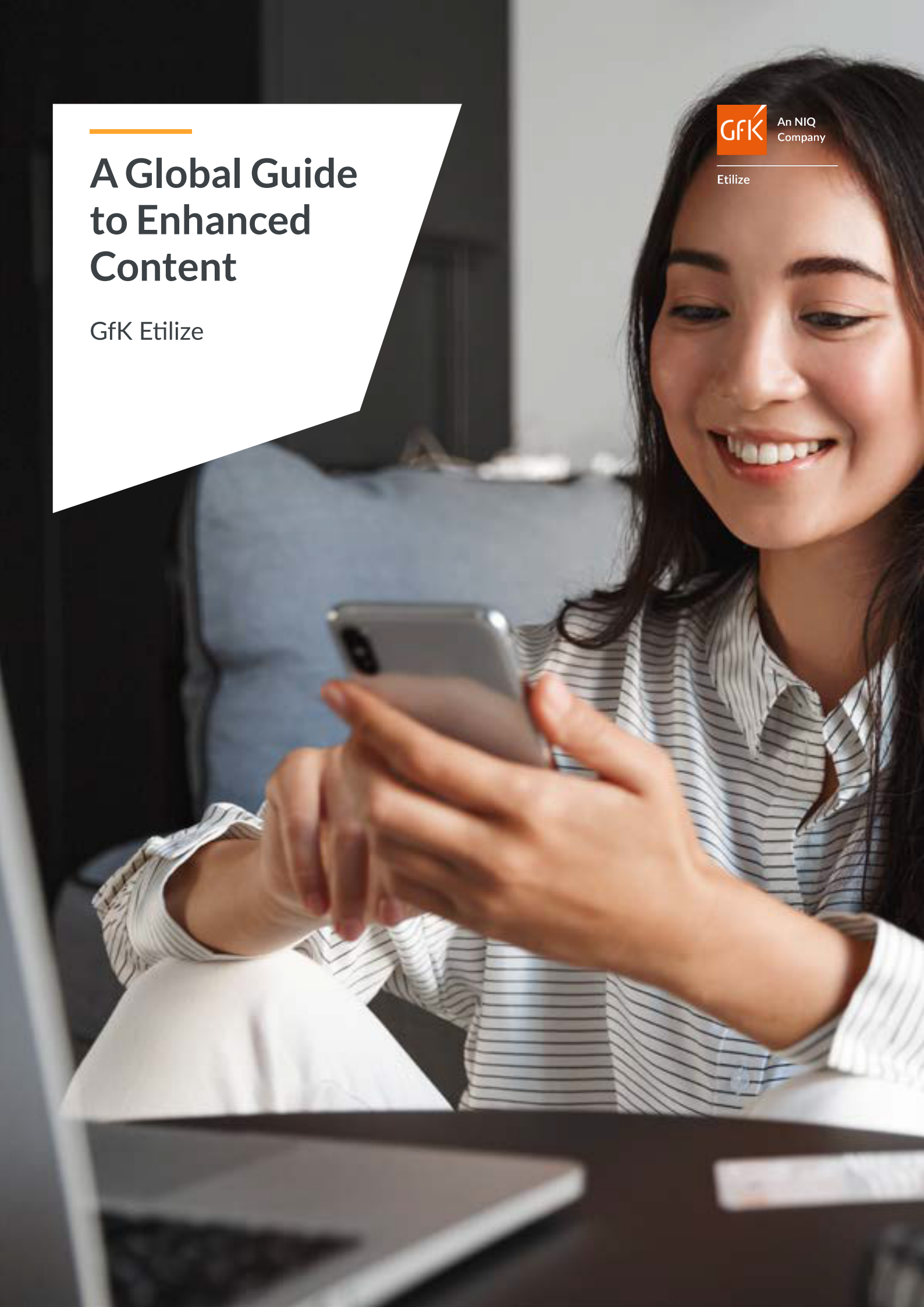

A Global Guide to Enhanced Content

GfK Etilize



Why Enhanced Product Content is a Must

GfK Etilize is the world's largest online network of manufacturers, vendors, distributors, and resellers, with 20 million products being syndicated to over 70,000 e-commerce users in 30 languages. We enable e-commerce by helping our clients create a better shopping experience and increasing purchase conversions for their products.

The average number of pre-purchase buying interactions jumped nearly 60% from

17 to **27** in 2021.
Forrester Research

The benefits for vendors in building and distributing rich content include:

Increased Sales

- According to research by Google Manufacturer Center, better product content can increase purchase conversions by up to 25%.
- By adding in rich media elements such as videos and virtual tours, conversion rates increase by up to 64% (ICE Portal).

Reduced Returns

- According to retail consultancy Kurt Salmon, as many as 33% of online purchases get returned.
- 22% of the time it's because the product received appeared to be different online than what was received (TrueShip). Simply stated, the higher your quality of product content and enhanced content elements are, the lower your returns will be.

Lower Shopping Cart Abandonment

- In March of 2023, 72.77% of all online carts failed to make it to the checkout stage (Oberlo). The quality of product content is one of the top reasons why.

On the following pages, we'll detail what rich content and A+ content elements are, why they are critical to your online business success and how you can get started today!

“We pride ourselves on helping our vendors and dealers get a competitive edge. Our initiative with A+ content, working with GfK Etilize, will help brands increase sales with great ROI.”

April Fabien
Director of E-Commerce Services, S.P. Richards

Why do you need to build and distribute A+ content?

Adding rich content to your online product content is critical to increasing consumer engagement with your products. Increasingly, brands that don't create and distribute enhanced content are at a competitive disadvantage.

Spending on B2B e-commerce platforms is expected to grow to \$3 trillion by 2027.

Forrester Research

What is Rich Content?

Rich content includes multiple forms of engaging media such as product icons and logos, charts, videos, 360° product views, expanded marketing text and much more. A+ content is “unstructured” content that can include all of these rich product elements. Here are some examples of rich content, as well as the benefits of adding them to improve the shopping experience for your customers.

If you hear a piece of information by itself, you’ll only retain about 10% of it 3 days later. Add an image and you’ll retain 65% of it.



Multiple High Res Images

Including high resolution images with your marketing and product features is critical. According to LifeLearn, if you hear a piece of information by itself, you’ll only retain about 10% of it 3 days later. Add an image and you’ll retain 65% of it. Online content with relevant images gets 94% more views than content without it (QuickSprout).

Downloadable Marketing Brochures & User Manuals

Provide more detailed product descriptions, manuals and use cases for your more technical buyers.



360° Product Views

Give an interactive visual display that helps turn a shopper into a buyer.

Online studies show that conversion rates increase between 10% and 40% with the addition of rotating images.

Feature Benefit Bullets

The second most read piece of product information after the title and greatly improves SEO for both in site searches and with search engines.



Videos/Virtual Product Tours

A major factor in purchasing decisions and a powerful marketing tool that helps build trust and credibility and allows you to tell your product story within a matter of a few minutes.

Websites with virtual tours typically keep visitors on the page 3x longer.

(Panomatics)



Augmented Reality

Combine traditional elements of retail with cutting-edge e-commerce by utilizing AR shopping. With AR, shoppers can visualize products in their real-world environment, virtually try them on, or see how they fit within their space. AR improves customer satisfaction, builds brand loyalty, and sets your product apart in a competitive environment.

48% of consumers are more likely to visit a page that offers immersive experiences like augmented reality.

(GfK)

What is A+ Content?

A+ content is unstructured content that you can consider as more “free form”. It can include all of the rich content elements from the previous page. Here’s an example with some of the benefits and recommendations on where to focus when creating A+ content for your products.



A+ content allows you to get creative!

Because A+ content is a free-form product page, it gives you much more space and freedom to display your content creatively in a way that helps shoppers get to know your products better, directly leading to increased purchase conversions and decreased product returns.

Recommendation: Focus on content that highlights your key value proposition and benefits. Tell your product’s story with examples and images. Answer the question, “why would someone want to buy our product?”



More robust marketing and branding

A+ pages go above and beyond product specifications and can include product marketing and brand pages, images, videos, comparison charts and social media to help you get your product story in front of potential buyers.

Recommendation: Detailed and keyword-rich marketing descriptions can dramatically boost SEO and provide compelling content that can also be leveraged for social media campaigns.



Improve the customer shopping experience!

Today’s online shopping experience is all about creating engaging content. 82% of consumers go online to do product research before buying (Deloitte) so it is crucial that you grab your customer’s attention, keep it, and seal the deal.

Recommendation: Provide content that educates prospective customers and updates current clients on how your products work and solve their needs.

Structured Content

StarTech.com USB 2.0 Fax Modem - 56K External Hardware USB Dial Up V.92 Modem/Dongle/Adapter - Computer Data Modem USB to Telephone Jack

SKU: STC USB56KEMH2

★ ★ ★ ★ ★ 5.0
1 Review [Write a Review](#)

List Price: \$74.62 (EA)

1 + =

Ships in 6-10 Business Days

[User Manual](#)
[Manufacturer Brochure](#)

USB 2.0 fax modem adds data & fax support to computer/laptop; For faxing POS & rural internet - Hardware based dial-up adapter/dongle - External 56K Modem | Data Fax [USB Type A | RJ11 Telephone Jack] 56 Kbps Down Data | 14.4 Kbps Fax V.92

Unstructured Content/A+ Content

Brother ADS-1250W Wireless Compact Desktop Scanner

SKU: BRT ADS1250W

★ ★ ★ ★ ★ 3.8
48 Reviews [Write a Review](#)
92% of respondents would recommend this to a friend

List Price: \$359.99 (CT)

1 + =

*** Only available through authorized resellers**

48-bit Color - 25 ppm (Mono) - 25 ppm (Color) - Duplex Scanning - USB

- 20-page ADF quickly scans materials up to 25 ppm
- Wireless connectivity lets you scan directly to your mobile device
- Compact size is highly portable for on-the-go use
- Dedicated card slot scans receipts, photos, plastic cards and more
- For use with Windows, Mac and Linux operating systems

[User Manual](#)

OVERVIEW	DETAILS	SIMILARS	ACCESSORIES	REVIEWS
GENERAL INFORMATION				
Manufacturer	Brother Industries, Ltd			
Manufacturer Part Number	ADS-1250W			
Brand Name	Brother			
Product Model	ADS-1250W			
Product Name	ADS-1250W Wireless Compact Desktop Scanner			

brother
at your side

Brother ADS-1250W Wireless, Compact, Portable Desktop Scanner

WIRELESS COMPACT DESKTOP SCANNER

Watch on [YouTube](#)

brother
at your side

Portable. Simple. The way scanning should be.

Brother Wireless Compact Desktop Scanner ADS-1250W with Fast Scan Speeds Ideal for Home, Home Office or On-the-Go Professionals

The Brother ADS-1250W Wireless Compact Desktop Scanner with 20-page capacity auto document feeder quickly scans single and double-sided color and black and white materials up to 25ppm(1) in a single pass over Wi-Fi or through a local USB connection. It can be powered through a Micro USB 3.0 connection to your laptop or PC, making it highly portable for the mobile professional. The ADS-1250W supports scanning to multiple destinations including File(2), Image(2), OCR(2), Email(2), Network(2), FTP(2), Cloud services(7), Mobile Devices(3) and USB flash memory drive(4). Scan documents, receipts and photos through the 20 page ADF. Scan plastic cards and business cards through the front facer.

The unique advantage of GfK Etilize is that you don't need to manage set-up sheets with a majority of retailers. We do that for you, and once you enter new products or update information on a product in our SpexAccess tool, we automatically transfer that information to your retail partners!

How do I produce rich/A+ content and syndicate it to my network?

It's easy! There are two simple options we provide to produce the A+ content for you:

Use our WYSIWYG editor in the SpexAccess portal. We provide templated rows that do not require any additional tools or extensive content design expertise.

- It's a simple editor that needs to be filled with the required product content data and elements.
- The editor provides guidance on which fields are relevant to the selected type of rich content (video, marketing description, etc.).
- You can create the enhanced information in different attractive layouts.

We can create it for you!

Have existing A+ content?

- Give us the link(s) to what is already created, such as on Amazon and we can grab and create it, or...
- Supply us with the HTML (can be via feed such as XML)

Need to build your rich content from scratch?
No problem.

- Gather your rich media including videos, multiple high-resolution images, videos and brochures
- We'll supply you with an A+ content template to input the data
- Send us the completed template
- We create the layout for you and syndicate it to your channel partners.

How can you increase sales using the full GfK Etilize network and services? We provide a turnkey solution for brands that allows you to get your product content, including rich content, to all of your national and potentially global retail partners:

- 1. Easily create and optimize all of your product content**
Using our online portal, you can add new products, update existing content, be alerted to issues (e.g. missing images) and improve SEO to increase cart conversions.
- 2. Syndicate your product content to our full network**
Your product content will automatically push to the retailers you choose within the GfK Etilize network of 70,000 e-commerce users.
- 3. Improve your brand's presence on Google**
Our partnership with Google Manufacturer Center allows brands to improve their userexperience on Google.com and Google Shopping. Participating brands have seen up to a 25% increase in purchase conversions.
- 4. Analytics to track your products**
Monitor trends in the online views of your products and gauge the success of new product launches and campaigns.

Connect With Us

Consumers need optimized product details and technical specifications to make informed buying decisions.

It's up to you to provide them with the most accurate descriptions. GfK Etilize makes product content simple, accessible and more profitable for our clients.

[Find your solution →](#)

Learn more about us at
etilize.com →

You can directly get in touch with us here
etilize.com/contact →

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About GfK

GfK connects data and science. Innovative research solutions provide answers for key business questions around consumers, markets, brands and media – now and in the future. As a research and analytics partner, GfK promises its clients all over the world “Growth from Knowledge”.