

SALSIFY | Guide

HOW TO BUILD BEST-SELLING PRODUCT PAGES **ON WAYFAIR**

LEARN HOW RICH MEDIA DRIVES SHOPPER ENGAGEMENT AND CONVERSION

DIGITAL TRANSFORMATION FOR **THE FUTURE OF SHOPPING**

Home goods and furniture brands must have the best product experiences on the digital shelf to convince their customers to purchase. Traditionally, shoppers have turned to in-store buying experiences for these products.

People enjoy trying out couches and beds for comfort, speaking with in-store employees for design tips, feeling the materials, taking in the colors and textures in person, and imagining it in their own space.

But as more shoppers turn to online channels, digital transformation is important for brands to meet the demands of modern shoppers. Product pages are central to this process, and brands must learn how to build best-selling product pages that drive demand on Wayfair and beyond.

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Meet the **Experts**

Our ecommerce experts break down why rich media matters, how to build best-selling product pages on Wayfair, and the complete dos and don'ts for attracting Wayfair customers



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Why Rich Media **Matters on the Digital Shelf**

The digital shelf is infinite, which means that competition is also infinite. One way brands can compete on the digital shelf is with rich media. Rich media, also known as enhanced content, A+ content, and below-the-fold content, includes engaging images, graphics, videos, comparison charts, and other interactive product content.

Rich media helps brands deliver product content that inspires, educates, and informs shoppers. It helps shoppers with their decision-making process in a compelling and visually pleasing way while building trust with your brand — so they'll come back in the future.

Shoppers get the information they need, coupled with an intuitive, engaging experience.

Rich Media Benefits for Brands

- Increases conversion rate by an average of 3%.*
- Increases average order price.*
- Tells your product's story.

Rich Media Benefits for Shoppers

- Builds confidence.
- Improves decision-making.
- Creates a compelling visual display.
- Offers easily consumable information.

THE **WAYFAIR VISION** FOR RICH MEDIA

No question goes unanswered. We give our customers confidence to make the right purchase. We build their trust in Wayfair — and they return to Wayfair for all things home.

How To Build **Best-Selling Product Pages on Wayfair**

To create the best online experiences, furniture and home goods brands must separate themselves from the competition, especially when competing for engagement on channels like Wayfair. For ecommerce, if you're going to win the online shopper, you have to build the best product pages, also called product detail pages (PDPs).

Take these three essential steps to build best-selling product pages — and give your brand the advantage — on Wayfair.

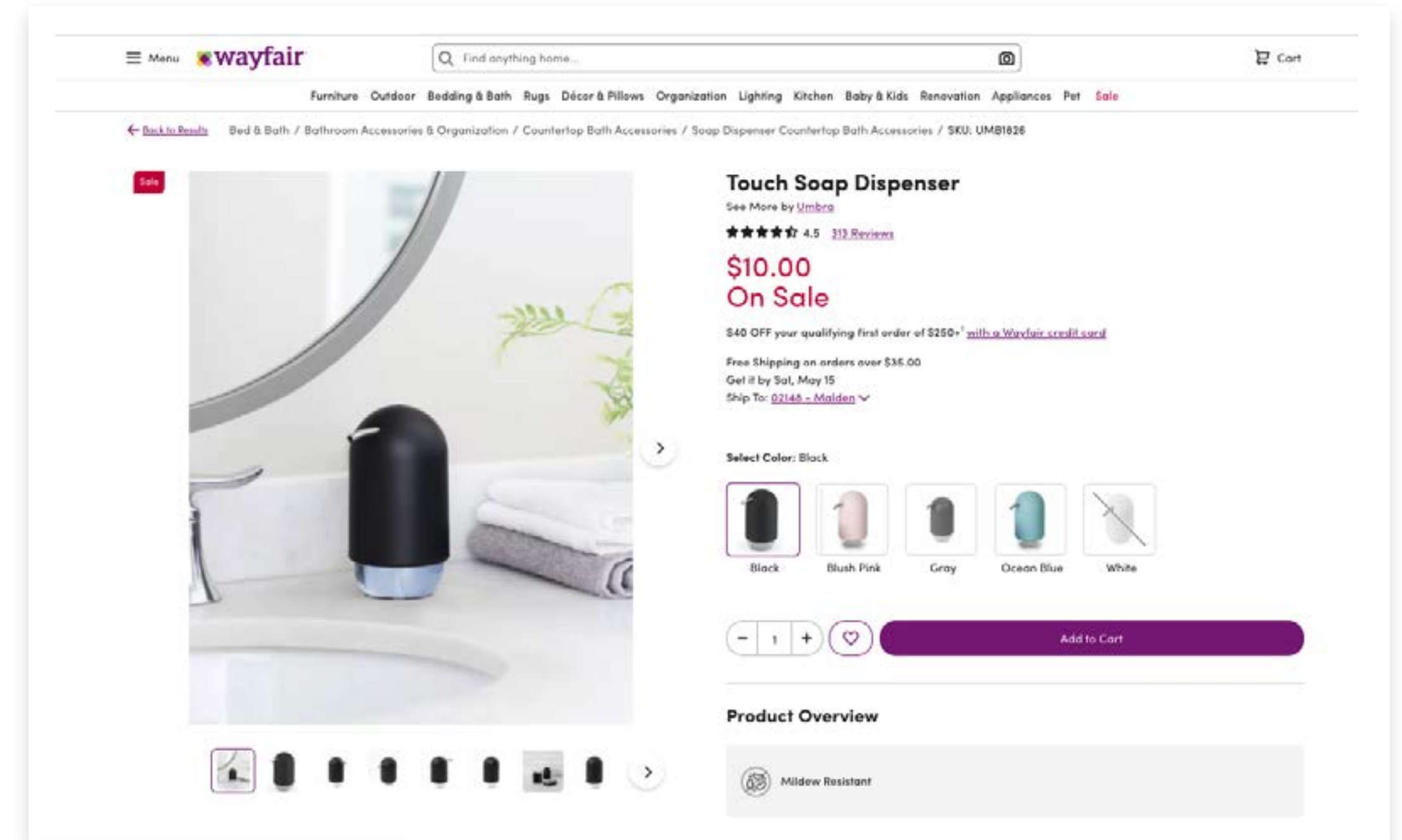
Step 1: Captivate With **Product Imagery**

Visuals are everything for furniture and home goods brands. Shoppers want to imagine how your products could look in their space — from the product's size and dimensions to compatible color schemes, other product pairings, materials, and more.

A wide variety of product imagery helps shoppers visualize, which is one of the most critical parts of the buying process.

WAYFAIR IMAGERY BEST PRACTICES

- **Highlight color choices:** Highlight all of your color options with silhouette images. These visuals create a consistent experience and offer shoppers choices for the same size item.
- **Use lifestyle images:** Show how your products look with environmental imagery, also called lifestyle imagery. Highlighting how all of your color options look in real-world settings helps shoppers picture your products in their homes.
- **Provide different views:** Shoppers want to experience — not just see — your products. Provide multiple silo images with different angles and zoom levels to give them the ability to experience the product virtually.



Source: UMBRA, Wayfair

Step 2: Inform With Detailed Product Descriptions

Shoppers come to your product pages with many questions: How will this product fit into my home? What features does it offer? What materials were used to make this product? The list is long, and product pages that answer these questions have a higher chance of converting.

Product information should be consistent across channels, which means your descriptions should be the same on Wayfair as they are everywhere else you sell online. This consistency builds trust with shoppers.

WAYFAIR PRODUCT DESCRIPTION BEST PRACTICES

- **Keep writing clear and concise:** Shoppers want informative, clear, and concise product descriptions that answer their top questions. Ensure your writing avoids jargon or “fluff” language, which is text that includes unnecessary details.
- **Leverage feature bullets:** Feature bullets help break up product descriptions and highlight the most critical information. Include three to five feature bullets on your product page that highlight the most critical information.
- **Make content relevant:** Keep product descriptions relevant to shoppers, and avoid focusing on too many outside points that don’t directly relate to the product, such as excessive brand story information.

Product Overview

Description

Trigg wall vessels are an exciting way to keep small indoor plants or other items, such as pens, pencils or even makeup accessories, on display and close at hand. Featuring a ceramic vessel and plated wire frame, these decorative vessels come with mounting hardware and are easy to hang. You can also group together multiple sets to create a mini indoor wall garden for your succulents or other small plants.

Features

- **Attractive Modern Design:** Trigg is the original geometric vessel with a simple, elegant design that adds a modern decorative touch to any indoor space
- **Beautiful Wall Planter:** Trigg is the perfect way to add small indoor plants, such as succulent plants, air plants, and other indoor plants to your home or office
- **Unique Decor That Fits Anywhere:** Use it to enhance your home décor, office décor, bathroom décor, and more! For larger spaces, combine multiple Trigg vessels to create a truly unique display
- **High-Quality Materials:** Trigg is made with high-quality ceramic and plated metal wire and is available in multiple finishes and sizes
- **5-Year Manufacturer Warranty:** Shop with confidence knowing that all Umbra products are backed by a 5-Year Manufacturer Warranty

Product Details

- Wall Mounting Hardware Included: Yes

[See Less](#)

Weights & Dimensions

7 1/4"

2 1/4"

4 1/2"

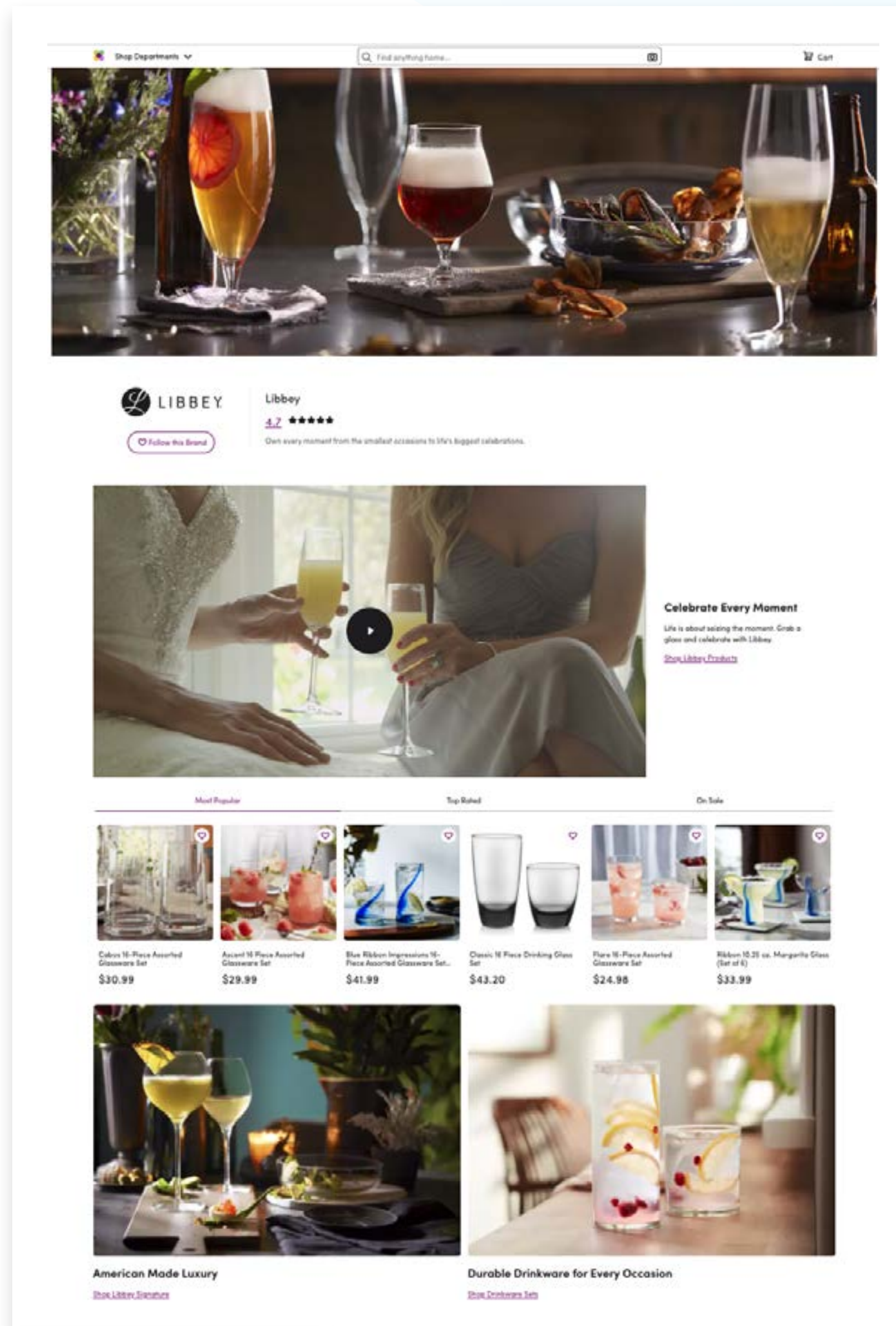
Source: UMBRA, Wayfair

Step 3: Use Rich Media to Educate and Inspire

Rich media is one way for brands to stand out online. Leveraging engaging imagery, videos, comparison charts, downloads, and more, can help shoppers understand unique product features and benefits, and it can also address key customer challenges.

RICH MEDIA BEST PRACTICES

- Use inspirational product imagery.
- Highlight key product features.
- List materials and constructions.
- Illustrate relative size and fit.
- Outline cleaning and care needs.
- Showcase product use.



Source: Libbey, Wayfair

The Essential Product Page **Dos and Don'ts**

Best-selling product pages leverage engaging content to boost conversion, but there are several dos to follow — and don'ts to avoid. Explore the essential product page dos and don'ts for Wayfair.

| Product Page Dos | Product Page Don'ts |
|---|---|
| <p>Do be concise.</p> <p>Media and copy should be unique and not exist anywhere else on the product page.</p> | <p>Don't be redundant.</p> <p>Avoid using duplicate content. For images, photos in the carousel shouldn't be used in the below-the-fold content. For copy, text on image overlays shouldn't be used in the bullet points in the product description.</p> |
| <p>Do be detailed.</p> <p>Language should be quantifiable with clear details.</p> | <p>Don't be vague.</p> <p>Avoid using marketing fluff. Avoid statements like “you'll love this bed.” Instead, help the customer discover why they'll love this bed through key features and specifications.</p> |
| <p>Do be uniform.</p> <p>Your product content should always be consistent between the images and product descriptions.</p> | <p>Don't be inconsistent.</p> <p>Avoid mismatched content, which can create confusion, nurture distrust, and ultimately keep your customers from converting.</p> |

How to Create Rich Media **at Scale**

Creating rich media can feel like an overwhelming feat for brands tasked with building content experiences across their entire product catalog — across every sales channel. Salsify Enhanced Content helps brands turn this task into a reality by allowing them to create rich media at scale for every product SKU.

Build rich media by quickly adding images, product copy, and other assets into Salsify's rule-based templates. Create rich media for multiple products at once and activate them quickly wherever you sell online. Salsify also has a direct connection with Wayfair, which helps brands stay up-to-date with current Wayfair requirements and reduces the manual effort of managing product content updates.

These rich media capabilities are just one part of the Salsify Commerce Experience Management (CommerceXM) platform, which can help you manage product experiences from a single, integrated platform.



Learn how rich media could help your brand succeed on Wayfair. Request a guided demo of the Salsify CommerceXM platform to see how it could help you advance your product page strategy and build best-selling product pages.

[Request Demo](#)