rankings it goes. The higher the rank, the more consumers search and discover the product.



Sales Growth

With a better conversion rate per product page, you should see an increase in overall sales. On Amazon, some brands see 10% lift after including enhanced content.



Sales Rank Improvement

When a product is bought more frequently, it appears higher on a retailer's search results and thus gets more views and more buys. Sales Rank on retailer's site is an excellent way to understand how your product is performing against the competition.



Customer LTV Growth

In many ways, enhanced content acts like brand advertising. In addition to driving up conversion rate, brands often see an increase in repeat purchase or uptick in customer lifetime value (LTV) after improving a page with enhanced content.



SALSIFY

HINGE
MARKETPLACE PERFORMANCE

ABOUT HINGE

Hinge is a leading digital commerce company that specializes in helping companies and brands increase their ecommerce presence, reach, and sales. Hinge provides end-to-end solutions to brand owners with market analysis, intelligence and market insights, strategy, and execution expertise to effectively manage vendor and seller businesses. Hinge works with companies of all sizes from global conglomerates to high flying start ups across more than 25 different industries. More information at www.HingeGlobal.com

ABOUT SALSIFY

Salsify is the world's leading Product Experience Management (PXM) platform, empowering brand manufacturers to deliver the product experiences consumers demand anywhere they choose to shop online. Salsify's platform combines the power of product content management, the industry's broadest commerce ecosystem, and actionable insights to orchestrate compelling product experiences through every digital touchpoint. www.salsify.com

For more information, please visit: www.salsify.com

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¹ Amazon: <https://www.youtube.com/watch?v=c2IOTNlenjA>

² Walmart, via Webcollage

³ Jupiter Research, via etilize <http://www.etilize.com/rich-content/>

⁴ Salsify has done proprietary research that indicates as product price goes up, things like title length start to matter less and enhanced content matters more when it comes to sales rankings and conversion.