

Is product
content really **the**
fountain to success?

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The statistics say it all...

67%

of shoppers do not choose an item if no image is available

90%

of online shoppers say that photo quality is the most important factor in an online sale

78%

of online shoppers want photographers to bring products to life as they want to see the product as if it is part of their own daily lives

42%

of shoppers would prefer additional content on product pages to support their purchasing decision

The future is built on accurate data.

Gain instant access and leverage the most complete and accurate FMCG product database today.

NielsenIQ Brandbank is the leading provider of digital product content solutions powering omnichannel shopping experiences. Our digital product database comprises comprehensive, standardised and complete on pack product imagery and data.

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Your journey to power digital growth

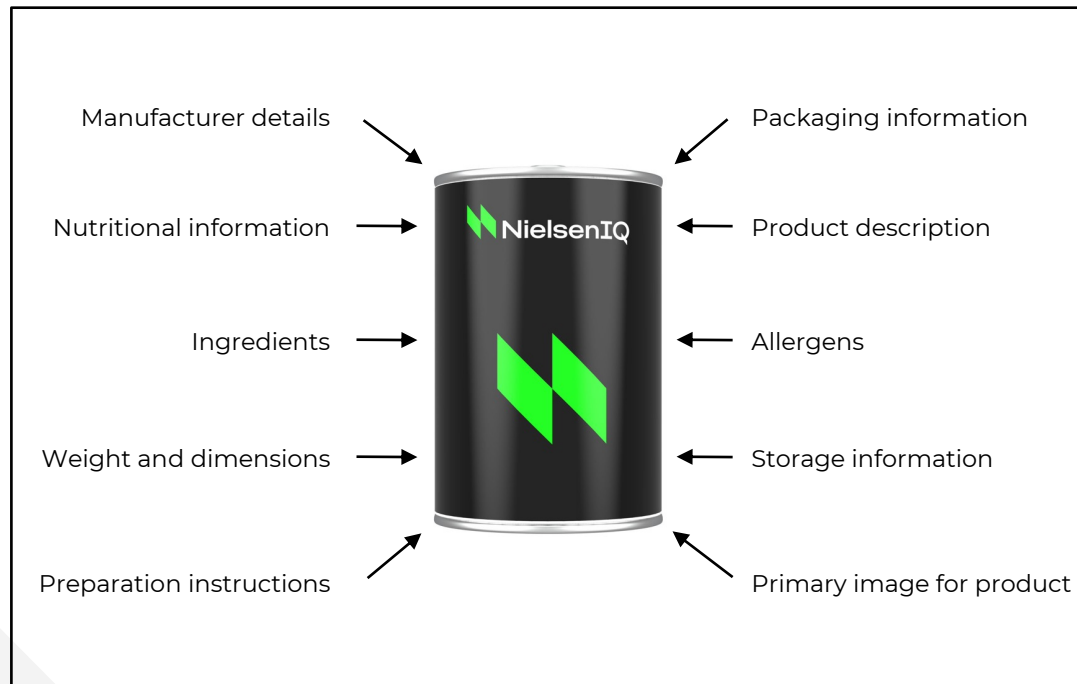
Content is king, and shoppers demand and expect quality product content as they progress along their purchase path.

The future of commerce is putting rich, authentic and trusted content into the hands of shoppers. Shoppers expected robust digital product content across all channels.

Those that can provide unique and relevant product content at key touchpoints are the ones that will win shopper trust and come out on top.

Access accurate and up to date brand approved digital product content on 50+ million FMCG products direct from NielsenIQ Brandbank's Product Library or API.

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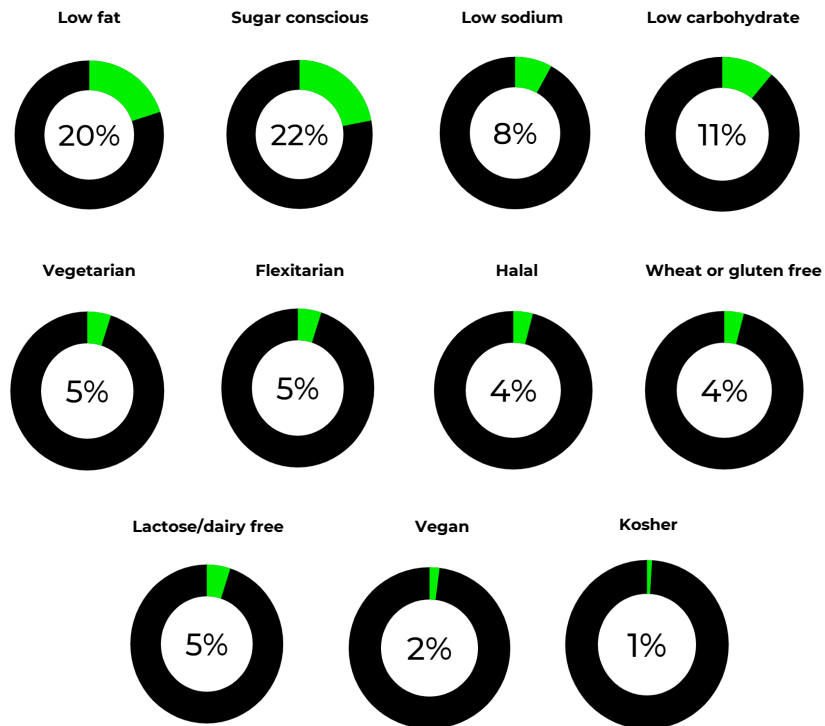
Go beyond the back of pack

Shoppers are becoming more aware of what they are consuming, 2 out of every 3 shoppers want to exclude food from their diet. Whether this be for dietary, lifestyle or health requirements.

Dramatic changes in shopper purchase behaviour related to ecommerce and health and wellness preferences have created the need for a new approach to product data.

To meet the demands of today's digital-first shoppers, product attribute metadata has emerged as a "must-have" complement to legacy data sources for FMCG brands and retailers looking to differentiate to win omnichannel market share and build lasting loyalty.

If you want to drive better product discovery, you must be prepared to invest more attention in going beyond the pack.



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What is shopper metadata?

Shopper metadata is pieces of information that have some meaning in relation to another piece of information.

What's next?

Join world leading brands and gain instant access to FMCG product content. Contact the NielsenIQ Brandbank team on content.sales@smb.nielseniq.com

Digitalise the shopper experience with
NielsenIQ Brandbank

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