

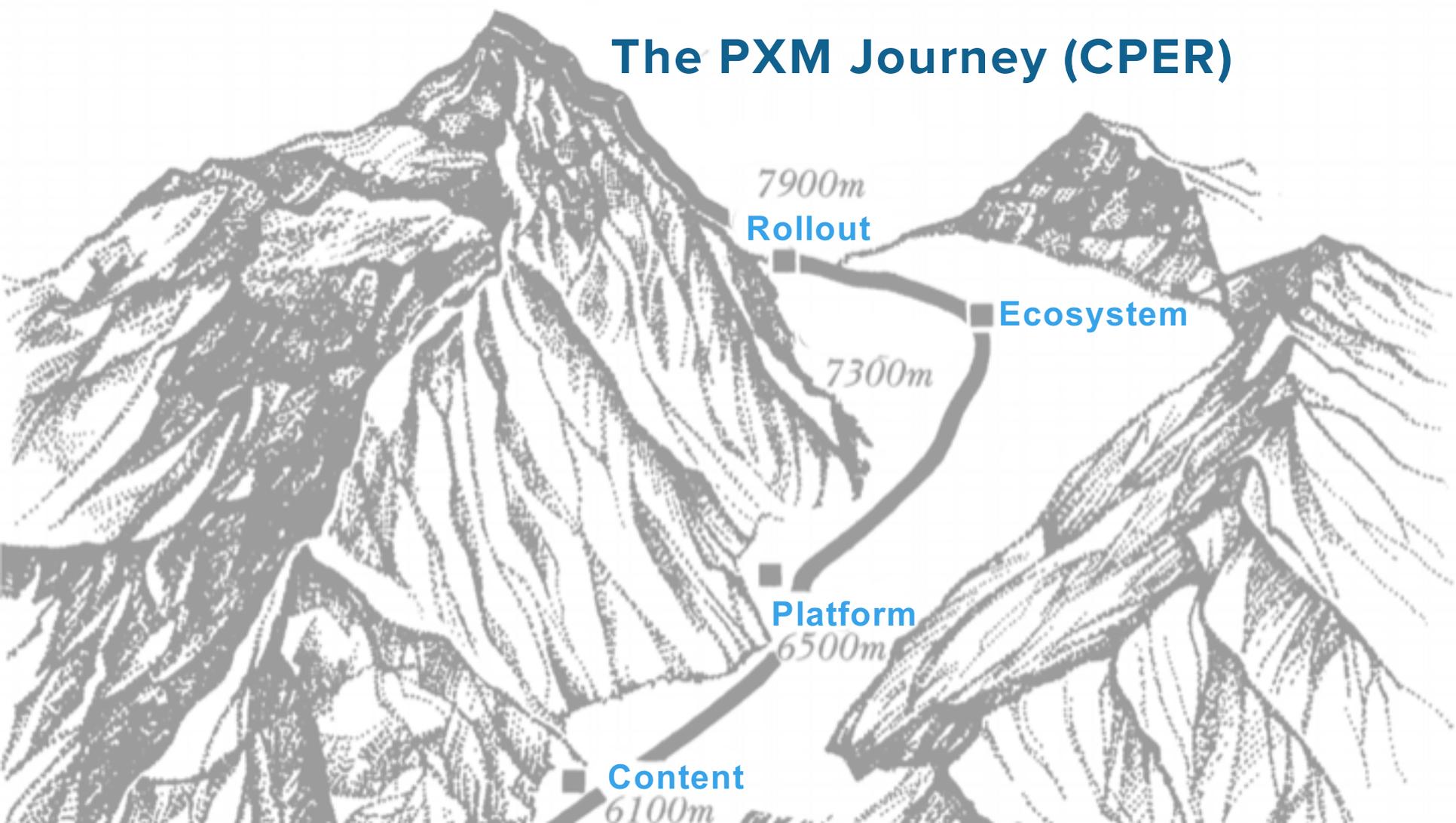


TRANSFORMERS SUMMIT

Power of Analytics



The PXM Journey (CPER)





Activate the Whole Product Page to Win

Great Cultivated Reviews

Image Answers Common Question

Top Sellpoint in Title

Price Near Target

Always In Stock

Pack count for Target ASP

MAP Compliant 3ps

High Resolution

Video!

A lot of Different Images

Sellpoint Image Optimized for Mobile

Inform A9 of All Relevant Terms

Hyland's Baby Tiny Cold Tablets, Natural Relief of Runny Nose, Congestion and Occasional Sleeplessness Due to Colds, 125 Quick-Dissolving Tablets

418 customer reviews | 9 answered questions

No Dyes **No Artificial Flavors** **No Sugar**

Made without parabens, aspirin, acetaminophen, ibuprofen, naproxen, pseudoephedrine or dextromethorphan

Price: **\$6.79** (\$0.05 / Count) ~~\$8.16~~ Save \$0.96 (9%)

In Stock.

2 Styles: Day time

\$7.15 (\$0.06 / Count)	\$10.31 (\$0.08 / Count)

Subscribe & Save 5% 15%

- Subscribe & Save: \$6.79 (\$0.05 / Count) Unlock 15% savings by subscribing to 5 products. Learn more *
- One-time Purchase: \$7.15 (\$0.06 / Count)

Qty: 1 Deliver every: 2 months (Most common)

Subscribe now Add to List

Other Sellers on Amazon 63 new from \$7.15

\$7.16 (\$0.06 / Item) + Free Shipping	Add to Cart
Sold by: Pharmapacks	

FREE Shipping

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Show results for

Health & Household

- Single Homeopathic Remedies
- Baby & Children Cold & Flu Remedies
- Cough Syrups
- Baby & Child Care Products
- Cold & Flu Medicine
- Pain Relief Homeopathic Remedies
- Ear Drops
- Multiple Vitamin-Mineral Combination Supplements

Baby Products

- Baby Health Care Products
- Diaper Wipe Holders
- Baby Care Products

▾ See All 11 Departments

Refine by



Hyland's Baby Tiny Cold Tablets, Natural Relief of Runny Nose, Congestion, and Occasional Sleeplessness Due to Colds, 125 Quick-Dissolving Tablets

by Hyland's Baby

\$7.50 (\$0.06/Count)

[Subscribe & Save](#)

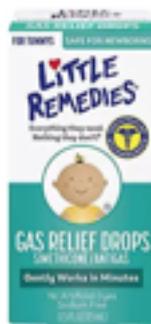
More options available:

\$7.89 [Add-on Item](#)\$2.52 [Other Sellers](#)

★★★★★ + 491

Product Features

... head colds in babies 6 months+ RELIEF OF COLD: Natural relief of runny ...



Little Remedies Infants and Children Tummy Relief Drops, Natural Berry Flavor...

by Little Remedies

\$6.62

[Subscribe & Save](#)

More options available:

\$6.97 [prime](#)

FREE Shipping on eligible orders

★★★★★ + 807

Product Description

... Little remedies for tummy's gas relief drops quickly relieves tummy ...



Hyland's Baby Mucus + Cold Relief, Natural Relief of Congestion, Runny Nose & Cough 4 Ounces

by Hyland's Homeopathic

\$6.62

★★★★★ + 85

38%

Image Answers
Common Question

Top Sellpoint in Title

Price Near Target

High
Resolution

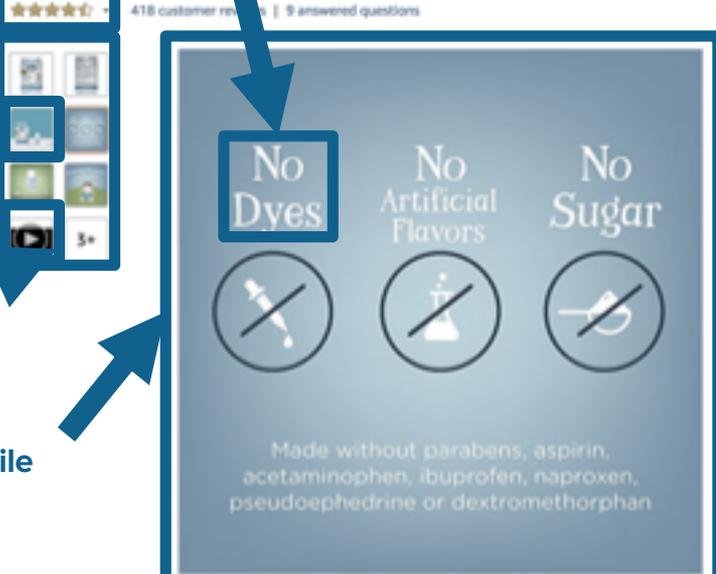
Video!

12%

Sellpoint Image
Optimized for Mobile

4%

Hyland's Baby Tiny Cold Tablets, Natural Relief of Runny Nose, Congestion and Occasional Sleeplessness Due to Colds, 125 Quick-Dissolving Tablets



About the product

RELIEF OF COLD: Natural relief of runny nose, congestion and sneezing due to common head colds in babies 6 months+

EASY TO USE: Quick-dissolving tablets that melt in your baby's mouth instantly to relieve runny nose and eyes, cough, congestion, headache and sneezing due to common head colds in babies 6 months+

125 TABLETS=UP TO 62 DOSES of Hyland's Baby Tiny Cold Tablets

NATURAL MEDICINE: Naturally relieves runny nose and eyes, congestion, headache and sneezing due to

Price \$6.79 (\$0.05 / Count) \$2.16 Save \$0.96 (3%)

In Stock

Always In Stock

2 Styles: Day time

\$7.15 (\$0.06 / Count)	\$10.31 (\$0.06 / Count)

Pack count for Target ASP

Subscribe & Save 5% / 15%

• \$6.79 (\$0.05 / Count) Unlock 15% savings by subscribing to 5 products. Learn more +

○ One-time Purchase \$7.15 (\$0.06 / Count)

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Subscribe now

MAP Compliant 3ps

Other Sellers on Amazon 63 new from \$7.15

\$7.16 (\$0.06 / Item) + Free Shipping Sold by: Pharmapacks	Add to Cart
\$9.97 (\$0.08 / Item) + Free Shipping Sold by: Sevensuper, LLC	Add to Cart
\$9.98 (\$0.08 / Item) + Free Shipping Sold by: 1-800-Homestead	Add to Cart



Product Page Report

What is it?

This report benchmarks a product's merchandising performance against generally-accepted commerce best practices related to:

- Title & description length
- A+ content
- Sales rank
- Image resolution



Amazon Product Page Report

of products graded: 12 Date Generated: 2018-01-25

PRODUCT INFORMATION			SALES RANK
Score	Image	Name	Salesrank
B		New Balance Men's MB70v3 Mile Stability Running Shoe (Silver/Green, B 4E US)	674240
D		New Balance Women's Komen Ribbon Tee (Black, Small)	612408
C		New Balance Women's Komen Ribbon Tee (Athletic Grey, X-Small)	612408
B		New Balance Men's MT1210 NBX Trail Running Shoe (Black, 7 D(M) US)	446768

Create Product Page Task

This task will be assigned to the Salsify Product:
Jetsetter Carry On Roller - Purple

Task Assignee:

Task Name:

Task Description:





Brand Compliance Report

What is it?

This report compares your content in Salsify to your live content on an online retailer. Use this report to highlight inaccuracies in price, name, description, etc. in your live product detail pages so that you can syndicate the correct information to the retailer.



Amazon Brand Compliance Report

of products: 5 Date Generated: 2018-03-28

PRODUCT IDENTIFIERS		COMPLIANCE SCORES					
Product Name	Image	Name Compliance (%)	Description Compliance (%)	Feature Bullet Compliance (%)	Main Image Compliance (%)	Goal Price Difference (retailer - goal)	MSRP Difference (retailer - MSRP)
ALEX Toys Artist Studio My Art Spinner Ball		95.0%	0.0%	0.0%	93.75%	n/a	n/a
ALEX Toys Wooden Cook Top		100.0%	96.88%	0.0%	96.88%	9.95	n/a
ALEX Toys Artist Studio Magnetic Artist Easel		100.0%	99.7%	0.0%	95.62%	-2.01	n/a
ALEX Toys Artist Studio 3 Refillable Crayons		93.75%	0.0%	0.0%	87.5%	3.42	n/a
ALEX Toys Artist Studio My Drop Cloth (24x48)		100.0%	0.0%	0.0%	95.62%	0.35	n/a





38%

Image Answer
Common Que:

High
Resolution

Video!

12%

Sellpoint Image
Optimized for Mobile

4%



Marketing IT
Ecom

Sales



Key Takeaways

1. Content measurably drives sales
2. Top brands prioritize SKUs ruthlessly
3. Include content KPIs in Sales reports
4. Take credit for the value you drive
5. Keep innovating month after month

Q & A

