Drive Sales and Engagement on Lowes.com

Syndigo
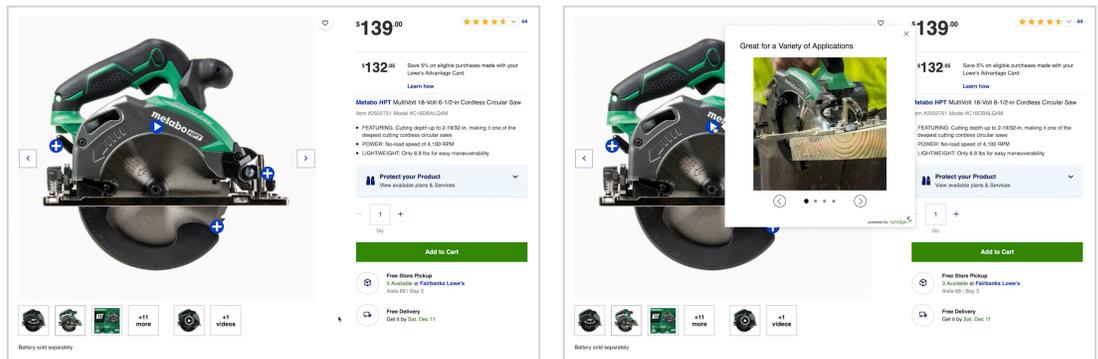### Products Move When Content Flows™

Gain the full advantages of your branded rich media. With engaging hero, hotspots, and in-line content, brands can significantly increase their eCommerce sales at Lowe's.
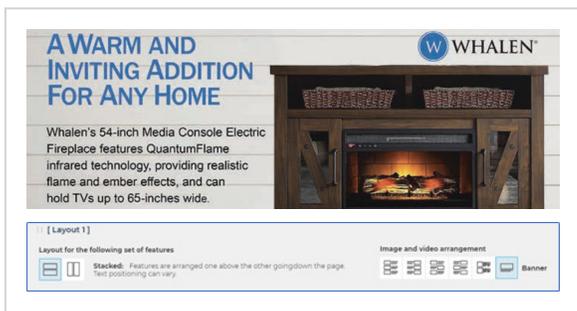
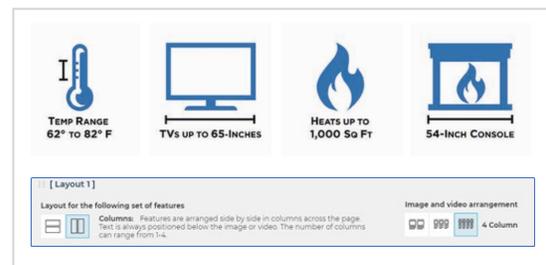## Boost your Conversions with Engaging Hero and HotSpots

Deliver Compelling Content with A+ Content Layouts

The required layout for a brand's product page at Lowe's. A+ Content should be laid out in the order below:
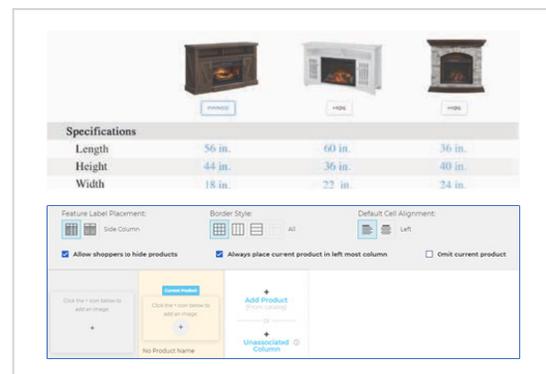
Widget #1: Feature Sets

Widget #2: Feature Sets

Widget #3: Images

+ Add Images

Please enter at least 1 image

Widget #4: Comparison Tables

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Publish Enhanced Content to the Recipient

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1. Create New Enhanced Content

Navigate to the Product Details page via the Products tab. Click the **Enhanced Content tab** on the left. Select **Language, Locale, Recipient** and click Continue.

2. Add Widgets

Click on the **Add Widget** button and select from the list of available Enhanced Content widgets (or types of content). Click **Save Widget**.

3. Add an Enhanced Content Recipient

Navigate to the Syndication page and click the Recipients tab. Click **Add New Recipient**. Select Enhanced Content from the Recipient Type dropdown menu and search for "Lowe's - Enhanced Content". Click **Add Recipient**.

4. Add to Product Page & Link a Product to an Enhanced Content Recipient

On the Product Details Page click **Add to product pages**. Add the associated Recipient's Product Page URL and **Submit Product Pages**. Go to the Properties tab of a Product Details page and click Add Recipient. Select the Enhanced Content Requirement Set for that Recipient.

5. Publish

For the Enhanced Content to be published, make sure the required attributes in the Attributes tab are complete:

- MFG Model#
- Global Trade Item Number {GTIN)
- MFG Brand Name

Click Publish. In the pop-up window that appears, select the linked Enhanced Content Recipient to which you'd like to publish.

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Gain Insights with Reporting

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Get Full Visibility with Performance Reports

All product pages enhanced with Syndigo Enhanced Content come with a suite of reports that allow brands to measure how their product pages are performing.

Measure Video Engagement

Play Rate: The ratio of visitors who click 'Play' as a percent.

Average Playback: The average time videos are watched, in seconds.

Average Percent Complete: The ratio of average playback time to video length.

Completion Rate: The ratio of times a video is watched to completion to total Plays as a percent.

Viewable Impression: A visit during which enhanced content was visible on the user's screen.

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Gain Insights with Reporting

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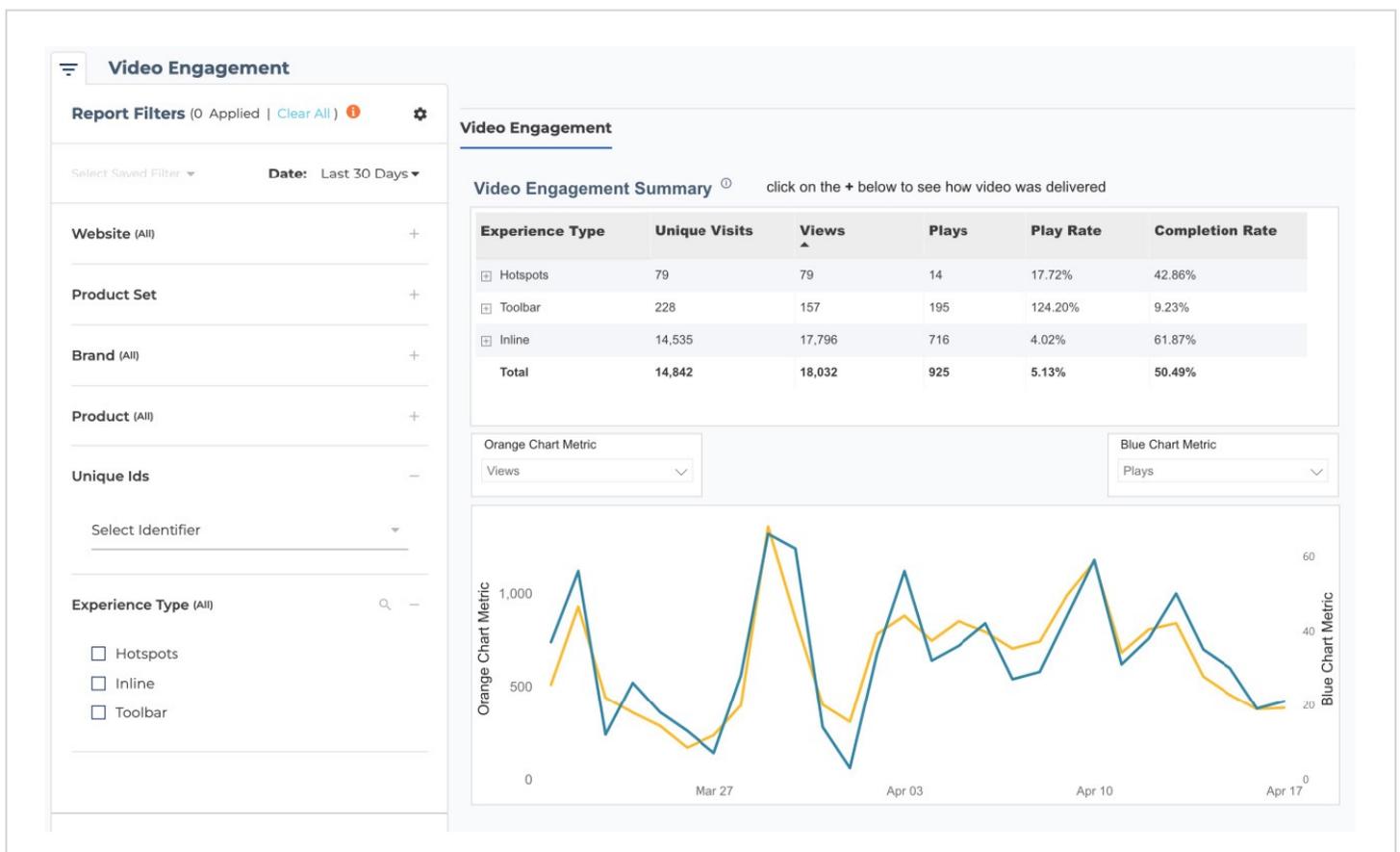
Get a Quick Product Summary

Overview of product details for Lowe's

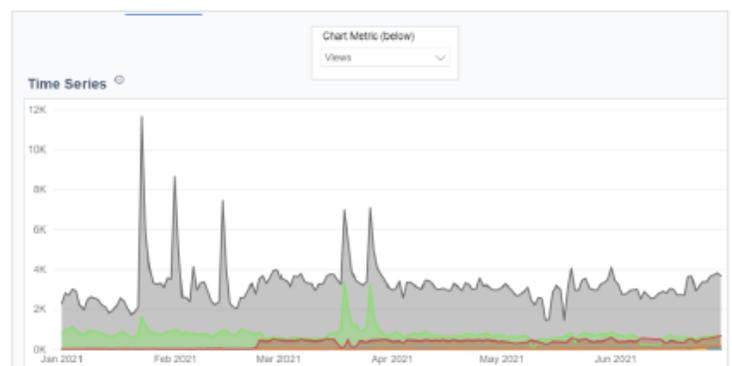| Visits	Unique Visits	Viewable Impressions	Interactions	Interaction Rate	Avg Time on Page
300,575	249,176	272,358	7,845	3.15%	00:01:42

Measure Engagement with Performance Over Time

Considerations

If average interaction Time is going up then users are interacting with content more. On the contrary, if average Interaction Time is going down then users are interacting less with content.

Did you make any changes to your website or content? Check the widgets tab to which widgets specifically are getting more or less interactions.

Note: Interaction Time is only available for widgets which require a user to "Interact".

Device	Uniques	Viewable Impressions	Visits	Interaction Rate	Interactions
desktop	97,222	115,540	115,565	7.69%	4,838
mobile	119,816	140,520	140,532	3.43%	2,735
tablet	4,943	5,854	5,856	7.02%	225
Total	**221,981**	**261,914**	**261,953**	**5.37%**	**7,798**