



# The State of Product Content 2023

Deciphering the consumer experience and how brands can deliver

# The Consumer has Spoken

## Are you listening?

There's a lot of noise out there about what brands can do to better serve their customers and get ahead. Speculation and guesswork about what should be done abound, but there's little data-driven analysis. That's why we executed this research.

Specifically, we focused on how consumers think about, look for, and respond to product content.

Product content in this case means a lot of things, but broadly includes any data, information, and assets published related to a product and made available for consumer consideration. That includes fundamental facts like how much a product weighs or what its ingredients are, more subjective information like marketing copy and feature bullets, or creative multimedia like images, videos and interactive experiences.

Instead of speculating, we went straight to the source to discover what today's consumers really want and how they respond to what brands and manufacturers are putting into the market. Our broad, inclusive survey quizzed shoppers of all kinds on buying behavior, customer experience, and brand affinity when shopping online and in-store.

Some of the insights gleaned confirmed intuitive wisdom, while others delivered some surprising revelations. Regardless, this data should equip brands and retailers with important data to shape their strategy in 2023 and beyond.

**We hope you find it useful!**

### Inside: What consumers say about your product content.

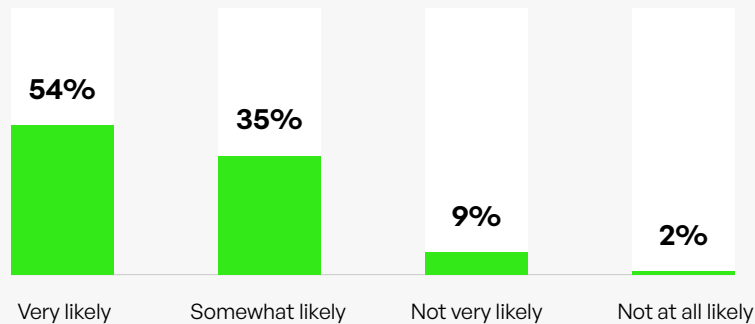
- ✔ Incomplete Product Information Drives Away Sales
- ✔ Optimizing The Customer Experience
- ✔ Designing a High-Performing Product Detail Page
- ✔ How to Make PDPs That Stand Out
- ✔ Driving Brand Trust
- ✔ Earning (And Losing) Loyalty



# Incomplete Product Information Drives Away Sales

## Likelihood of Going Elsewhere if Not Enough info on Website

If a retail or eCommerce website does not provide enough information about the product it is seeing, how likely are you to go to another site for your shopping?



According to consumers, the availability of product content makes an immediate, significant difference on their experience before and after purchase, both online and in-store.

The vast majority (89%) of shoppers are more likely go to another eCommerce site to continue shopping if they cannot find the product information they're looking for, quickly and easily.

This should ring alarm bells for brands and retailers alike to stock eCommerce pages with plenty of easily accessible data to avoid lost sales.



## Takeaway

### Consumers Have Lots of Choice and Little Patience

Customers have come to expect to get what they want, when and how they want it. When they can't find the information they expect, almost all will quickly abandon a purchase—or even a store or site entirely—in pursuit of an alternative.

The obvious solution: give them what they want. Comprehensive, quality information is an essential way to keep consumers coming to your products or store and steal them away from competitors who aren't keeping up.

# Optimizing The Customer Experience

Product information has an impact throughout and long after the buying journey, as these results indicate based on recent experiences over the last six months.

Retailers and brands are fairly consistent in making sure items on shelf are consistent across sites or between online and in-store. But a bigger challenge looms: providing the information needed to empower customers to make decisions and be satisfied with purchases.

43% of consumers recently abandoned one or more purchases due to lack of available information, and 41% noted disappointment in a purchase based on the information they had available. About one in three returned at least one product due to a mismatch between information and experience. Together, these represent missed sales opportunities, negative experiences, and costly return processes—all avoidable.

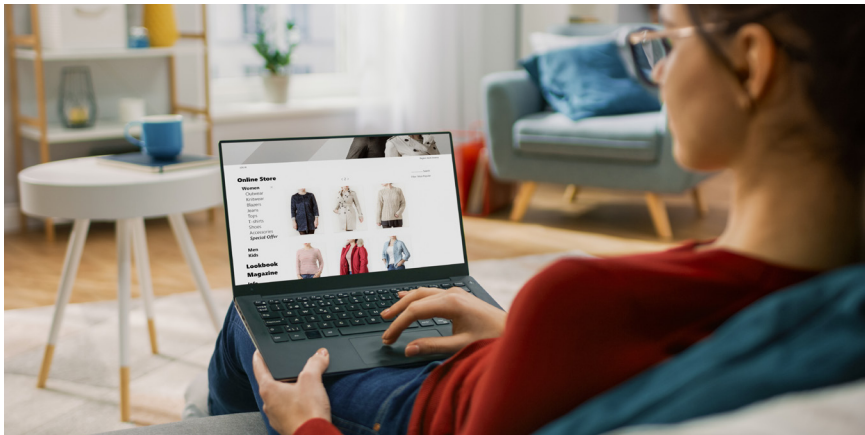


## Takeaway

### Consistency is Key

An alarming number of consumers report dissonance in what they learn, see and hear about a product in one place vs what they experience in other channels, at the digital or physical shelf, or once they've made a purchase. Conflicting, incorrect, outdated data and assets erodes the brand and leads to dissatisfied buyers.

Rigorous data governance empowered by Product Information Management (PIM) technology and precise content monitoring through analytics can turn costly returners and unhappy shoppers into loyal, repeat buyers.



# Recent Buying Experiences

In the last six months (i.e. since February 2023), which of the following have you done? Please select the option that best applies on each row.

	Yes	No	Don't know/not sure
Noticed an item on a physical store shelf appearing differently (e.g., with a different model, packaging, size, etc.) than it did on a website, advertisement, catalog, or other representation	22	59	19
Abandoned a potential purchase (online or in-store) because you could not find sufficient information about a product	43	42	14
Encountered inconsistent or contradictory information about a product from different sources (i.e., through different eCommerce sites, stores, or promotional materials)	26	54	20
Been disappointed by a product you purchased that did not meet your expectations based on information you read about it online	41	46	13
Returned a product because it did not meet your expectations based on the information you had available about that product while shopping	32	56	12

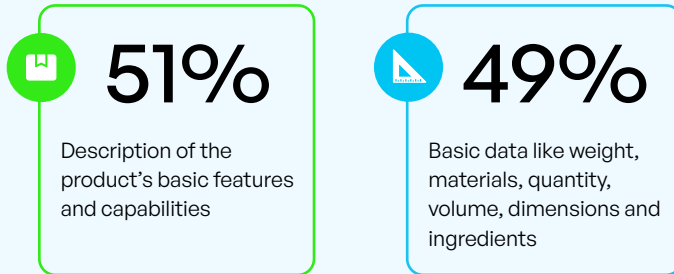
# Designing a High-Performing Product Detail Page

One of the main battlefields for product content is the PDP—the Product Detail Page—where a shopper can learn about a product and make the decision to add it to their cart. Modern ecommerce pages can host a variety of content, from bare basics to sophisticated interactive experiences. Brands that go to battle equipped with the most useful, engaging content usually come out on top.

Overall, consumers say they look to fundamental product data and information first when shopping online. This makes intuitive sense; it is the quickest way for a browsing shopper to confirm they're looking at the right make, model, quantity size, functionality, etc. for their needs.

## Content That Leads to Purchase

When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page? Please select all that apply.



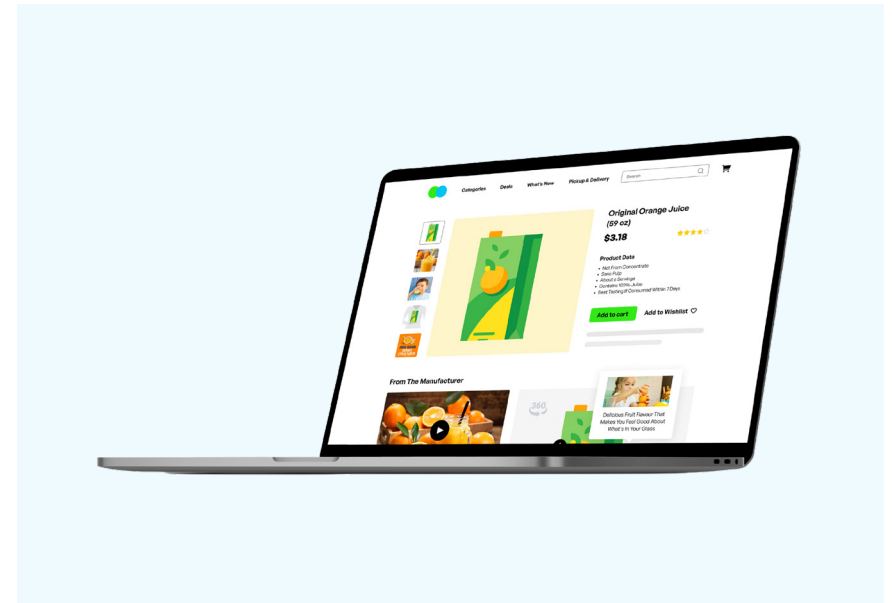
30% Basic images of the product and packaging

## Takeaway

### Don't Take the Fundamentals for Granted

The PDP content that consumers say they look for most is Core Content, with about half of respondents reporting they prioritize both basic data like measures and ingredients and a description of the basic features and capabilities.

As a brand—or retailer—it might be tempting to take this essential, fundamental information for granted. But from a customer experience perspective, this data is critical to making a quick and confident decision. Take great care to ensure you're generating, delivering, and updating quality Core product content across all channels and have the right syndication network to send or receive the needed data.



# How to Make PDPs That Stand Out

Consumers report that a wide variety of other data, information, and experiences can also motivate a purchase decision on the PDP.

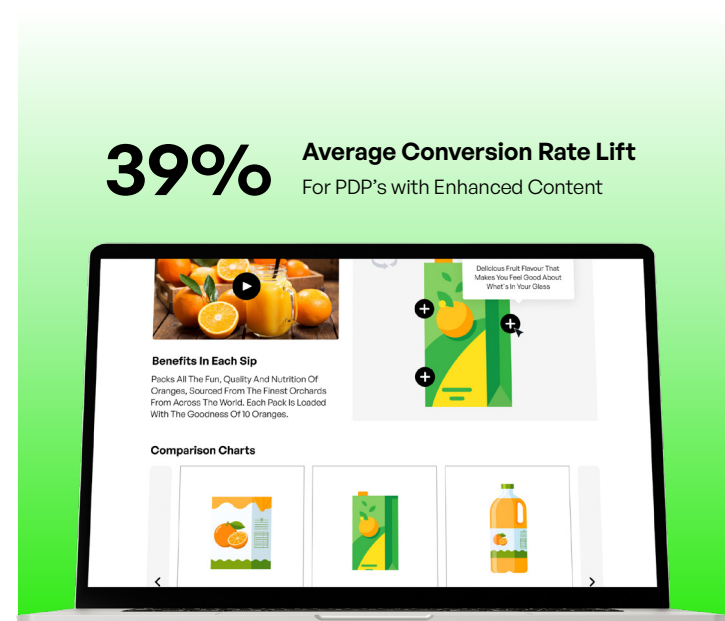
For content that is sometimes considered 'secondary' or 'optional', interest in these features was quite high and broad. Comparison charts and 360° product views led the pack, but even components with lower interest like vivid, eye-catching images or downloadable documentation have the potential to influence about one in four online shoppers. Put together, that represents a HUGE opportunity to differentiate a product and win the digital shelf.

Also noteworthy in this data is the significant number of respondents (13%) who do not engage in ecommerce at all, which skews response data downward. A survey specifically of frequent online shoppers would be expected to show even higher interest in various PDP content.

## Content That Leads to Purchase

When shopping for products online, which, if any, of the following would make you more open to making a purchase on a product page? Please select all that apply.

Eye-catching graphics and photography displaying the product in use or up-close highlights of features	24
360° views that let you examine the product from all angles	36
Interactive tools that let you closely examine specific features	28
Videos that highlight product features, tutorials, case studies, etc.	33
Side-by-side charts that compare similar products	38
Downloadable documentation like user manuals or assembly guides	25
Other	3
Not applicable – I never shop for products online	13



## Takeaway

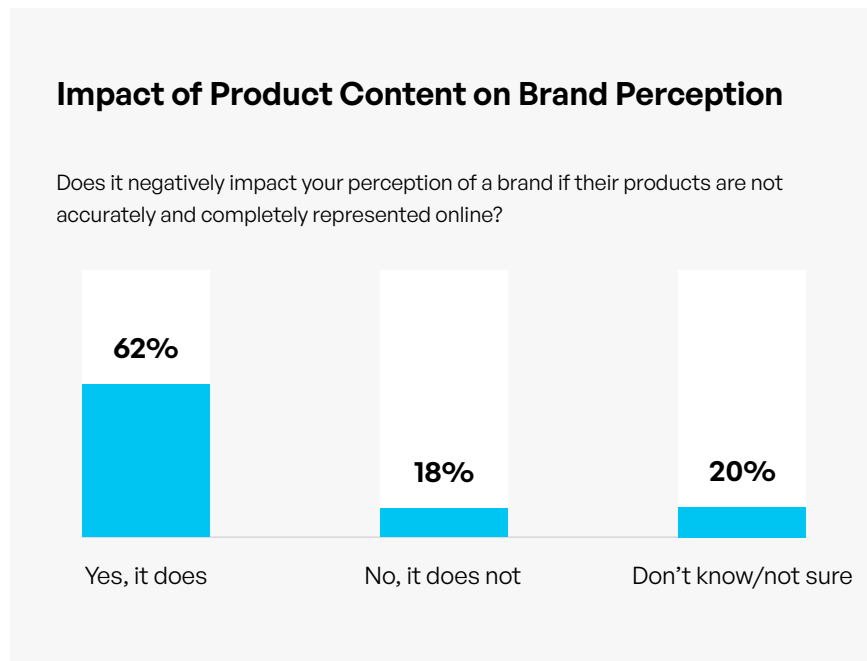
### Stand Out With Enhanced Experiences

Enhanced Content is the perfect way to make a PDP stand out from the rest. Syndigo research shows PDPs that have content and experiences like the ones included in this research increases conversions by an average of 39%.

Retailers should consider enabling or expanding Enhanced Content and encouraging vendors to submit it. On the other hand, brands and manufacturers should make sure they know which seller sites support Enhanced Content and make the needed moves to fill content gaps and provide these engaging, interactive experiences.

# Driving Brand Trust

The quality, consistency and availability of product content influences whether a consumer perceives a brand as trustworthy and is considered top of mind when shopping. Most consumers (62%) think less of a brand if they find incomplete or inaccurate information about its products.



## Takeaway

### The Shelf is a Brand Battleground

Loyalty and affinity are built—and lost—right at the shelf. The product content that is experienced there should match and reflect the rest of the brand in tone, style, and voice as much as possible. Using ‘compare-with-live’ tools helps ensure the content submitted to a retailer appears as intended and represents the brand appropriately. Enhanced Content can provide brands with more creative freedom and flexibility to express themselves and tell their story online.

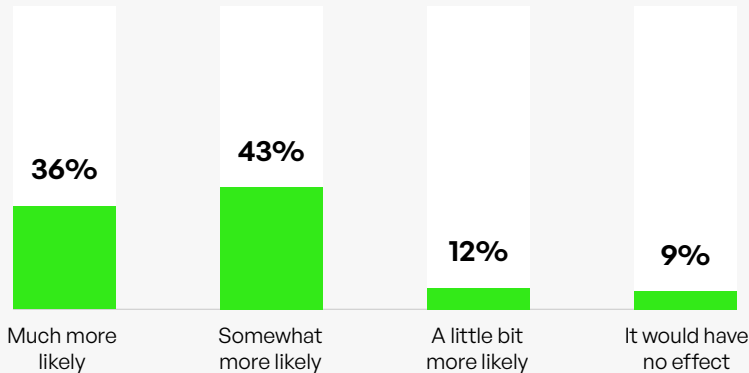


# Earning (and Losing) Loyalty

It's not surprising that consumers are more likely to return to positive experiences, but the scale to which this is true is remarkable. The overwhelming majority of consumers (91%) are more likely to return to a brand and/or retailer if they can efficiently get the information they want. As more and more brands find success in prioritizing the customer experience, accessible product content should cement its place as a key consideration to improve buying journeys.

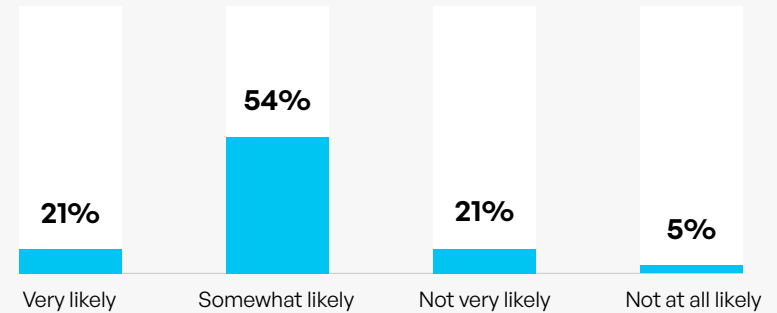
## Returning to Brands With Accessible Content

How much more likely are you to turn to a brand and/or store first for similar purchases in the future if you are to quickly find all the information you want about a product when shopping?



## Turning to Alternatives for Out-of-Stock Items

When an item you are shopping for is out of stock, how likely are you to turn to an alternative brand that is in stock?



## Takeaway

### Product and Content Availability is Essential for LTV

Brand loyalty only goes so far; consumers are likely to turn to an alternative brand if your products are out of stock. Real-time analytics can identify when an item is marked as unavailable on a retail site so you can act to resolve the issue. Master Data Management is the best tool to monitor your entire supply chain, adapt inventory to shifts in demand, and keep shelves stocked.

On the other hand, readily available product data and comprehensive content is one of the best ways to connect with consumers and keep them coming back for more. Carefully evaluate your user experience across channels and monitor it with digital shelf analytics to ensure shoppers can always find what they want quickly.

# Take Control of Your Product Content

Improve the quantity, quality and consistency of your product information and give consumers what they want with Syndigo's unmatched capabilities.

**12,000+**

Global Brands and Manufacturers

**1,750+**

Retailers and Marketplaces

**1M**

Daily Data Quality Checks

**330M+**

Assets Published

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## Methodology

Analysis is based on responses to a representative general survey of 1,000 US adults aged 18 or over. Data collection was carried out using an online survey platform and administered by a reputable third party survey provider for accuracy and objectivity. Responses were collected over two days in August 2023.





Syndigo powers 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. For more information and insights, visit [syndigo.com](https://syndigo.com) or [join us on LinkedIn](#).

