
How to win on the digital shelf with enriched product content

Over the past year, there has been a transformation in the way shoppers interact with products they love, shop and conduct many of the routine transactions of life.

This has accelerated the migration to digital technologies at a phenomenal scale and speed. In fact, research states that the pandemic accelerated the shift to online shopping by as much as five years.

With a 27% increase in online shoppers due to the pandemic shopper behavior and demand patterns have changed.

While brick-and-mortar stores are no stranger to engaging shoppers with branded displays and flashy signage, the online channel offers retailers a world of opportunities to show off products in new and exciting ways.

With ecommerce growth showing no signs of stopping, it's essential for retailers to prioritise the digital experience to keep up with industry trends. There are endless ways for brands to market a product online, but when listing products on a major online retailer, a brand's most accessible and effective option is rich media content.

With more and more shoppers doing their research online, it's never been more critical for retailers to implement a rich media solution that enables brands to publish engaging and informative product content online. Some of the largest online retailers have already encouraged their brands to add rich media to their item pages, because they know it works! Amazon has reported a 3% to 10% increase in product sales when featuring their form of rich media, A+ Content.

Shopper interest in rich media is perhaps the most evident with product videos. It's not a secret to anyone: video content has revolutionized how we use the internet. Studies have shown that 50% of users look for a video about a product they're interested in before making a purchase.

So, if a shopper doesn't see a video to watch on your item page, they may move on to a different retailer to find what they're looking for!

76%

Of shoppers prefer to have enhanced product content available when purchasing online.

amazon

has reported a

3% to 10%

Increase in product sales when featuring their form of rich media, A+ content

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What is rich media?

Rich media, also called enhanced content or A+ content, can be described as anything that goes beyond basic images, descriptions, and specifications on an ecommerce item page. This can include anything from video to 360-degree photography, to interactive tours and downloadable documents.

How is rich media different than basic content?

Basic content is text driven and focuses on features and benefits. Whereas enriched content prioritises creating a mood or feeling over clarifying particulars.

Retailers can implement rich media in different ways, but all with the same goal: to increase sales by improving shopper engagement and conversion.

Let's look at some of the benefits of rich media and why you should work to implement rich media capabilities across your online channels:

One important job of rich media is giving shoppers the information they need to feel confident about clicking add to cart. Enriched content including video, 360 photography, and interactive elements can virtually put a product into shoppers' hands in a way traditional ecommerce content cannot.

Rich media also gives brands more control over the content on their item pages. With the tools to go beyond basic descriptions and images, brands can inform shoppers of key differentiators and important selling points in a memorable and engaging way.

Remember, it's not just online shoppers that can view the rich media on your item listings! ROPO shoppers (Research Online Purchase Offline) are an ecommerce audience becoming more known to brands and marketers. These shoppers look for product information about the items they're interested in online before making their purchase at a brick-and-mortar store. Providing engaging, high-quality content can convince these shoppers to choose products from your online channel.

Which retailers have already implemented enriched content?

The ASDA logo is written in a bold, green, sans-serif font.The Wakefern Food Corp. logo features the word "Wakefern" in a black, serif font with a red swoosh above the "e", and "FOOD CORP.®" in a smaller, black, sans-serif font below it.The Sainsbury's logo is written in a bold, orange, sans-serif font.The ROSSMANN logo is written in a bold, red, sans-serif font, with a small red circular icon containing a white figure to the left of the "R".The frisco.pl logo is written in a white, sans-serif font inside a dark purple rounded rectangle.

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Did you know?

+40%

Conversion rates were seen on product pages utilising additional images and video

Is enriched content right for your product pages?

When it comes to online shopping, a product page represents the product on the shelf. Create a full, dynamic view of your brand's products, and you will increase shopper satisfaction and sales.

- **It makes an impression:** Retailers carry millions of products in each category so standing out is a must for brands. Images and videos offer shoppers an exciting look at products. Compelling visuals tell stories quickly and feel relevant to today's shopper.
- **It's interactive:** Enriched content invites shoppers to interact with a product. As they scroll through carousels or hover over hotspots, shoppers feel a sense of discovery and build a richer connection to a product.
- **It's mobile-friendly:** Enriched content has been designed to look great on mobile devices. Images scale to the correct size and content is reorganised to fit smoothly onto the smaller screen. Even the interactive modules work on mobile devices.



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Your checklist to get started today:

1.

Identify what forms of rich media you would like to implement

- While product videos and feature sets / A+ content are universal, best practices for your product listings might include interactive product tours, comparison tables, FAQ sections or others. If competitors are lacking enriched content like video, that's a great opportunity to help your product pages stand out to shoppers.

2.

Partner with NielsenIQ Brandbank to receive rich media capabilities for no additional cost

- Accelerate your rich content strategy with NielsenIQ Brandbank's Connect+ solution, at no additional cost.
- With Connect+, you can stand out on the digital shelf and amplify the shopper experience by transforming product pages and leveraging enhanced product content online to create a full, dynamic view of the product resulting in increased sales and satisfaction.
- Enable brands to build dynamic product pages at the touch of a button, by including videos, product tours, comparison tables and more to convey the value of the product and power the path to purchase.

3.

Engage brands across all categories to upload enriched product content

- Encourage brands to use existing brand materials like photography and video advertisements as it is a great way to get enhanced content onto your product pages quickly and easily.
- If your brands don't have existing assets, or would like to feature new assets for ecommerce, there is no shortage of creatives offering excellent product video and photography creation.

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