

A close-up photograph of a hand clicking a computer mouse. The background is blurred, showing a desk with a laptop and other office items. The text is overlaid on the upper portion of the image.

THE GfK UTILIZE GUIDE TO ENHANCED PRODUCT CONTENT



Using Enhanced Product Content in eCommerce is critical to growing online sales.

WHY ENHANCED PRODUCT CONTENT IS A MUST

GfK Etilize is the world's largest online network of manufacturers, vendors, distributors and resellers, with 10 million products being syndicated to over 70,000 eCommerce users in 30 languages. We enable eCommerce by helping our clients create a better shopping experience and increasing purchase conversions for their products.

Why do Vendors need to build and distribute, and Retailers display, A+ content starting yesterday!?

Adding rich content to your online product content is critical to increasing consumer engagement with your products. Increasingly, those in eCommerce who don't distribute and display enhanced content are at a competitive disadvantage.

The impact on B2B Sales according to Forrester Research:

63% { of businesses research corporate purchases online.

The number of work purchases made online is expected to go from

32% last year to **53%** in 2018.

Forrester Research

Benefits of displaying Rich Content

1. Increase 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).

2. Reduce returns

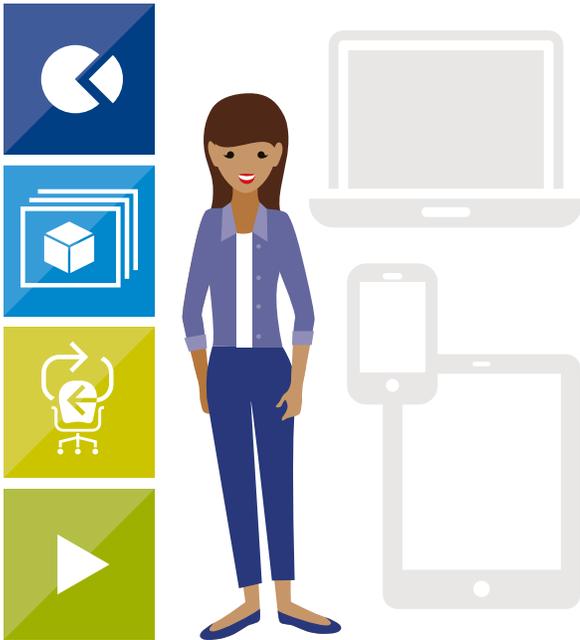
- According to retail consultancy Kurt Salmon, as many as 33% of online purchases get returned.
- 22% of the time it's because the product received appeared to be different online than what was received (TrueShip). Simply stated, the higher your quality of product content and enhanced content elements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

3. Lower shopping cart abandonment

- 71.39% was the average shopping cart abandonment rate in 2015 (Barilliance). 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!

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 products.

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.

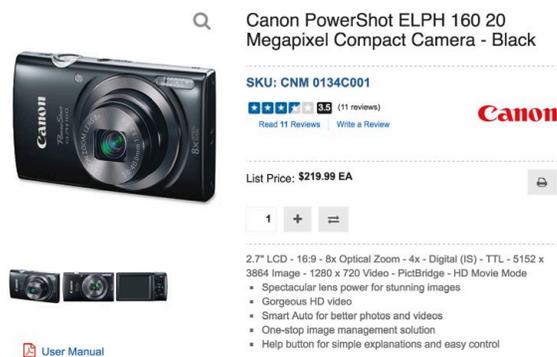


Multiple high res images

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 retail 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 and looked at product information after the title and greatly improves SEO for both in site searches and with search engines.

Lorell 86000 Series Executive Mesh Back Chair

SKU: LLR 86200

3.0 (3 reviews)

List Price: \$379.00 EA

1

360° Demo

Assembly Instructions

Mesh Fabric Black Seat - Black Frame - 5-star Base - Black - 21" Seat Width x 19.50" Seat Depth - 28.5" Width x 28.5" Depth x 45" Height

- Mesh back and mesh fabric seat
- Ergonomically designed, high back for the natural curvature of user's back
- Nylon 5-star base with 5 casters
- Includes pneumatic seat-height adjustment, 360-degree swivel, tilt and asynchronous 3-lever control



Videos/virtual product tours

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

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

Zebra Pen Z-Grip Ballpoint Pen

SKU: ZEB 22210

3.0 (1 review)

List Price: \$7.29 DZ

1

Take a Tour

Medium Point Type - 1 mm Point Size - Black Ink - Black Barrel

- Lightweight
- Soft rubber grip for all-day writing comfort
- Clear barrel for visible ink supply; grip color matches ink color
- Retractable; nonrefillable



Viewers are 85% more likely to purchase a product after watching a product video (Internet Retailer).

WHAT IS A+ CONTENT?

A+ Content is unstructured 'free form' content. It can include all of the Rich Content elements from the previous page. Here's why A+ content is becoming an industry necessity to enable eCommerce.



A+ Content boosts creativity

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

A+ content focuses on highlighting a product's key value proposition and benefits. It tells a product's story with examples and images and answers the question, "Why would someone want to buy this product?"



More robust marketing

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

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.

A+ content educates prospective customers and updates current clients on how a product works and solves their needs.

Structured content



Unstructured/ A+ Content



ENGLISH US

iteminfo.com

Q SEARCH Q SDS SEARCH INK & TONER FINDER

Keyword or Item...

FURNITURE OFFICE SUPPLIES TECHNOLOGY FACILITY & BREAKROOM REBAT

Home > Technology > Computer Accessories > Screen Filters/Protectors > Privacy Filters

3M PF324W Framed Privacy Filter for Widescreen Desktop LCD/CRT Monitor



DETAILS SIMILARS REVIEWS

GENERAL INFORMATION

Manufacturer: 3M
 Manufacturer Part Number: PF324W
 Brand Name: 3M
 Product Model: PF324W
 Product Name: PF324W Framed Privacy Filter
 Marketing Information: Framed Desktop Monitor Privacy Filter for use on 23.6" to 24" wide-screen LCD desktop monitors. Filter surface is smudge-resistant and anti-reflective.

Packaged Quantity: 1
 Packing: Box
 Package Type: Retail
 Product Type: Privacy Screen Filter

TECHNICAL INFORMATION

Display Type Supported: LCD
 Display Size Supported: 24"
 Device Supported: Monitor
 Aspect Ratio: 16:9
 Widescreen:

Features:

- Anti-reflective
- Anti-glare
- Scratch Protection
- Anti-fingerprint
- Smudge Resistant
- Higher Privacy
- High Clarity
- Lightweight



SKU: MMM PF324W

(No reviews)
Be the first to Write a Review

List Price: **\$368.35 EA**

1 + =

For 24" Monitor

- View from the sides is a darkened screen
- For use on 23.6" to 24" wide-screen LCD desktop monitors
- 2 easy attachment methods
- Comfortable viewing with anti-reflective surface
- Protection against fingerprints and scratches

OVERVIEW DETAILS SIMILARS REVIEWS BRAND INFO



3M Privacy Products
Featuring microouver technology pioneered, designed and optimized by 3M to "black out" side views so you see your screen clearly while visual hackers are left in the dark.

A leader in screen privacy and protection

For more than 30 years, 3M has been advancing optical technology to deliver the gold standard in visual privacy. We remain a trusted global leader today — continuing to improve our technology, features, and breadth of product.

Display and device technology continues to advance. So do we. Our privacy and protection products work simply and beautifully on most of today's devices to help protect your screens, and help keep the information on them private.

Behind the simplicity of our products is a powerful combination of optical science and sheer ingenuity you've come to expect from 3M. Rest assured, our products are inspected for quality defects, ensuring that you get authentic, 3M branded product, with science applied to life.

3M Science. Applied to Life.™

Privacy is the best policy.

These days, screens are everywhere. And so are visual hackers. With the increase of mobile workers, open workspaces, and the migration of data to the cloud, screens can display private information virtually anywhere.

An unprotected screen can expose sensitive and private information, trade secrets and business plans. And the reality is a visual hacker may only need one piece of valuable information to unlock a large-scale data breach.



Visual hacking: when information is visually captured without permission. But we've got you covered.



Gold standard in privacy

3M Gold Privacy Filters are perfectly suited for most of today's high-resolution monitors and displays. Maintain optical clarity while projecting a vivid golden shield to side views.

How privacy filters work

3M Privacy Filters Nock side views outside the 60 degree viewing angle, while providing a crisp, clear view to those directly in front of the screen.

Microouver technology

A single microouver is about as thin as a single strand of hair. There are thousands of microouvers within one 3M Privacy Filter — all virtually undetectable by the human eye.

Attachment options

3M Gold Privacy Filters for Monitors and Laptops attach with optically clear adhesive strips or easily removable slide mount tabs.

HOW TO GET STARTED WITH ENHANCED CONTENT

Brands

Producing Rich Content/A+ Content and getting it to your retail partners is easy. There are two simple options we provide:

- 1. Use our Excel based template.** We provide a simple template that does not require any additional tools or extensive content design expertise.
 - a. The template provides guidance on which fields are relevant to the selected type of rich content (video, marketing description, etc.)
 - b. You can create the enhanced information in different attractive layouts
- 2. We can create it for you!**
 - a. Have existing A+ content? Give us a 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)
 - b. 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 retail partners

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

Retailers

Obtaining Enhanced A+ content for your website is seamless. No matter your system requirements, we've got you covered:

- 1. Widget delivery**
 - a. No need to manage the data directly from the download or the API. Just include a small piece of javaScript on your website that identifies the product you are showing and let us push the content directly to your website's page.
- 2. Download delivery**
 - a. The provision of the enhanced content is already provided through your existing download process.
 - b. Once you've identified the products we have enhanced content for, decide where you want to display the content and deploy it.
- 3. Hosted delivery**
 - a. For customers who are currently using our SOAP and REST API, this new enhanced content is already included in the responses.
 - b. Identify where you want to display the content on your product page and then deploy the content.

Integration support and documentation:

We provide a comprehensive technical demo that contains documentation, scripts, schemas and sample data so you can choose the option the best fits your needs.

Professional services: If none of the above options work for you, we have a team that can provide custom feeds based on your unique requirements.

Questions? Contact us!

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.