

Why Product Content Matters

Customers want complete and trusted information about products before they decide to buy. Poor quality product data and content destroys customer satisfaction, revenue and profit for eCommerce sites. Good content, on the other hand helps shoppers to find, learn about, interact with and buy products.

Good content is necessary for great user experience and higher sales; helps shoppers to find, learn about, compare and buy products. Good content also reduces abandonment, bad reviews and poor SEO rankings.

Organized, accurate, up-to-date data also reduces business costs.

Your team will deal with fewer product returns and customer support issues, plus less time spent finding and correcting bad data. One IDC study reported that the typical knowledge worker spends 30% of the day searching for information to help customers or drive business processes.

What's the real advantage of good product content?

According to Early Information Sciences:

“Improvements to product taxonomy, attributes and data can have significant impact on demand generation and operational productivity of the product information team.

We typically see:

- *20% increase in SEO traffic*
- *20% increase in SEO page entries*
- *40% increase in product search click-through (CTR)*
- *40% increase in product detail page conversions*
- *20% increase in website usability customer satisfaction”*

At AltiusNxt, we could not agree more. Customers discover ROI in just 3 to 12 months from product data improvement projects



More research findings:

- A **study by Oracle** revealed that
 - “ people want above all, more detailed and visual product information (37%), better search (29%) and 20% want better site design and navigation. ”
- A recent **Demand Gen** report on online shoppers also stated
 - “ about two thirds (67%) rely more on content to research and make purchasing decisions than they did a year ago. ”
- The visual information that Oracle emphasizes includes product images on your site. According to a **study by Forbes**:
 - “ 50% of online shoppers say that large, high-quality product images are more important in their buying decisions than product information, descriptions or even reviews. This is great news for online retailers. ”
- **Visual Website Optimizer** found that
 - “ for one general merchandize retailer, by increasing the size of product images, sales rose a straight 9.46% (without any additional funds spent towards advertising)! ”
- Many eCommerce sites also host **inaccurate product data**. **Ventana** reports:
 - “ Over 80% of B2B companies are not confident in their product data. ”
- **Real Results Marketing and MDM** survey also stated:
 - “ Distributors who say they have an effective catalog are nearly twice as likely to have complete data and more than four times more likely to have accurate data than companies with ineffective catalogs. Among the successful catalog distributors, 82% report high product data accuracy versus 18% for other distributors. ”
- An **eBook from Industrial Strength Marketing**, sums it up:
 - “ Your products should include up-to-date, complete data so that they're discoverable by search engines, filterable by your catalog and helpful to your users. Buyers could be looking for anything: product names, brand names, your part numbers, your competitor part numbers, literature, manuals, product features, attributes, shipping restrictions, high-resolution images – you just don't know. Even simple improvements can have big effects on sales and revenues. ”



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