# Unlocking eCommerce Success

Gain more ROI from your Syndigo PIM
with analytics and reporting

Syndigo

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# The Key to Boosting Online Sales

In an era where consumers have so many choices at their fingertips, brand trust and reliability are paramount. A well-crafted product description, precise specifications, and attractive imagery act as a digital salesperson, building confidence in purchase decisions and guiding consumers toward the checkout button.

A lack of comprehensive product information, on the other hand, can leave consumers uncertain or uninformed, leading them to abandon a transaction and seek alternatives elsewhere.

Think about your own experiences with online shopping. What product information-specific challenges have made you leave a product detail page (PDP) before purchasing?

- ✓ Did an ad on social lead you to an out-of-stock product?
- ✓ Was the PDP lacking high-quality images?
- ✓ Was the product description insufficient?
- ✓ Did the PDP lack customer reviews and ratings?
- ✓ Was there no product video where you would have liked a demonstration?

Providing detailed, accurate, and easily accessible product information is critical to improving the online shopping experience and increasing conversion rates.



**71%** **of US online adults find the ability to filter by basic product attributes to be important when shopping on a retailer brand's website.**

**Source:** Forrester Research, April 2023 Consumer Pulse Survey

# Optimize Your Product Experience to Maximize Conversions

A product information management (PIM) solution enables you to easily publish and manage content across multiple channels, but on its own, it doesn't empower you to improve your product content. In order to optimize your product content for maximum conversions, you need to couple your PIM with advanced e-commerce analytics that help you understand your shoppers and their behavior.

If you're already using Syndigo for PIM, you're on the fast track to providing exceptional product experiences. Incorporating our full suite of analytics tools can help you take your strategy to the next level by continually improving the effectiveness and integrity of your content based on real-time data.

## Syndigo Offers:

- ✅ **Content Integrity -** Seamless monitoring, optimization, alerts, and live comparisons to ensure complete and accurate product information from creation to sale

- ✅ **Content Engagement -** Valuable insights into consumer preferences and content impact to expand your reach and foster greater audience engagement

- ✅ **Digital Shelf Analytics -** Robust reporting tools with data-driven insights to fine-tune product pages, track performance, and drive conversions

- ✅ **VendorSCOR -** Actionable insights delivered directly to vendors to ensure continuous improvement of content integrity and product pages

In this guide, we'll dive into how you can use Syndigo's analytics suite to execute five strategies proven to boost online sales.

# 5 Strategies to Increase Conversions and Drive ROI

# Strategy # 1: Win the Buy Box

The Buy Box is a prominent section on a product detail page on a marketplace website (e.g., Amazon) where customers can directly add an item to their cart and purchase.

While there is no official statistic on how many sales are generated from the Buy Box, many businesses estimate more than 75%, which means the Buy Box is a big deal for revenue.

**When multiple sellers offer the same product, only one usually gets the Buy Box. How do you ensure it's you?**

Winning the Buy Box depends on several factors, including your performance metrics (e.g., order defect rate, shipping time, etc.), product pricing, availability, and fulfillment method.

## Best Practice: Use Syndigo's Buy Box Report

Syndigo's Buy Box Report provides detailed insights into your products' buy box performance on various platforms. It enables real-time monitoring of Buy Box won and lost percentages and tracks whether you are properly credited as a seller when consumers purchase or add to cart.
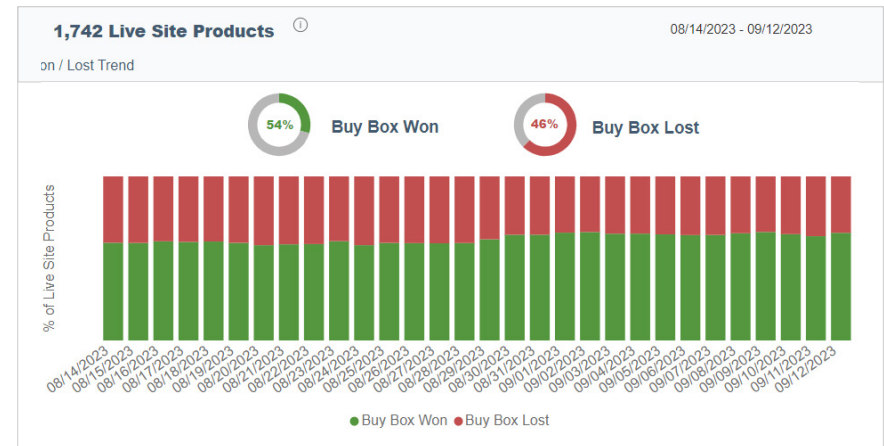


The report offers actionable data on factors like pricing, availability, and customer reviews, allowing you to quickly adapt your strategies to changes in the market, understand how your products perform compared to competitors' products, and maintain control over your Buy Box performance.



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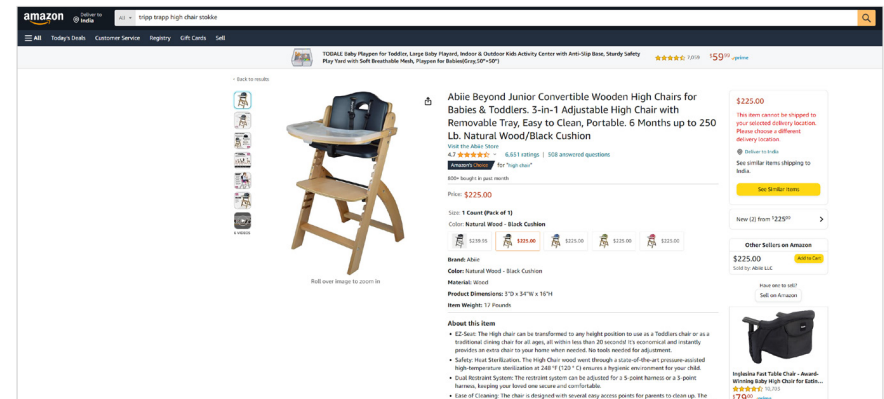
# Strategy #2: Optimize Your PDP

Product detail pages serve as a virtual storefront for your products and are often the final destination for customers before they purchase. Optimizing the product content on your PDPs can significantly impact your conversion rates, increasing your return on investment.

## Not sure where to begin? Here's a quick checklist to help you get started:

- ✅ Is your content live on-site, and does it match the assets you've uploaded?
- ✅ Do you know if your content resonates with potential customers?
- ✅ Is your content converting?
- ✅ If not, can you identify improvements to make to drive conversions?
- ✅ Is your content current and accurate on third-party websites?
- ✅ Is your content optimized for search engines?

## Best Practice: Use Syndigo's Content Health Summary, Content Integrity Report & Compare with Live Report

Syndigo's Content Health Summary provides an easy-to-understand score for assessing your content quality on retailer sites. It evaluates factors like accuracy, image quality, and completeness, so you can address any areas that require improvement.

The Content Integrity Report offers insights into PIM data and live site content, allowing you to analyze attributes, track content handling, and customize attribute prioritization. Using these tools, you can identify content discrepancies, optimize product listings, reduce time-to-market, and tailor content for specific retailer requirements.

The Compare with Live Report complements this by automating real-time content monitoring and facilitating immediate adjustments and comparisons between retailer mappings and live product content.

Compare with live then tracks whether you are properly credited as a seller when consumers purchase or add to cart.

# Strategy #3: Competitively Price Your Products

Pricing is one of the most critical factors influencing consumer purchasing decisions.

Digital shoppers often compare prices across multiple online retailers. To win their hearts—and wallets—you need to strike a delicate balance: Price your product too high and you risk them finding a better deal elsewhere. Price your item too low and you risk damaging your perceived value and credibility.

Both missteps can cost you the Buy Box. How do you ensure you're offering fair and competitive pricing?

## Best Practice: Use Syndigo's Pricing Report

The Syndigo Pricing Report offers valuable insights into pricing changes on various retailer websites. The solution tracks pricing fluctuations over time and generates insights into how price changes impact consumer behavior and market elasticity, enabling more precise pricing strategies that convert.



**Price is a key factor influencing 74% of consumers.**

**Source:** Shopify's Future of Commerce Report, 2022

# Strategy #4: Improve Product Visibility

Improving your "share of search" and "share of shelf" increases your brand's visibility, credibility, and accessibility to potential customers—all of which lead to improved product performance and greater ROI.

Your SEO efforts, content marketing, and paid advertising influence your share of search. Meanwhile, your share of shelf depends on product placement, visibility, and availability.

**Improving either requires careful analysis of key metrics such as click-through rates, conversion rates, and sales. But how do you translate the data into meaningful updates to your strategy?**

## Best Practice: Use Syndigo's Share of Search and Share of Shelf Reports

Syndigo's Share of Search and Share of Shelf Reports provide critical insights, including product placement, competitors, and organic vs. sponsored listings, to help brands understand their market share and health. They also include retailer-specific data to gauge brand perception across different sellers.

You can leverage this data to develop effective strategies to enhance your performance and gain a competitive edge. The Share of Shelf Report, in particular, offers valuable insights into how your brand stacks up against the competition and identifies areas for product improvement, marketing optimization, and market share growth.

# Strategy #5: Keep the Right Items in Stock

Out-of-stock products translate to a poor customer experience and lost revenue. To strike the right balance between product availability and cost efficiency, you must carefully manage your inventory, track demand, and optimize your supply chain. But that's easier said than done, especially when you're selling through multiple distribution channels.

**How do you track the availability of products and ensure you aren't losing potential sales to stock shortages?**

## Best Practice: Use Syndigo's Out-of-Stock Report

The Out-of-Stock Report in Syndigo offers insights into inventory trends and product availability across all your different seller sites. Using the tool, you can track product availability, prevent potential loss of revenue due to stock shortages, and ensure you can meet customer demand.

By automating monitoring and data collection, the report frees you up to focus on sales and marketing strategy, maximizing efficiency. It also provides early warnings about low stock levels and actionable insights on when to replenish inventory, how much to keep on hand, and how to optimize inventory orders for faster market response so you can improve customer satisfaction and loyalty.

# Key Takeaways

The rise of digital marketplaces has made it increasingly difficult for brand retailers to ensure accurate, consistent, and optimized product content and data in every channel they sell their products.

Using your Syndigo PIM solution alongside the platform's advanced tools for analytics and reporting ensures you have the insights you need to optimize your digital shelf for the highest conversion rates. The more you use the tools, the more value you'll see. Customers that frequently leverage analytics in conjunction with their PIM solution gain critical insights, including:

- ✅ **How shoppers interact with their product content**
- ✅ **How to better serve their target audiences**
- ✅ **How to adjust prices in real-time to maximize revenue**
- ✅ **How to optimize PDPs for higher conversion rates**
- ✅ **How to increase profitability**

The bottom line: If you're not using Syndigo's **analytics and reporting tools** with your PIM to drive your product experience strategy, you're leaving revenue on the table.
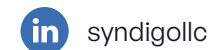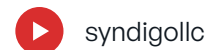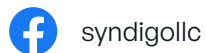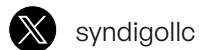
Ready to get started? Contact your account manager today.



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# Syndigo

Syndigo is the first comprehensive solution to power modern commerce, by enabling the continual flow of data and content throughout the entire commerce ecosystem. With industry-leading data management, syndication, and analytics, combined with the largest two-sided network for content distribution, we deliver accurate information that improves decision-making and accelerates sales on every shelf.

Syndigo serves more than 12,000 manufacturers, and 1,750 retailers and distributors globally across key industries including grocery, foodservice, hardlines, home improvement/DIY, pet, health and beauty, automotive, apparel, oil & gas, and healthcare.

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