

WORKING TOGETHER FOR A SUCCESSFUL SHOPPING EXPERIENCE



Nuspace is more than just an eCommerce platform for cosmetics and healthcare items. It is an unique environment all its own, providing products, services, information, interaction, in a new digital platform for the group's business and for Drogarias Iguatemi customers.

With all the products available through Nuspace, brands recognize the importance of having quality content that consumers can engage with, including detailed product information and product photos.

Nuspace works collaboratively with their brand partners to enrich content and ensure it is fresh for the consumer. This also brings increased shopper interaction on the product page, meaning a better shopping experience and momentum at the store, as well as a high performing SEO (Google ranking).

The company wanted to increase their eCommerce presence for the inline business, which is why they decided to partner with Syndigo. Together, the two companies enhance the collaboration between brands and Nuspace for greater efficiencies in product content.

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For shoppers, a retailer's website is the new destination and search reference they are looking for, Nuspace can fill that need. And the benefit we can provide to suppliers is the fast and easy implementation. New items can be uploaded very quickly, and updates occur almost in real time, automatically.

Leonardo Diniz – Group Executive Director

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By enabling enhanced content provided through Syndigo on their site, Nuspace has helped to create greater engagement with the shopper. Based on shopping studies conducted with P&G and Philips, Nuspace found a significant lift in purchase conversion: 40% on average, with some products even increasing as much as 100% and 300% by using enhanced content. Due to the success of the Syndigo program, Nuspace will motivate all their cosmetics, dermo cosmetics and healthcare products suppliers to join the enhanced content program, through an exclusive partnership with Syndigo.

To learn more about the capabilities and differentiators that Syndigo offers its supplier clients, please contact us to schedule a demo:

contatobrasil@syndigo.com

Product Selector: The right product for a shopper

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After we close a partnership with Syndigo, we could realize a significant increase in the sales conversion related products with enhanced content. On average we had an increase of 40%, and some products 100% and 300%.

The Iguatemi Group (Nuspace) is very engaged to have all our site with enhanced content. We are disclosing more and more the partnership with Syndigo and the benefits of this solution. -**Leonardo Diniz**

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The Product Selector is another feature from Syndigo that helps Nuspace provide a better shopping experience while increasing conversions. With the Product Selector, consumers are presented with a quiz which helps to find the product that best suits the shopper, based on their choice of answers.

For example, the question “What are you searching for” (What do you explore?) helps to narrow down the product selection, and product category details are highlighted to help with the decision. More specific questions can lead the shopper to learn key product information and benefits, which helps move them toward a purchase decision more quickly.

The Product Selector tool is customized to a client’s needs in order to direct the shopper to the appropriate product or solution. And it is flexible so that it can be used via desktop computer, mobile device or included within an app.

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