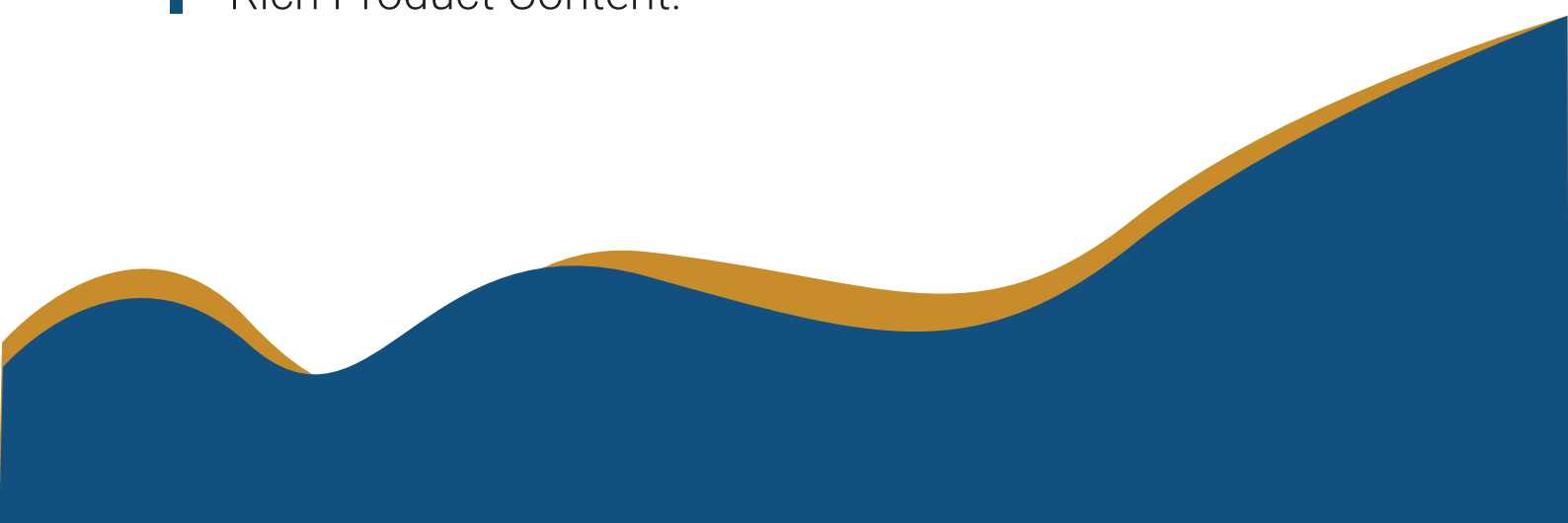




Product Content Strategy to Improve Your

ROI

| The Secret Ingredient to your Profitability-
Rich Product Content.



Forrester Analytics states that B2B e-Commerce is estimated to reach \$1.8 trillion and account for 17% of all B2B sales in the US by 2023.

39% of retailers rely on B2B sales for more than half of their total revenue. And yet, more than one fifth of businesses leave significant sales on the table by not giving B2B buyers the ability to make purchases online.

Investing in customer-focused, optimized product content is one of the most significant strategies that B2B e-commerce stores can implement to stake their claim in this evolving market. It's much easier to sell technical products online to detail-oriented customers when they can browse by category, inspect images, filter attributes, review specs, preview installation, usage guides and consult safety data sheets. In addition, great product content complements many of the other services that strategic marketing and technology partners provide to create exceptional e-commerce experiences and generate ROI.

Today many B2B brands are increasingly looking for digital means to boost sales. With that goal in mind, this report provides an expert's perspective on product content and outlines its many benefits.

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In the age of web search and googling, it is imperative that we provide proper data to the customers who view our website to purchase. Be it small purchases or large, customers tend to go online and check the website for technical specs of the products required. And if the data is wrong or insufficient or old, we lose customers and we are on a back foot. We would not want that. AltiusNxt has helped us enrich our SKU data for over 50,000 products and we are very happy with the data. It gives an impression that we are an authority for the products we sell. With the new data we have roughly seen an increase of 23% in revenue, last year to this year. Keep in mind that there is a mix of factors, along with rich AltiusNxt data that enabled this.

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Mark Jansen

Digital Marketing Manager
KEMPSTON CONTROLS, UK

Attention to Detail

Why you should Not Overlook Product Content

Product content is meant for the customers. It's all the information they need, to make confident buying decisions, plus a structure that makes it easy for them to find what they are looking for.

Good product data really stems from a commitment to think like customers. Customer focused studies, such as those conducted by product content clearing house Shotfarm, backs this up with surveys indicating that as many as "78% of consumers say the quality of product content is very important when making purchase decisions".

Most inbound calls to online stores are motivated by customers' questions about products. Enriched product information can answer many of these questions 'in advance', eliminating the need for many calls and reducing the overall burden on the call center.

01 **Good product information** that conforms to customer expectations and is rich in attributes and images can support e-commerce strategies such as automated online merchandizing.

02 **Good product content** can also produce gains in operational efficiencies, reducing costs associated with managing an online store and increasing margins.

03 **Good product content** can foster greater customer satisfaction, which leads to more repeat customers and greater lifetime customer value.

How do B2B Distributors Benefit from Good Product Content?

A focus on product content is especially critical when undertaking transformative digital projects, such as migrating e-commerce platforms, on-boarding a new product line or vendors, improving onsite and/or offsite search performance, upgrading to technologies like a product information management (PIM) system, or starting to sell through online marketplaces. The success of these strategic initiatives depends on a solid product database foundation.

Backed by good content, the following types of projects can promise real bottom-line improvements, rather than just deliverables.



Platform migration



New e-commerce website build



Site search optimization



New products on-boarding



Marketplace data feed setup



PIM, MDM, or new technology implementations

How to make Great Product Content?

Great Product content includes

01 TAXONOMY
DEVELOPMENT

02 PRODUCT CONTENT
NORMALIZATION &
CLEANSING

03 PRODUCT
CONTENT
ENRICHMENT

The taxonomy will categorize all products according to an approved structure, including mapping website categories to requirements for marketplaces, buy-side and industry data systems, and national or international trade codes such as EAN, GS1 and UNSPSC.

The next step is to create lists of valid data values for each attribute, including abbreviations, symbols, fonts and image and file naming conventions. All attributes associated with individual products will then be formatted (or “normalized”) to conform to these values.

If an online store is missing crucial pieces of product information – such as images, MSDS sheets or user information – the store owners may want to undertake a content enrichment project to improve the quality of the product detail pages.

The Return on Investment for this value addition is different from website to website, industry to industry, but it has been seen that there is a consistent increase in revenue, conversion and transaction post enrichment of data. EU Automation saw 90% of conversions with enriched data. Mandy Dunlow, from MRO STOP says “We enhanced our product content for a high-margin product line in our store. Within 45 days, sales had increased by over 100 percent and we recovered the complete cost of our data improvement in just three months”.

Detailed product content not only serves to small buyers online, but also serves as a reference page for customers interested in buying a whole lot of products. Kempston controls, UK, enriches their SKUs repeatedly, since they believe, they would be on a back foot if they don’t.

Before Data Enrichment

3326170 « Prev Next »

115mm Angle Grinder 840W G12SN2(G6Z) HiKOKI

by HIKOKI

\$123.75 excl GST

High power (840W) motor with overload durability

Strong alloy gearbox

Slide switch (on side of tool body)

Spindle lock

Ergonomically angled side handle

Backed By Hitachi's 3 Year Heavy Duty Warranty.

Quantity **Add to cart**

Customer Reviews

No reviews yet

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After Data Enrichment

ALTIUS ESTORE

All Categories
COMPARE
MY CART

ALL CATEGORIES >
HOME
TOOLS AND EQUIPMENT
ELECTRICAL
MACHINING
PNEUMATICS AND HYDRAULICS
CLEANING JAINTORIAL
SAFETY

Home > Tools & Equipment > Power Tools > Grinders & Grinder Accessories > Angle Grinders > VERTO Angle Grinder 230 V 12000 Min⁻¹ Speed

VERTO Angle Grinder 230 V 12000 Min⁻¹ Speed

★★★★★ Be the first to review this product

\$4,567.00 IN STOCK

SKU#: 51G053 Manufacturer: VERTO Mfr Part No.: 51G053

Qty **Add to Cart**

[♥ Add to Wish List](#)
[+ Add to Compare](#)
[✉ Email](#)

TECHNICAL SPEC	PRODUCT DESCRIPTION / FEATURES	COLLATERAL	REVIEWS
Brand	VERTO	Product Type	Angle Grinder
Cutting Disc Size	115 x 22.2 mm	Voltage	230 V
Frequency	50 Hz	Power Rating	500 W
Maximum Speed	12000 Min ⁻¹	Spindle Thread Size	M14
Dimension	280 x 75 mm	Application	Workshop Tasks
Includes	Steel Disc Guard,Special Key,Additional Handle	Standards Met	European Safety Standards,CE Certified
Weight	1.64 kg		

FREE SHIPPING
Free for all over order \$100.00

MONEY COME BACK
100% Money Back 30 Days

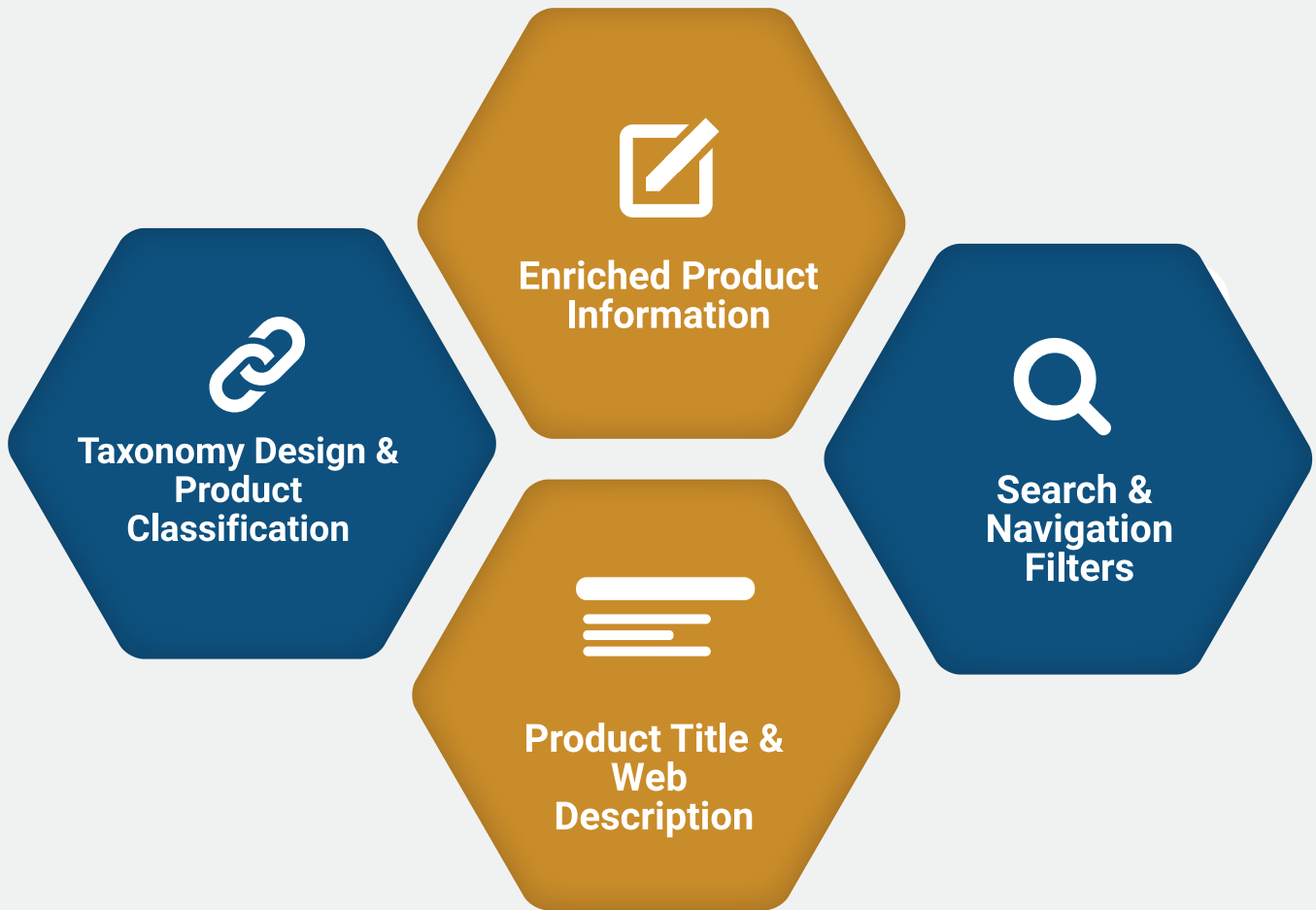
24/7 SUPPORT
Service support fast 24/7

MEMBER DISCOUNT
Upto 40% Discount

AltiusNxt

05

Product Content Services



Why Product Content should be done by Experts?

When data enrichment is done in-house, it is seen that this is usually done by interns or employees who have been recruited to serve a different role altogether. Whereas, when data enrichment is done by the experts in this field, regardless of the industry, the quality and accuracy of data is faultless. “ A human element will always guarantee higher quality product content. If you find the right partner you can trust, consult with them and benefit from their domain expertise” – a customer of AltiusNxt.

Transcat, Baker & Farrow, Adex are a few companies that believe, than an Enriched Page, on a website, gives the impression to customers, that the products are up to date, and the company is serious about the kind of work they do.

Alongside data enrichment, AltiusNxt provides a complete suite of solutions like e-commerce platform implementation, Product implementation and software services.

Strategize for Growth

Good Product Content is the starting point to all sales- Online and Offline. With experienced teams, who have worked on Product Content for a long period of time, the knowledge and experience they bring to the table is prodigious. The recommendations and hand holding AltiusNxt does for medium business owners, over a period of few months, have seen exponential turn around in online sales. Though there maybe a number of factors that affect online sales, product content is key in convincing the buyer that a certain product from a certain distributor is the right choice to satisfy his current need. This also subconsciously builds brand equity of the distributor in the minds of the end buyers, that a certain online distributor always has the specific products he needs, with the right specs.

Investing in the right Solution Provider/ Consultant is equally important. Look for experience and knowledge of products, over everything. It is very important one partners with a solution provider who has in-depth knowledge in the products of a specified industry. A distributor can afford to deploy a Category Manager to handle his sales, but when it comes to product content, the category manager may not have the expertise or time on his hands. The smart thing to do, is to invest in a Solution Provider who specializes and boasts an in-depth knowledge of the industrial products you are looking for, instead of just opting for a Project Management company.

Always look at your Solution Provider as an extended arm. This helps you focus on what you are good at, ie, Procurement-Sales, and let the Solution Provider in delivering Top-Notch Rich Product Pages that in-turn increases your ROI.

With experience of enriching more than 10 million SKUs, across industries, Altius e-Commerce Solutions boasts many a success stories. Many clients now have a more presentable and informative website with rich product content. The investment made in enriching content pages, paid off in just a few months. By being a consultant and hand holding many distributors in the US and Europe, AltiusNxt has delivered 50K – 700K SKU's for any given distributor.

A Solution Provider's job is not only enriching web pages, but also extending an arm to the client. He is hand-held and taken to bigger and better places in business by also implementing other ancillary seamless platforms like PIM tool and writing connectors to ERP and e-Commerce platforms.

The Right Solution Provider Brings in a Simpler, Sophisticated and Seamless Environment for the complete Supply Chain ecosystem.

The team @ ALTIUSNXT

With over 200+ engineers specialized in mechanical, computers and software, AltiusNxt believes in solving our clients' toughest Product Data challenges by providing unparalleled services in technology and consulting.

With every team working as a knowledge hub for specific categories, we believe in providing high quality expert data. We deliver accurate information for a demanding new age digital e-commerce world.

Our solutions for every kind of company, makes us accessible to everyone.

Conclusion

To succeed in the ecommerce environment, B2B store owners need to develop new ways to connect with customers, help them find what they need, and demonstrate ongoing value. Enriched information is a foundational asset that enhances and enables all sorts of other winning e-commerce strategies, as well as larger enterprise-level digital transformations.

The bottom line is:

Good Product Content Is Good Business.

Good User Experience is Great Business.



AltiusNxt 

**Revenue-Boosting
Product Data & PIM Services**



AltiusNxt is a technology company that specializes in product content management and optimization for B2B technical products. AltiusNxt has worked on more than 25 million SKUs. With teams of analysts, including dozens of experienced engineers, AltiusNxt has the capacity to rapidly onboard thousands of SKUs for industrial e-commerce sites and product information management (PIM) systems, working either directly with distributors and manufacturers or as Consultants and Solution Providers.

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