

MISSED CONNECTIONS: 4 REASONS WHY QUALITY PRODUCT CONTENT MATTERS

Product content is the lifeblood of your online business. And utilising an agile process to transform, enhance and syndicate your product data across your various distribution channels can ultimately determine your online fate.

There are plenty of web platforms that can churn out a passable product feed, whether the destination is a popular marketplace, Google Shopping, an email provider or elsewhere. But you're not going for passable. You need to stand out. And to stand out, quality matters.

Right now, you're probably missing out on way more shoppers — and conversions — than you're even aware of. It's time to stop missing those consumer connections, and start taking your product content seriously.

Here are four reasons why quality product content is essential to the future of your online business:

1. YOU'LL BE EVERYWHERE YOUR CONSUMERS ARE.

Today's consumers aren't loyal. They're on their phones. They're on desktops. They're shopping marketplaces, browsing search engines, scanning social media feeds and checking email — all in the same day.

Having the ability to automatically transform your feed to dozens of destinations is key, including advertising destinations like Google, Facebook and Pinterest, or retail destinations like eBay, Amazon and Walmart. Quality data enables your products to reach more channels quickly. You'll be there — when and where those consumers shop.

2. YOU'LL STOP COMPETING. AND START WINNING.

You've got seconds to make an impression on consumers. Don't let poor or incomplete product data cause your listing to be skipped over in favour of a listing with better images, richer details or a stronger title.

A strong consumer browsing experience boosts your brand, increases your conversions and maximises your overall ROI. Plus, many retailer sites reward sellers with optimised content by giving the products added visibility. It's a win-win.

3. YOU'LL KEEP UP WITH ALL CHANGING CHANNEL REQUIREMENTS.

Managing channel requirements isn't as tough when you're confined to a single channel. But as you expand your online presence, configuring each product feed to the changing specifications of each destination can be overwhelming.

If your team isn't proactive about maintaining these clean content configurations, it can lead to penalties from retail destinations and a poor experience for your potential consumer — even if they see your product at all. Odds are, while they're searching for products like yours, your listings could be tied up with compliance errors and never even appear in the search results.

4. YOU'LL GIVE YOUR TEAM THEIR TIME BACK.

Retail sites expect your product content in their format. No exceptions. But creating unique feeds for each marketplace or destination is time consuming and tedious.

Once your product content is optimised, it can easily be leveraged via templates and automation to reach new and current destinations. This frees up your team's time for more important tasks, such as monitoring your click and conversion results to make informed decisions about future merchandising and campaign management on various channels.

E-commerce success requires mastering both data optimisation and performance management. So give your team more time for the latter by ensuring your product data is the best it can be.

STOP MISSING CONNECTIONS. OPTIMISE YOUR PRODUCT CONTENT.

Advertising and marketing efforts are increasingly dependent on quality content, delivered on-demand.

Unfortunately, we've found that optimising product content isn't a core strength for many online retailers and brands. Many simply push out standard feeds to retail destinations or use an agency that doesn't understand the language of their specific industry.

WHAT IS PRODUCT CONTENT OPTIMISATION?

Product Content Optimisation (PCO) is the synthesis of ChannelAdvisor's many years of retail experience and our constantly evolving platform. It's the process of transforming, enhancing and syndicating your product data to meet the needs of **any** digital merchandising destinations your strategies require.

Our Managed Services team has the technology and expertise to map your data to your preferred destination, maximise its visibility and then use your results to make actionable insights on how you can improve.

You're not just optimising your product content, you're optimising your e-commerce future.

To find out more about Product Content Optimisation, or how we can help improve your product content on any online channel, email us at ausales@channeladvisor.com or call 1300 887 239.