

SALSIFY | eBook

Home and Furniture Brands Win on the Digital Shelf With Content Activation

Ecommerce channels can make or break even the largest brands. It has not an easy time for retailers. Iconic retailer **Debenhams has gone into administration** and many of their brick-and-mortar stores are closing. Debenhams has been a titan of retail for decades and one of the first spots consumers search for home goods and furnishings.

Retail's hardships in the past decade (not just in 2020) has shocked many consumers, but industry experts aren't surprised. The market has changed dramatically and ecommerce is the new way of shopping. The way we shop for everything is radically different and it's becoming increasingly digital. Even big purchases like furniture and home improvement are becoming increasingly popular online.

Changing Consumer Behaviours Requires Home and Furniture Brands to be Agile

According to one report, **14% of furniture sales occur online in Germany**. While this may seem small, this number has been increasing despite drops in sales. The lion's share of the online buyers are under 30, showcasing that as digital natives age into the market, furniture sales will likely expand.

Home and furniture brands know the hardships of keeping up with shifting consumer behaviours. But if there's one thing that must happen to survive and thrive in the next decade, it's making sure to invest in digital channels, even for products like furniture that were typically bought in person. Take a look at Swedish furniture giant IKEA. They were slow to adopt online channels, but once they did, **their sales figures surged** due in no small part to ecommerce.

But it's not enough to just exist online, products must stand out online. The digital shelf is crowded and every competitor is putting its best foot forward. To stand out online, brands must make most of the product pages across every digital channel.



1. Bosch

German appliance and tool manufacturer **Bosch** has been making premium, high-quality home products for over 100 years. The brand is held in high esteem and their products are sold all over the world. Bosch recognises the importance of making a best-in-class product page to highlight and match the quality of the products they promote. Sometimes, though, this means different content for different retailers due to different product page real estate and requirements.

For example, the [Amazon page for its 12V drill kit](#) includes multiple images, two videos, a 360-degree spin, and five detailed bullets. Below the fold, product details are more intensive, providing more spec data and product information that more experienced power tool users would like to know while keeping the basic need-to-know at the top.

On the [Lowes product page for the same drill kit](#), the brand sticks more to the basics. The bullets are more concise, there are fewer images (although enhanced content was still prioritised), and more information is sequestered to the bottom of the page.



Image Source: Hansgrohe UK

2. Hansgrohe

Even when digital channels are not where consumers convert, they often still influence our decisions. In Europe, Forrester projects that over a **third of all retail sales will be digitally influenced by 2022**. German sanitary fittings brand Hansgrohe is well aware of this and makes the most of their product pages on their website despite not commercialising it. Although for consumers who do want to purchase, they have an easy-to-use showroom finder for each product.

Hansgrohe may not sell their products directly on their website, but their product pages hold high-quality enhanced content to excite and delight the shoppers who are interested in their products. One of their shower fittings, **Rainfinity**, utilises high-quality images, videos, comparison charts, and detailed product descriptions to showcase their products.

3. LEDVANCE

While product pages must stand out, some brands even enrich their store pages on retailer's sites with premium content to show off their products compared to the competition. German lighting brand, **LEDVANCE**, knows the importance of showing off their entire brand on their store page.

For their store page on Amazon, LEDVANCE introduces a new product line, TruWave Technology, that mimics natural light more than other LED light bulbs. To showcase its benefits, the brand opts to show instead of tell. Take a look at the chart below, the image showcases the amount of blue light their bulbs emit compared to the competition. The store page dedicates an entire page to this new technology and uses a variety of media, including images, charts, and copy to detail their benefits.

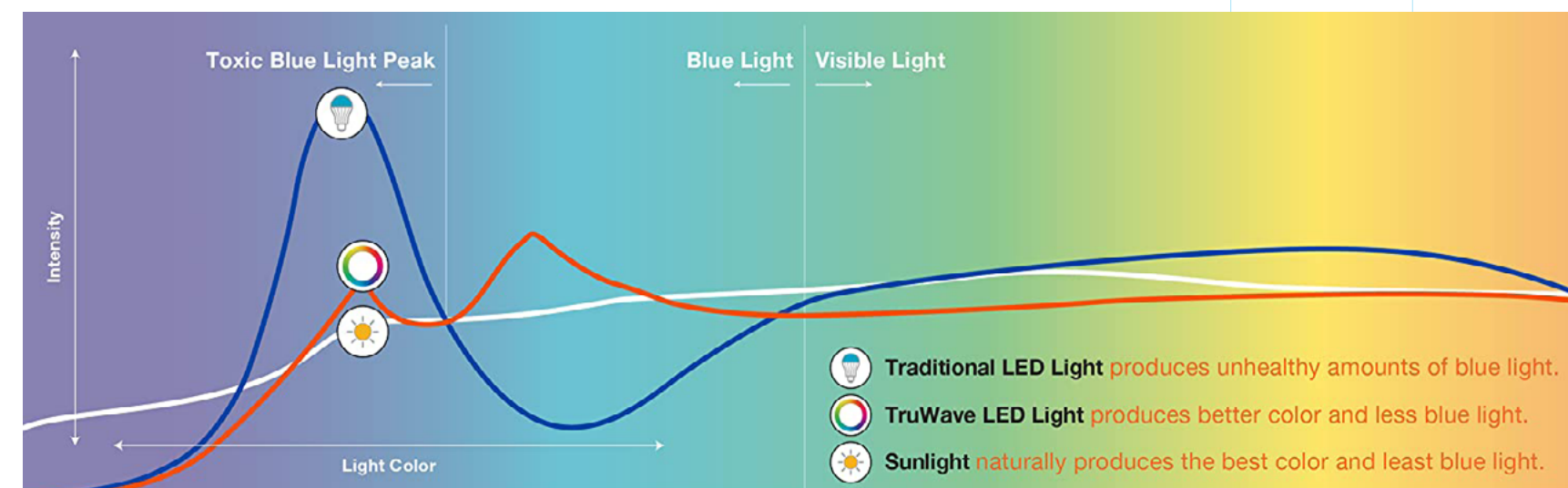


Image Source: LEDVANCE Amazon Shop Page

4. Wiha

German tool manufacturing brand **Wiha** has been making tools for over 100 years. Wiha is well aware of the importance of the product detail pages that exist everywhere, not just their website. Wiha has done a wonderful job with creating engaging product experiences on every retailer they sell on. The brand includes a variety of images and enhanced content at the bottom of the product page for an even more immersive and engaging product experience. They use images well to describe the benefits, in partnership with the copy, of their tools instead of just listing them out in the copy.



Image Source: Amazon Wiha

5. Rotho

Enhanced content is one of the differentiating factors on the digital shelf. Brands in all categories who leverage enhanced content, such as premium images, 360-degree image spins, videos, and comparison charts can help products stand out on the digital shelf. Swiss-based storage and home goods brand **Rotho** uses crisp, high-quality, and engaging images on their Amazon product page to showcase their storage bins.

The brand also uses its product page to highlight other product features, such as being BPA free, specifications and dimensions, and the materials.



Image Source: Amazon Rotho

Quickly Activate Your Entire Product Catalogue Across the Digital Shelf

Home and furniture brands have been used to selling in-store for centuries and it can be a challenge to lean into the digital ecosystem. Understanding what consumers want online, how to stand out on the digital shelf, and **how to make the most use out of product detail pages** is a challenge when doing so manually.

Enhanced, engaging content is imperative on the digital shelf. Brands must be able to centralise its product information and **deliver it to every endpoint meeting each of their unique requirements**. With such a process, brands can scale business while developing and maintaining better retailer relationships. Taking a **holistic approach to performance** across channels, brands can easily find what's working and necessary optimisations.

The way people are buying furniture is changing. Digital's growth in the home and furniture industry is poised to continue. By scaling efforts across the digital shelf today, brands can beat out their competitors and increase brand recognition long-term.



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About Salsify

Thousands of brands worldwide use Salsify to activate, engage, optimize, and manage their product content experiences.