

PHILIPS

OPTIMIZING PRODUCT PAGE LAYOUTS TO ADDRESS SHRINKING SHOPPER ATTENTION SPANS

"If you're marketing to millennials, you better make it quick; you have just 5-6 seconds to catch their attention."

-comScore

According to a recent comScore study, consumer attention spans have shrunk yet again. Millennials have a 5-6 second attention span for ads — a steep cut from the traditional 30 seconds most marketers use in their designs.

This research reinforces the notion that that radical format changes are necessary to stay competitive in a crowded marketplace – an idea that Syndigo discussed with clients like Philips, a top consumer health and home care brand partner. On the heels of this study, Syndigo worked with a Philips to conduct a product page layout test.

CHALLENGE

Philips sought to determine whether a scannable layout would address shrinking attention spans and result in greater engagement and conversions.

SOLUTION

Syndigo conducted a month-long A/B test at a top retailer site, using two layout options across three products selected by traffic and category.



LEARN MORE

Syndigo handled the test, from design and methodology to implementation and analysis, while also ensuring that the layout options could be quickly and easily deployed across thousands of products.

- **Working with Philips**, test layouts were created that helped shoppers to understand the features and benefits of the selected products at a glance.
- **As a first step**, an area was designated at the top of the product page for content placement. The test layouts included a hero image, marketing copy and bulleted product features.
- **The phase control** one-column layout A, which required scrolling to view one feature at a time, was tested against a three-column layout B, which enabled shoppers to quickly scan features. Layout B made it simpler for the shopper by presenting the content in “snack sized” portions.

RESULTS

At the conclusion of the test, a clear winner was identified. Layout B with its scannable product information consistently outperformed other layouts in both engagement and conversions, with an average conversion rate increase of 65 percent.

“Feedback from Philips was incredibly positive, They not only stated that it was the simplest test they had ever conducted, but also that the findings reinforced independent test results.”

- Jason Tal, Data Scientist | Syndigo

Two weeks after accepting the test results, Philips rolled out layout B using the Syndigo platform, and pushed it live across its participating retailer sites.

This success hammers home the reality about digital content marketing today: It’s not just the ingredients on the page, but the way you present them that can make all the difference.

ABOUT SYNDIGO

Syndigo™ helps clients grow sales by providing extensive product content, nutrition information and digital media that power engaging experiences across brands, distributors and retailers. Clients in industries such as automotive, consumer goods, DIY, foodservice, grocery, hardlines, and healthcare all benefit from Syndigo’s integrated platform, Content Experience Hub – which enables clients to collect, store, manage, syndicate and publish their content for consumers across the largest trading network in the world.

Syndigo™ solutions include: detailed and verified product information with audit analytics to help facilitate buying decisions; syndication of data to GSI global standards via GDSN; store optimization services for effective in-store layouts and shelf merchandising; publishing of rich product content integrated into retail sites globally; and interactive tools to allow restaurant and foodservice brands to organize and share nutrition data with their customers. For more information please visit www.syndigo.com