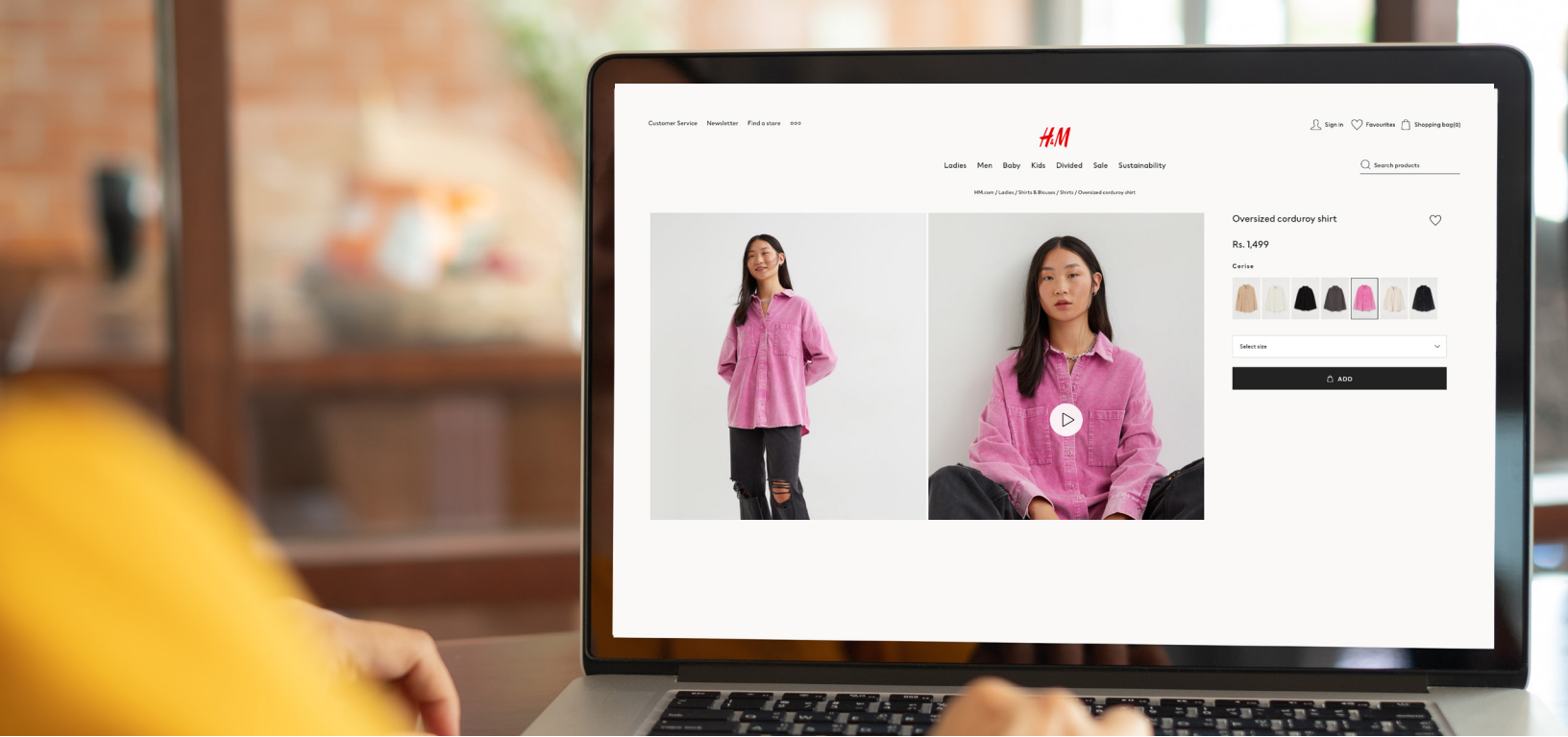Syndigo

Enhanced Content for the Win! Everything Suppliers and Retailers Need to Know

Table of Contents

Introduction

Whether you're a manufacturer or a retailer, you know that successful eCommerce strategy matters. It's been growing in activity for years now, and the online shopping boom of 2020 accelerated it even more. In fact, Black Friday 2020 online shoppers who engaged with rich product content **converted 7.2% more** and had a **purchase value that was, on average, 92% higher!**

The increased eCommerce activity has dramatically changed shopper behaviors. Not only are people demanding more answers and details when they first view a product, they know they can move on to the next one (and the one after that!) if they're not served the information they need quickly.

Brand owners and retailers only have mere moments now to capture a shopper's attention— and most importantly, to keep it long enough to convert it to a sale.

Enhanced Content Combines Intelligent Product Detail Pages with Engaging Experiences
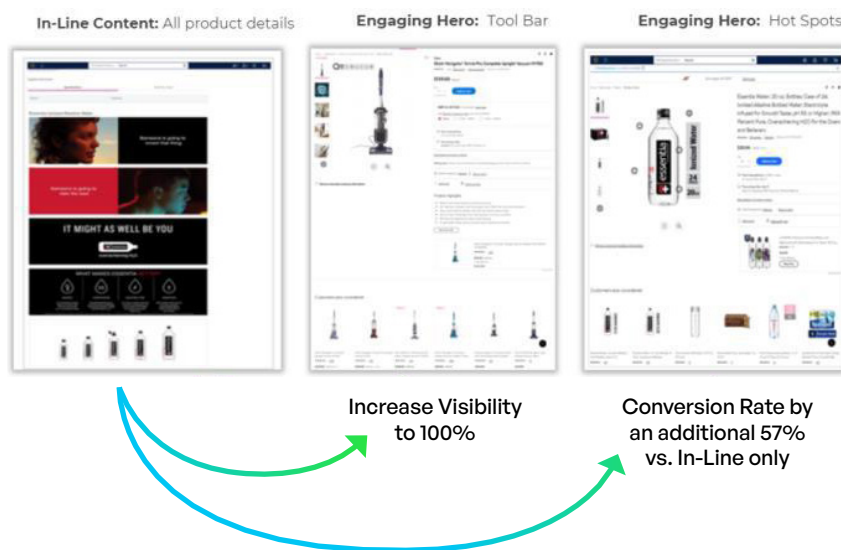
So, what can you do to make the most of this online traffic? How can you ensure consumers are getting all they need from your product pages, just as if they were viewing the products in store? Do you have what it takes to hold their attention with rich content?

To ensure brands and retailers alike are leveraging the right tools to engage consumers through eCommerce, Syndigo created **Enhanced Content**: a suite of powerful capabilities that can be incorporated into your product pages for more immersive, detailed experiences. These capabilities come to play in:

1. The Engaging Hero (also known as Above the Fold Content): Compelling, conversion-winning content on the most viewed, top-of-the-page area of a site that captivates shoppers who aren't committed to scrolling **(57% of consumer time** is spent above the fold—a.k.a. the first screen/swipe). The Engaging Hero can be displayed in two ways:

- **Contextual Hotspots** can be placed on top of the hero image of a product page. When clicked on, these hotspots open modal windows that contain additional key product content like feature descriptions, photo captions, and additional image galleries. You can increase cart conversions **by an additional 7%** vs. Using In-Line Content only.

- **Interactive Toolbar** serves up your best assets in the most lucrative, eye-catching page positions. Deliver visually interactive, mobile-responsive rich media assets to the prime real estate on your PDP. With this toolbar, you can increase visibility by 100% vs. using In-Line Content only.

2. In-Line Enhanced Content (also known as Below the Fold Content): Detailed content that provides a deeper dive into relevant product information. This product content engages shoppers who are moving into the consideration phase on the path to purchase (e.g., comparison charts, interactive product guides, lifestyle images, etc.).

In-Line Content: All product details   Engaging Hero: Tool Bar   Engaging Hero: Hot Spots

Increase Visibility to 100%

Conversion Rate by an additional 57% vs. In-Line only

Syndigo is known for its robust vendor and recipient network: tens of thousands of suppliers and retailers that use the platform. And when it comes to Enhanced Content specifically, we cover **2,500+ suppliers, 1,000+ websites, and 6 million+ product detail pages**—ultimately delivering more than **4 billion shopper impressions per year.**

No matter the vertical, these features can make a difference in your shoppers' purchasing decisions. Enhanced Content has proven to be a game-changer for thousands of brands and retail websites, with an average **90% increase in conversion rates!** Use this guide to learn more about exactly what Enhanced Content entails, as well as the best practices you can use for your vertical.

Level-Setting: 5 Questions to Guide Your Best Product Detail Page

Before you dive into using Enhanced Content, it's important to align your unique product goals with the various widgets available. To start thinking about maximizing Enhanced Content for a truly optimized product detail page, ask yourself:

1. **What is my product's most unique feature / differentiator?**
2. **What problem does my product solve?**
3. **Who is my product for and what will they value about it?**
4. **What are the key features of my product that I would show off in a store?**
5. **What are the common questions and points of feedback that customers have about my product?**

Once you've gone through this exercise, you'll have the knowledge to determine which Enhanced Content widgets will have the best impact on your brand's engagement and conversions. Keep your answers in mind when reviewing the options below, and see which widgets resonate with your strategy best. ready content, disseminating the data to various endpoints, and leveraging insights to drive improvements.

390%

Increase in conversion rates when shoppers engage with rich content

Enhanced Content Widgets

FEATURE SETS

Combine visuals (images and/or videos) with text to create engaging and informative content about the product's features. Feature sets are useful for presenting a brand story (features and benefits) in a structured way.

VIDEOS

While typically used to present a demo or tour of the product, videos can be arranged in a gallery, each with their own caption and description. It is recommended to provide Accessibility Files (.vtt format) for each video.

IMAGE GALLERIES & CAROUSELS

Intended to show different views of the product, images are arranged in a gallery, each with their own caption and description.

INTERACTIVE TOUR

Shoppers can interact with the product by clicking on hotspots that have been positioned on the product image. Each hotspot highlights a key aspect or feature of the product, and the content for each one is displayed in a feature box which can include text, image, and video.
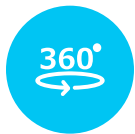
360-VIEW

Shoppers can learn about the product by interacting with the product image as it rotates horizontally. They can also control the rotation, letting the image spin automatically or using the controls to view the image frame-by-frame. Finally, shoppers can also stop the motion, zoom in on a particular frame, and reverse the order of the rotation.

IFRAME

Suppliers can insert approved third-party experiences and share within their product pages

Enhanced Content Widgets

SPECIFICATIONS TABLE

Suppliers can enter content in columns, organize content under group headings, and present technical information in a reference table format for shoppers to easily digest information.

COMPARISON TABLE

Create tables that display related products side-by-side so shoppers can easily compare the product features with others. Comparison tables can be dynamically assorted, based on the catalog feed provided by the retailer.

DOCUMENTS

Suppliers can upload one or more PDF documents about the product to provide additional information about it, such as data sheets, technical specifications, and user manuals.

CAROUSEL

Combine text, video, and graphics to show shoppers a helpful sequence of steps or stages pertaining to the product. For example, a carousel can be used to show how to assemble a product, best practices for using the product, or maintenance and storage instructions.

PRODUCT SELECTORS

Assist shoppers with the product selection process by enabling this tool to ask a series of intuitive questions, followed by a product recommendation that is carried by the site partner.

Engagement & Conversion Reporting

You can't improve what you can't measure! In order to truly deliver compelling PDPs, Syndigo powers in-depth reporting so you can monitor the performance of your pages and make strategic improvements over time. Our reporting capabilities are integrated right into the platform, making it simple for brand owners to glean insights and make changes through a linear workflow so they can move straight from analysis to implementation in the same working environment.

Syndigo's Enhanced Content analytics enable you to assess visitor behavior and shopper interactions based on specific engagement with the rich content on your product pages. This empowers you with the knowledge to determine how engagement contributes to actual shopping decisions (such as add-to-cart rates) and how you can continuously refine PDPs for even better results. Ultimately, these reporting tools are your gateway to ongoing optimization and higher sales through Enhanced Content.
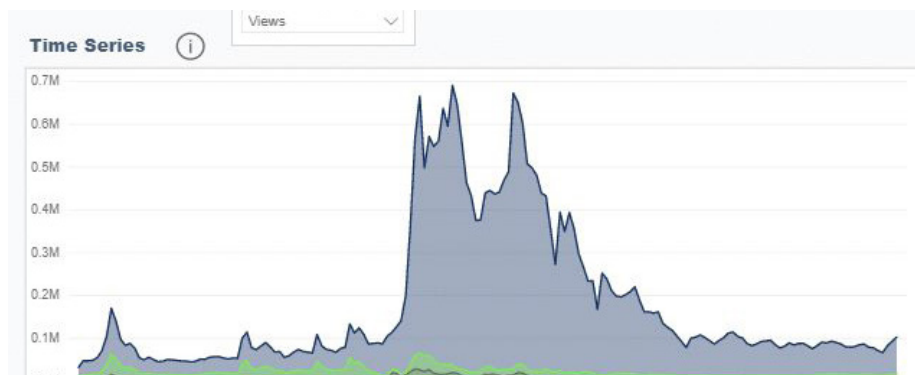
Best Practices by Vertical: Industry Stats and Examples

Now that you're familiar with different avenues of Enhanced Content and have determined your PDP goals, it's time to look at some real-world examples. Find your vertical below and click to see what kinds of conversion lifts you can expect—90% on average. Keep reading to learn what your favorite widgets look like in action!

1. **Baby/Juvenile**
2. **CPG: Beauty**
3. **CPG: General**
4. **CPG: Over-the-Counter**
5. **CPG: Food & Beverage**

6. **Electronics**
7. **Fashion & Apparel**
8. **Hardlines**
9.   **Home**
10. **Toys**

Baby: Reassure Parents with Safe & Stylish Product Experience

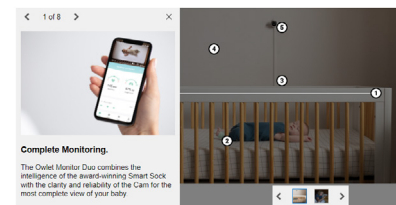## Overall conversion rate increase: 146%

New parents have plenty of responsibilities to juggle that can leave them feeling overwhelmed. So when it comes to searching for the right baby products, something to ease their anxiety is more than welcomed! After all, shopping online for baby items can be overwhelming in and of itself due to the many options out there.

Consider the following applications of Enhanced Content to reassure baby product shoppers:

1

Help parents decide which item is safest with comparison charts

2

Boost conversions with interactive product tours

3

Provide reassurance with third-party validations

Think about the various life stages parents need to consider for their babies, and how each life stage correlates to another product (or set of products!). From repeat purchases like diapers to big-ticket items like cribs, shoppers need to be able to examine the safety and the effectiveness of these products intensely. Whether your consumer is a first-time mom or a parent of triplets, Enhanced Content empowers baby brands to communicate all these crucial details so parents can confidently make key purchases for their children.

Read the full blog on Enhanced Content for Baby brands
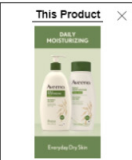
CPG Beauty: Stylize Your PDPs

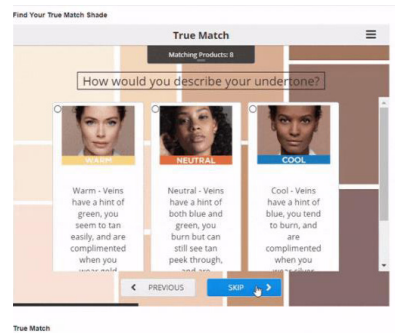**Overall conversion rate increase: 141%**

The beauty industry is a competitive one. Not only are there multiple facets—make-up, hair care, skin products—there's a large variety of types and sub-segments within each of those areas. Many sectors have a wide assortment of brands to choose from, but beauty products take that to another level.

Add in the fact that so many people are shopping online today, and the quest for the perfect beauty product becomes even more daunting. That said, when you manage product content for a beauty brand, how do you ensure your products stand out amongst the competition on retailer websites? Check out the ideas below that we've seen make successful impacts:

1

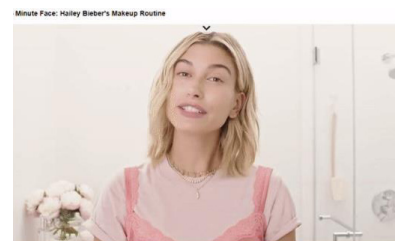### Increase conversions with comparison tables

2

Offer a guided experience with our product selection tool

3

In-use product applications effectively demonstrate what the product achieves
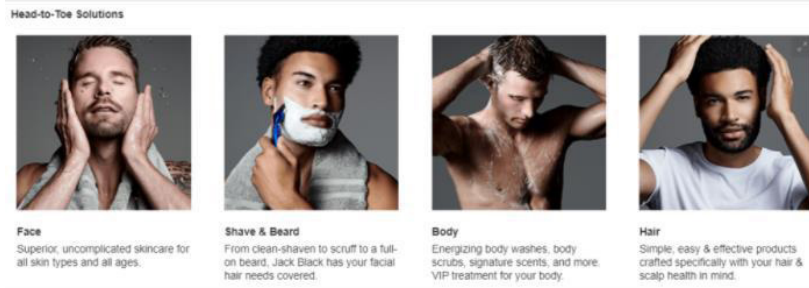
4

Use videos—even influencer content—to connect with shoppers

**Read the full blog on Enhanced Content for CPG Beauty brands**

CPG General: Boost Online Experiences Across All Products

Overall conversion rate increase: 128%

The world of consumer-packaged goods (CPG) is a rather big one. From electric toothbrushes to lipstick and everything in between, there's always a brand for consumers to browse in the CPG category.
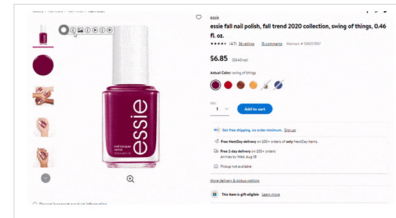
Ironically, one of the biggest benefits of shopping online for these items can also be the biggest challenge: endless assortment options. CPG brand owners need to identify their "wow factor" so they can confidently stand out in this crowded market. Moreover, they need to be able to communicate every last detail about their product for full transparency. Providing engaging content, like the examples below, helps consumers sift through the choices more effectively.

1

See conversion lift with comparison tables

2

100% visibility with Engaging Hero content

3

Connect with your shopper by sharing your brand history

Online CPG shoppers crave product content that demonstrates exactly what they can expect from the item. Not only does this empower them to narrow down their choices to a specific style, shade, or application that will be right for them, it reduces return rates and increases sales for the brand and/or retailer. Drive conversions as much as 390% with engaging, CPG product content!

### _Read the full blog on Enhanced Content for CPG General brands_

CPG Over-the-Counter: Send Sales Over the Top for Your Products

Overall conversion rate increase: 176%

Online shopping can be overwhelming, especially when the products you're looking for are health-related. Those extensive digital assortments can be reassuring when it comes to knowing you have options, but also challenging when it comes to choosing the right one for your immediate need.

Plenty of consumers are turning to websites, rather than physical stores, to find and purchase their over-the-counter products. Some may be looking for a simple thermometer while others might be seeking a particular cold medicine. Here are some ways to help them feel confident in their shopping:
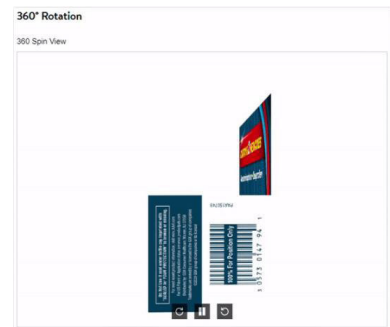
1

Use product tours to help shoppers make an informed decision
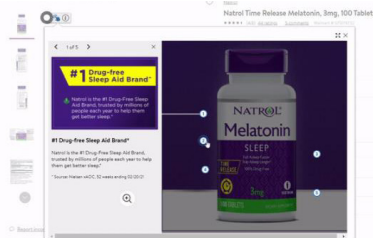
2

Conversion lift with engaging videos
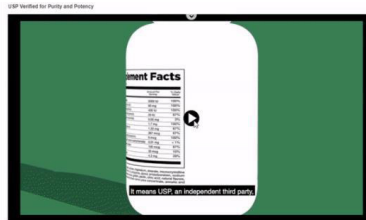
3

Help shoppers get the whole picture—and lift conversions 15X higher with 360-spins

Building hands-off points of interaction for over-the-counter products makes a big difference. This empowers consumers to engage in an immersive experience with the product from the comfort of their own home, ultimately to gain a confident understanding of how safe, effective, and relevant that over-the-counter product will be for their unique needs. Use Enhanced Content features like videos, FAQ sections, drug facts, certifications, and product directions to maximize engagement opportunities.

Read the full blog on Enhanced Content for CPG Over-the-Counter brands
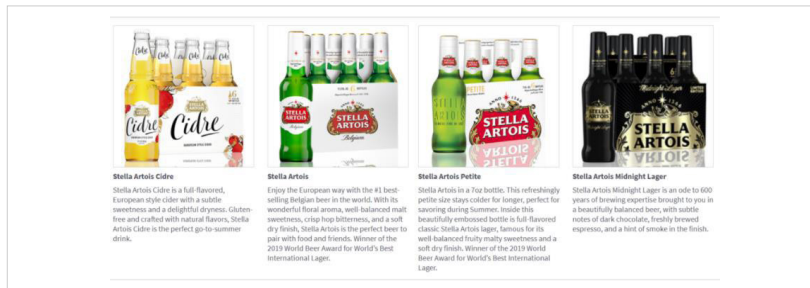
CPG Food & Beverage: Give Shoppers the Experiences They Crave

Overall conversion rate increase: 287%

Food & Beverage is probably one of the most shopped categories out there—after all, everyone has to eat! But ever since the COVID-19 pandemic hit, more and more food & beverage purchases are occurring online, and consumers are expecting content that shows exactly what they're getting.

Searching for a food & beverage item online can get overwhelming, as the options are limitless. So how can these food & beverage brands ensure they stand apart and communicate all the necessary details to hungry and curious shoppers? Some of the most impactful approaches are shown below:

1
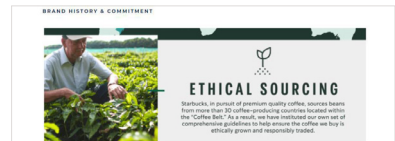**Showing assortment in a comparison table can increase conversions**

2
Lifestyle images show the product in use

3
Display intriguing recipe ideas

4
Let shoppers get to know your mission

Powering Food & Beverage experiences with Enhanced Content can enable recommendations to shoppers on how and when to use the product, like seasonal recipe suggestions or occasion-based consumption ideas that spark interest. Taking a moment to connect with these consumers by telling them what your company stands for or what you're doing to give back to local communities is also key. Combining all these facets together on your Food & Beverage product pages can elevate conversions to the next level!

Read the full blog on Enhanced Content for CPG Food & Beverage brands

Electronics: Cut the Cord on Plain PDPs

Overall conversion rate increase: 119%

From a cell phone to a wireless mouse, the electronics category is an extensive one. Online shopping makes it easier for consumers to sift through the options, but it's still easy for a shopper to become overwhelmed. Especially if they're not tech-savvy, this category can get awfully complex awfully fast. The trick to overcoming this, of course, is improving those PDPs with better information in more impactful ways. Here are some examples:

1
See an increase in conversions when videos are watched
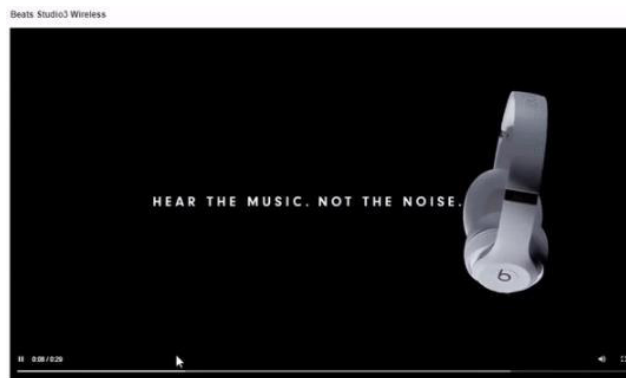
2
Display image carousels and get an increase in conversions

3
Highlight warranty information, as well as product instructions and specifications for up to 13% conversion lift
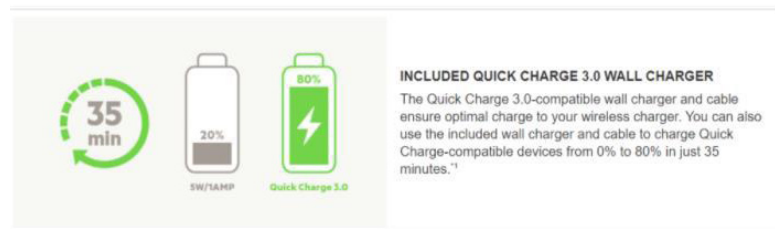
4
360-views shows the whole product—leading to better conversion lift

This rich, interactive media gives electronics PDPs the extra touch they need. In fact, electronics brands that use Enhanced Content see an average cart lift of 23%! In today's mobile-first, digital era, there's no time to miss out on results like that.

Read the full blog on Enhanced Content for Electronics brands

Fashion & Apparel: Help Shoppers Find Fashion that Fits

Overall conversion rate increase: 381%

Consumers everywhere know the struggle of shopping for clothes—especially online. So many people buy an item of clothing from a website, only to find it doesn't fit or looks totally different in person. After all, basic sizing charts don't guarantee how long a garment is, how it's cut, how it fits, or how it flows.
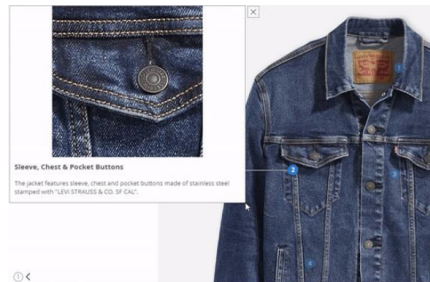
That's why better information on these digital product listings can make all the difference in a shopper's experience (and in the brand's sales). Product content for apparel online needs to replicate a fitting room experience and set realistic expectations for the buyer, ultimately empowering more satisfied purchase decisions and preventing returns.

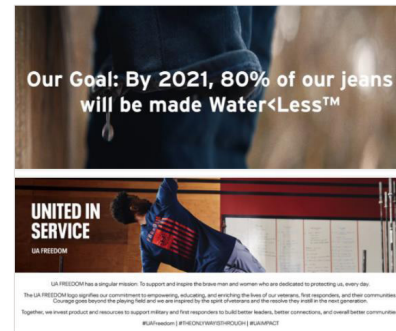Here are examples of rich PDP content that can help bring those expectations to reality:

1

See conversion rates move higher by using comparison charts

2

Relate to shoppers by telling them what you stand for

3

Lift add-to-cart rates by 58% with interactive tours

With Enhanced Content, apparel brands can create immersive product experiences for their eCommerce shoppers. Demonstration videos, lifestyle images, comparison charts, and other interactive media facilitate a more successful search for fashion that fits. This is the game-changer for online clothes shopping, making it possible for consumers to choose the right items for their needs, and more importantly, to see those items live up to expectations.

Read the full blog on Enhanced Content for Fashion & Apparel brands

Hardlines: Bring Home Improvement / DIY Experiences to Life

Overall conversion rate increase: 172%

Home improvement and DIY are areas people always seem to be working on. That makes the need for compelling hardlines product pages high, as consumers need to know exactly what they're getting when they buy a hardlines item. From weights and dimensions to material and usage application, there's a ton to communicate on a hardlines PDP—and Enhanced Content is the way to do it effectively.

1

Engaging with document galleries can lead to 46% conversion increase

SHEM63W52N - Spec Sheet with Installation Instructions
View | Download
PDF, 2 MB

SHEM63W52N-Use & Care Guide
View | Download
PDF, 6 MB

2

20% increase in conversions when shoppers engage with interactive tours or image carousels

3

See conversion lift with 360-views
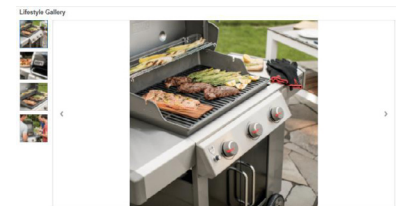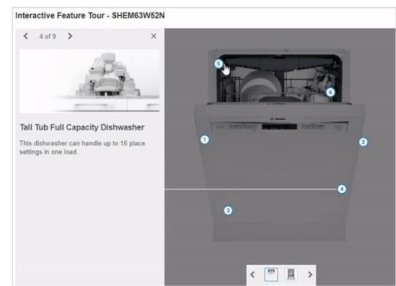
Whether it's a power tool, an appliance, or gardening equipment, the hardlines category is regularly sought after, and compelling online experiences only help drive those sales. Whatever you prefer to highlight for your hardlines brand can be the focus by using these Enhanced Content elements.

Read the full blog on Enhanced Content for Hardlines brands

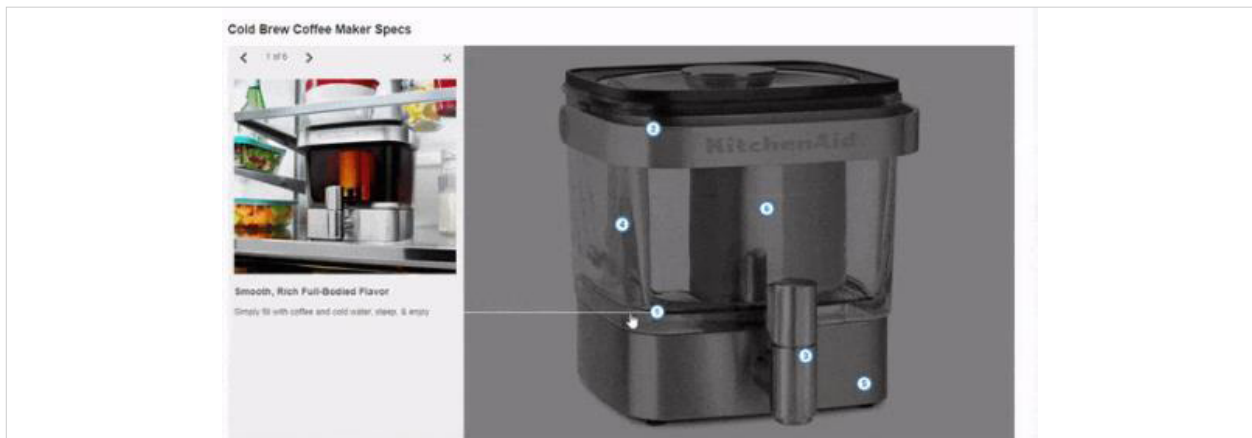# Home: Create Homier Experiences with These Rich PDPs

Overall conversion rate increase: 129%

These days, home is where the heart is! Ever since the COVID-19 pandemic, people have taken more and more pride in their at-home spaces. Between the influx of remote work opportunities and the lack of public gatherings, boosting the appearance, functionality, and comfort of one's home is an increasingly popular hobby—and a top priority.

This of course means consumers have way more items to shop for, which can be fun, but overwhelming. The assortment is seemingly endless and the variety of brands across different items makes purchase choices that much harder. Consumers need guidance in determining the best product for their needs, particularly when shopping for home items online. That's why it's so critical for brands to communicate all the differentiators and advantages of their product on those highly competitive product detail pages.

1

Conversion can increase with interactive tours

2

Highlight key features
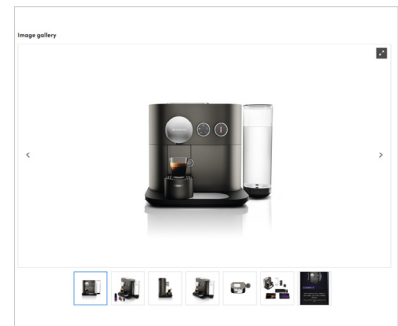
Home: Create Homier Experiences with These Rich PDPs

3

Use comparison tables and see conversions increase

4

38% conversion lift after engaging with image gallery

Perhaps your consumer is searching for a vacuum cleaner. They're going to want to know how much it weighs, whether it's cordless or not, what colors it comes in, and a whole bunch of other attributes! It's not enough to simply list these out. Hands-off, interactive elements that let the shopper explore those details on the page and get immersed in the experience are what lead to conversions. And the Enhanced Content features don't stop there for home brands! Let's say your shopper is looking at a microwave and wants to compare it with other, similar ones. Rather than risking them leaving the page, use a comparison table to demonstrate why your product is superior. Also consider image carousels, videos, and other lively Enhanced Content options to represent the ins and outs of your item.

### _Read the full blog on Enhanced Content for Home brands_

Toys: Play Up Your PDPs for More Fun Experiences

Overall conversion rate increase: 154%

Few product lines bring as much joy as the toy sector. And with good reason! Toys are colorful, come in many shapes and sizes, include fun materials, and keep kids entertained. So why should a toys product detail page (PDP) be anything less than that? Parents should not only be able to view a toy online and feel excited themselves, they should be able to show that page to their child and get the same reaction. While product content may seem like a chore to some manufacturers, it definitely shouldn't for toy brands.

1
See a conversion lift with videos
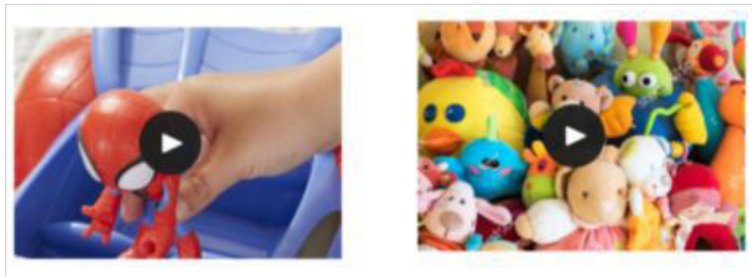
2
Show the entire product with 360-spins—and see additional conversion lift
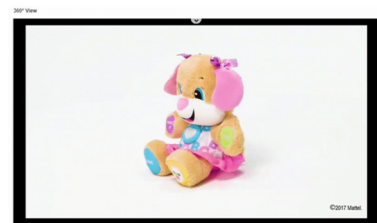
3
Lift conversions by highlighting key features

4
Comparison charts can increase conversions

You might be selling board games, dolls, or art kits—whatever they may be, your toy items can stand out from the competition. All you have to do is think about hands-off points of interaction for those online shoppers (which are most shoppers today). Moreover, this content needs to address the evolving trends in the toy industry, as well as the latest priorities for encouraging kids' development skills. Sharing the history of your toy brand resonates with shoppers, too, as parents might get nostalgic for toys they enjoyed as a child and wish to pass that experience along to their kids. These are the selling points that take toy PDPs to the next level and convince consumers why your product is the best!

Read the full blog on Enhanced Content for Toys brands

Final Takeaways

Regardless of your vertical, keep these key points in mind as you leverage Enhanced Content for your product pages:

Brand content should be everywhere—because we're shopping everywhere.

Leverage Hero Content to get your messaging in front of shoppers 100% of the time.

Build your brand value by using the flexibility of rich content to your advantage.

Be creative, educational, and inspirational in the ways you connect with shoppers.

Customize your experience with Device Targeting: Engagement behaviors might differ by device, but the key purchase factors people seek will not.

Drive informed improvements with crucial data insights.

We hope this guide has opened your eyes to the world of possibilities with Enhanced Content. Make sure you're not missing out on better sales, more engagement, improved brand loyalty, and increased website visits. Suppliers can easily start syndicating Enhanced Content across their retailer networks—and retailers can easily work with Syndigo to enable that content for their supplier networks!

Transform your PDPs today with the product content that consumers are seeking. All you have to do is click below to get started.

I'm ready for Enhanced Content

Syndigo