

THE BLIND SPOTS SERIES



Identifying Product Page Blind Spots: The Power of Conversions

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Introduction

Welcome to part two of the Blind Spots trilogy, which examines shopper behavior and the important checkpoints on the road to commerce success.

Part one paid close attention to the relationship between traffic and media and introduced the concept of audience blind spots – serendipitous shoppable moments that materialize outside of the traditional funnel model of shopper behavior.

Having first focused on how brands must rethink their view of the commerce funnel in order to discover their blind spots, this second installment turns its gaze to the point of conversion in an eCommerce journey – Product Pages.

Product Pages are another blind spot for many brands. Ubiquitous across DTC (Direct-to-Consumer) sites, marketplaces, and eRetailers, Product Pages serve as the digital shelf for online browsing. They act as advertisements, sources of inspiration, teachers, sales assistants, and more.

Brands often think about how to increase traffic to their Product Pages rather than focusing on converting the traffic they already have. This can lead to inefficiency, poor customer experiences, and an over-reliance on paid media. By optimizing Product Pages, it's possible to improve marketplace rankings, boost conversion rates, and ultimately increase sales.

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Traffic

Conversions

AOV

=

Sales - Profit



Brands Own Space on Retailers

When it comes to eRetail, the retailer owns the overall experience of the website rather than the brand. The rules of the game are changing, and audiences are growing on retail sites and marketplaces, where creativity is limited by the parameters of Brand Stores and Product Pages. However, it's important to recognize that there are valuable spaces on both retailer and marketplace sites that brands can directly

influence or optimize – Product Pages and Brands Stores.

These spaces provide brands with an opportunity to tell their unique story, and the most successful brands take great care to maximize these areas.

KINESSO Commerce has a framework in place to help brands achieve this by creating engaging and relevant content which is geared toward conversions.



Audiences are growing where your creative is more basic, but content on Brand Stores and Product Pages still has to make an emotional connection.

Understanding the Consumer

The first Blind Spots issue emphasized the importance of brands understanding their consumers, and the same is true when discussing Product Pages and conversions. It is essential to determine what kind of information customers need when they arrive on a Product Page, their state of mind, and where their eyes go on the page.

As eCommerce has matured, there has been a recognizable shift toward more

refined, compelling content on Product Pages. Content on retailers and marketplaces has become increasingly fluid, empowering brands to create captivating environments that highlight their products' unique selling propositions (USPs).

At KINESSO Commerce, we create content for brands that is fluid and creates an emotional connection with people - it immerses them in the experience; it adapts to the medium it operates in; and it moves people along the path to purchase without friction.

Fluid Content

Fluid Content
IMMERSES the
customer by
connecting emotionally

Fluid Content
ADAPTS to the
medium it operates

Fluid Content
MOVES with the
customer along their
journey

Immerse

**How Well-Equipped is the
Content to Resonate with
the Audience?**



Design Best-in-Class Assets

When it comes to Product Page images and videos, brands should have brightness, vibrancy, and helpfulness in mind:

- Clear, high-quality images are essential as they help people understand the product.
- Images must be both clear and informative, showing the product from all angles and highlighting key features.
- Brands must keep their product images up to date. If a product undergoes any changes, the images must be updated to reflect those changes. Failure to do so can lead to confusion and ultimately lower conversion rates and negative reviews



Avoid Wasting Space

Each image should introduce new information. Too many brands use multiple images that are nearly identical.

Space is limited, so brands should carefully consider what each image is saying and why it's there. It's also important to remember that people browsing on mobile tend to swipe left or right on the main image carousel, so a product's key selling points should appear in the images.

Given that people rarely read a Product Page in its entirety, best practice dictates that brands treat product images as infographics.

Images should include a phrase that helps the shopper understand what they're looking at and why the product is particularly good at this. For example, an image of the product being used in a specific way could include a phrase like "metal handle adds extra stability and durability".



Keep Brand Consistency

Maintaining a consistent style across product lines is also important. Images should be similar in style and design, helping to establish a cohesive brand identity.

Additionally, if a brand uses specific narratives or visuals used in other marketing materials, such as TV commercials, these should be reflected in the Product Page to help people make the connection and add external credibility to the page.

Adapt

How Well-Optimized for Amazon Performance is the Content?

Fluid Content Adapts to the Medium in which it Operates

It's crucial to adapt content to the medium in which it's presented. **Content not only has to look good – it also has to be optimized to drive sales.** That's why we design content with performance in mind. This includes adapting written content for SEO (Search Engine Optimization) by embedding important keywords and optimizing for ranking signals.

SEO

SEO still plays a pivotal part in surfacing products on Amazon, and successful brands incorporate these principles everywhere they can on Product Pages.

However, it's important to avoid keyword stuffing in areas that people frequently read. This practice can create a negative impression and even result in penalties from Amazon.

To optimize SEO, it is recommended to keep titles clean and concise. Bullet points should be kept short and punchy to grab people's attention and encourage them to read the content.

While keyword stuffing is generally discouraged, there are two specific areas where it can be applied strategically. The first is the Product Description, which is usually a wide paragraph. Since consumers rarely read this section, keyword stuffing can be appropriate here.

The second area is Hidden Keywords, which is an ideal place, especially for misspelled variations. Since consumers never see this section, brands have more flexibility to include a higher density of keywords.

Seasonality

Seasonality plays a huge part in many brands' annual sales figures. Whether it's candy brands on Valentine's Day or Halloween or a shoe seller during the back-to-school period, creating content specifically tailored for those occasions can help a brand stand out.

This could be as simple as adding a red bow to some images or conducting a more elaborate photoshoot – with roses for Valentine's Day or diplomas for graduations – to capture the essence of the event.

Brands should aim for 3 to 4 updates per year, even if it means just refreshing the A+ Content from templates. These updates can be quick, yet they play a vital role in keeping the page fresh and encouraging conversions.

It is important to focus on core products during these seasonal updates. While it may not be possible to cover the entire product range, brands should prioritize highlighting new innovations or the top 20% of products that drive 80% of sales. By concentrating on these key items, brands can effectively capture their audience's attention and drive conversions.

When creating content, it is advisable to tackle all the content at once. While developing the default content, brands should think through and create seasonal content simultaneously. This approach ensures consistency and saves time and effort.

Use Stores or Your Brand.com to Drive Confidence

Using stores or a brand.com website can be an effective way to build confidence in a brand's audience. Many people visit brand stores to explore the full range of products, so treating the brand store as a catalog can help shoppers see the full range quickly and easily.

Brand Stores often serve as campaign landing pages to provide a cohesive experience for customers, so getting the taxonomy right when organizing content is a key challenge.

For example, a brand may organize its products by package size. However, it may be more beneficial to organize them by product type, allowing people to easily find different package sizes within each product category. The goal is to make it simple and intuitive for the audience to navigate and explore the product range.

The first page of the brand store should be well thought-out. This is an opportunity to highlight innovations and inform customers about products they may be missing. It is also an ideal place to reinforce brand messaging and incorporate elements from outside the commerce sphere, such as using a familiar mascot featured in commercials to create immediate credibility and brand recognition.

Including product comparisons within the store can help to differentiate products; people often search for terms like "difference between" to make informed decisions.

Brands should be transparent and upfront about any cosmetic differences or variations in their product lineup. If it's easy to grasp the distinctions, customers are more likely to stay engaged and choose the brand over competitors with more convoluted product lines.

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**By following these strategies
and thoughtfully creating
content for seasonal events
and holidays, brands can
effectively boost conversions
and gain a competitive edge in
the market.**



Move

**How well does the Content
put the Customer
towards Conversion?**

Fluid Content Moves Customers to Purchase

We believe in delivering content that guides people seamlessly to purchase, and our approach is supercharged with data to ensure that our work drives conversions.

Reviews

More than 90% of shoppers read a review before they make a purchase, and many will read more than 10 in one sitting. Since reviews are a crucial element of Amazon's value proposition, managing them effectively is important.

They drive traffic to brands' Product Pages, and having too few or low-rated reviews can hinder this process. Furthermore, ratings and reviews have a significant impact on conversion rates.

It is crucial to actively monitor reviews and keep track of trends. If a product's ratings are trending down, it serves as an advance warning of a potential issue.

Taking immediate action before the ratings drop too low is crucial. This issue could stem from various factors, such as a third-party seller winning the buy box and delivering damaged products or packaging concerns leading to damaged orders.

Automated solutions can help brands check their average review rating and track progress over time – saving hours of manual collation. Our TOPIC tool scans Amazon reviews and highlights trends, letting you know the user sentiment and what is being discussed.

It is important to investigate further, potentially through a deep dive analysis, and find the root cause. In some cases, a simple content change could resolve the problem and improve customer satisfaction. By closely managing and using product reviews, brands can enhance their reputation and drive positive outcomes on marketplaces and retailers alike.

Use the Right Comparisons

When it comes to structuring brand store pages, making the right comparisons should be a top priority. As cross-selling and upselling can significantly affect sales, brands must focus on providing relevant information that enables customers to compare products effectively.

Avoid inundating shoppers with redundant information that can cause their eyes to glaze over. Instead, focus on what truly matters and highlight the unique aspects of each product.



Brands often think about how to increase traffic to their Product Pages, rather than focusing on converting the traffic they already have.

One effective way to enhance the Product Page is by incorporating an image carousel at the bottom of the page. Carefully select images that showcase other products within the same family. For example, when selling a specific product with different scents, make sure to highlight each scent variation.

Add Complementary Products

Consider featuring complementary products that can "complete the look" or enhance the usage of the main product. For instance, if you're selling mascara, highlight related items like eyeshadow and foundation.

Upselling

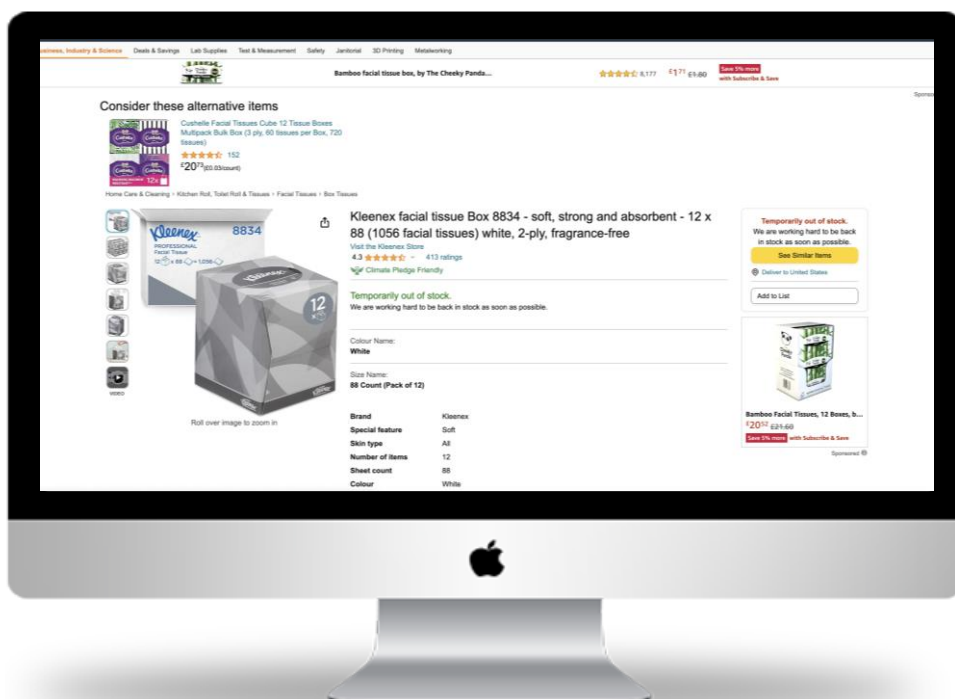
Upselling can be a powerful strategy. By offering a more advanced and expensive version of the same product and highlighting the benefits and unique features of the upgraded option, brands can open people up to a more premium offering.

Update Regularly

Furthermore, continuously update your comparison tables to reflect any new innovations or discontinued products. If you have introduced new products or made changes to your product line, ensure that the comparison table is updated accordingly. This way, consumers can easily find the latest offerings and make informed decisions based on the most up-to-date information.

By structuring your store pages with these considerations in mind, you can optimize the Product Page experience for your customers and enhance their decision-making process.

Kleenex tissues are a great example. Striking imagery is set across a single row, and the text differentiates each product succinctly. Each image is clickable, reducing friction for the person browsing the store.



CRO (Conversion Rate Optimization)

As technology develops, so do the methods available to brands to improve their Product Page content. It's not enough to create content that looks and sounds good – great content is informed by data and technology.

Heatmaps and panel testing provide tangible insights about the way people interact with Product Page content, and this enables brands to test, optimize and iterate content effectively.

Firstly, AI (Artificial Intelligence) can be employed to gain insights into how shoppers interact with Product Pages in a given category. This includes analyzing where their eyes are drawn on the page, which elements they spend time on, and what they tend to ignore.

This data can be supplemented with qualitative insights gathered from written responses and feedback. human panel data, gathered through written responses and feedback, supplying valuable qualitative insights. A/B testing is another valuable tool for managing experiments and perfecting product pages.

By conducting controlled experiments, brands can make informed decisions based on real data. It is important to pay close attention to any changes that occur on the Product Pages. Content may disappear, revert to older versions, or get hijacked.

To address such issues, automated tools can be used to ensure an immediate response and maintain the integrity of the product pages. By combining the power of heatmaps, panel testing, and ongoing monitoring, brands can continuously improve their product pages on Amazon, ultimately driving better engagement and conversion rates.

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Where do Brands Start?

Learn from nimble brands, but don't repeat their mistakes - don't overload Product Pages. Many new or drop-shipped brands use too much text.

Be creative without circumventing retailer and marketplace rules by:

- Incorporating content into your greater creative plans
- Have commerce-specific shots added to your studio time
- Build out commerce when doing any creative. Is it a new product launch with a fancy magazine campaign? Get the commerce content at the same time. Or is it a new campaign changing how a product is being discussed? Build content then, too.

Considerations for DTC

Increasingly, brands are asking agencies to help them drive traffic to their DTC sites. They want to own the customer relationship and they want the first-party data. Unlike content on the likes of

Amazon, Mercado Libre, Shoppe, and Lazarda, DTC content is pretty much unrestricted.

The guide rails put in place by Amazon and other retailers, however, should not be considered irrelevant for DTC sites. In fact, the opposite is true - Amazon's 'rules' come from their obsession with putting customers first, so brands at ground zero with their DTC site should consider what Amazon does and, within reason, mirror it.

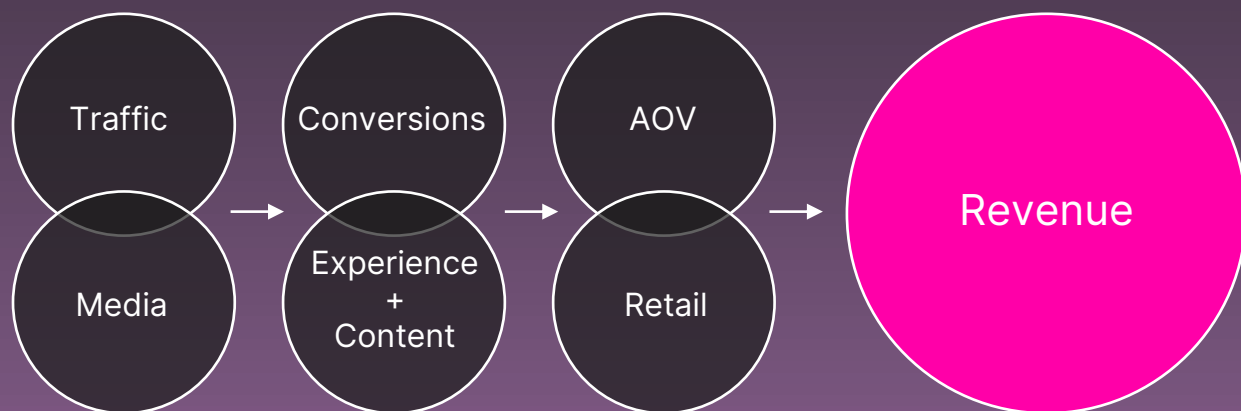
When it comes to Product Pages, selling products on both a retailer and DTC brand.com website enables brands to take up more space on the search engines results page (SERP). Google only allows for 1-2 SERP results per domain, so the more locations an item is sold through, the more real estate the product can occupy.

Brands should strive to offer a value-proposition to DTC shoppers to differentiate the product, and that's where content comes in.

How can KINESSO Commerce help your brand?

KINESSO Commerce's approach to Product Page content helps drive conversions. However, marketplace algorithms are constantly changing, and while we've covered many important Product Page factors, there are plenty more that will impact your paid and organic performance.

KINESSO Commerce can help with your Product Page and Brand Store content, from strategy to content creation, through to audit and maintenance.



Please get in touch to learn more.



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Thank You