HOW TO CREATE PERFECT PRODUCT EXPERIENCES

More attention on every platform

BYRD – The Product Content Lifecycle Management Technology

GIVE YOUR PRODUCTS A VOICE

»How product content ensures the right product presentation.«

Digital product marketing has become not only more important but also more complex. More and more sales channels are placing **ever higher expectations on product presentations**. Major brand manufacturers and retailers are leading the way and investing in product presentations that in some cases are almost screen-ready. Many companies are finding it difficult to keep up, so the right foundation - what goes on behind the scenes - is the most important thing. **This paper is a guide for all those who want to get the best out of their product communication and understand which mechanisms need to interlock in order to successfully control their own narrative.**

We hope you enjoy reading it!

Yours sincerely

BJÖRN BAYARD

CEO | BAYARD GmbH

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CONTENT

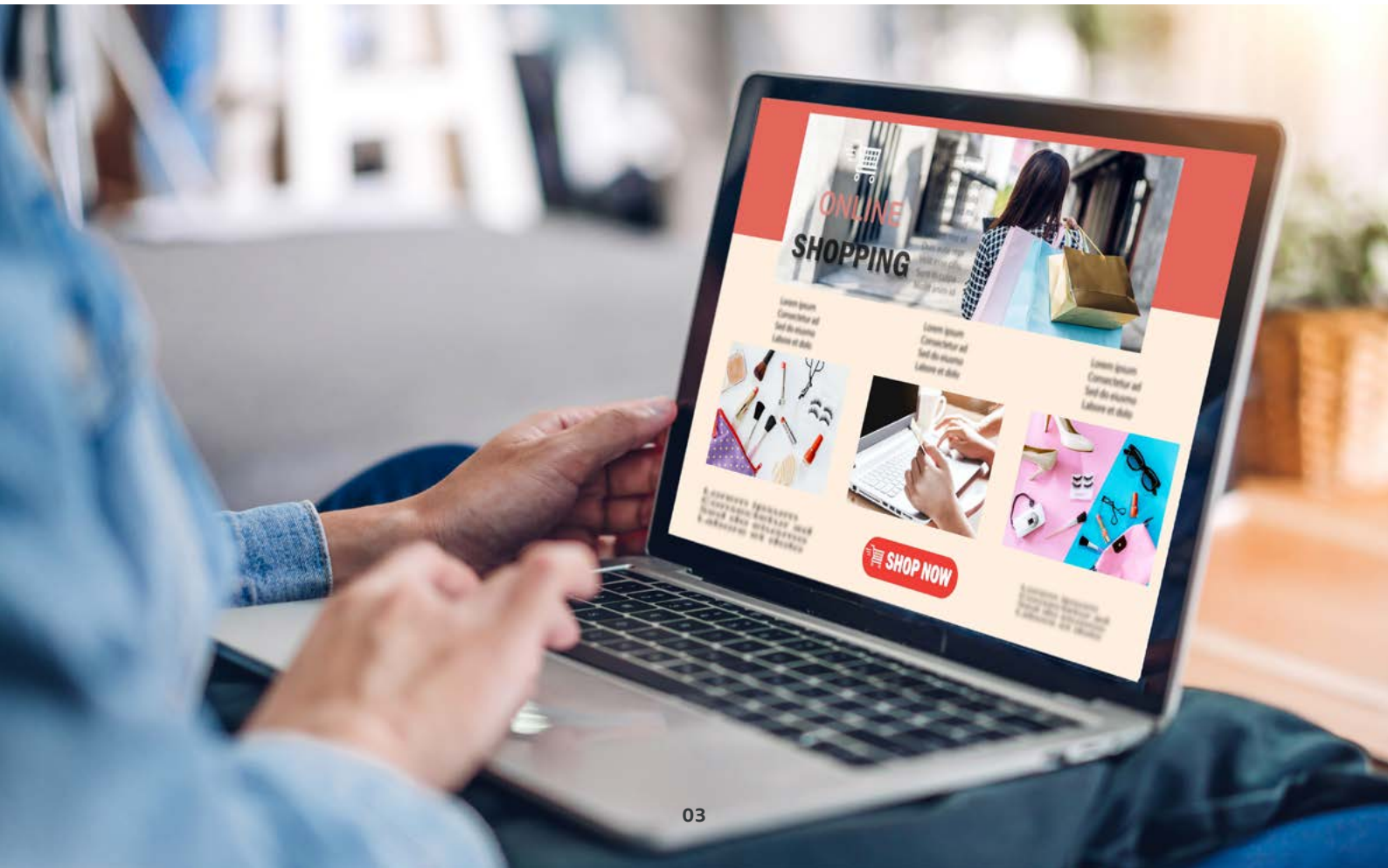
BRINGING PRODUCTS TO LIFE

»The keyboard of digital perception.«

In the physical world, manufacturers and retailers sometimes reach deep into their bag of tricks to influence consumers in their purchasing decisions. **Shopping psychology** is the specialist area that is solely concerned with designing the setting in in the brick-and-mortar retail setting in such a way that visitors have almost no choice but to give in to their impulses and fill their shopping trolleys and baskets. Consumers usually don't realise that they are being manipulated from the moment they enter a shop. The arrangement of the shelves and aisles, the background music, even the scent – nothing is left to chance here and the target group is addressed on all sensory levels.

With the rapid development of e-commerce, industry and retail are now trying to transfer these techniques to the digital world. The challenge here is that the digital customer journey works in a fundamentally different way. It consists of a large **number of touchpoints with specific rules** and requires **absolute control of the processes surrounding product communication**.

The product messages should first of all **attract the attention of potential customers**. However, this is easier said than done in an environment as loud and colourful as that of digital commerce. Once this hurdle has been overcome, there are many more along the customer journey until the final check-out in one of the numerous sales channels.



As different as the individual interaction points may be, the same principles apply to all of them:

RELIABLE PRODUCT INFORMATION

The quality of product data is the top priority: the information communicated must be correct, up-to-date, and reliable. Any inaccuracy or error can lead to damage to your image and dissatisfied customers.

MEDIA CONTENT THAT INSPIRES

Product images and videos are powerful tools to compensate for the weaknesses of the digital world and make products virtually tangible.

APPROPRIATE CUSTOMER APPROACH

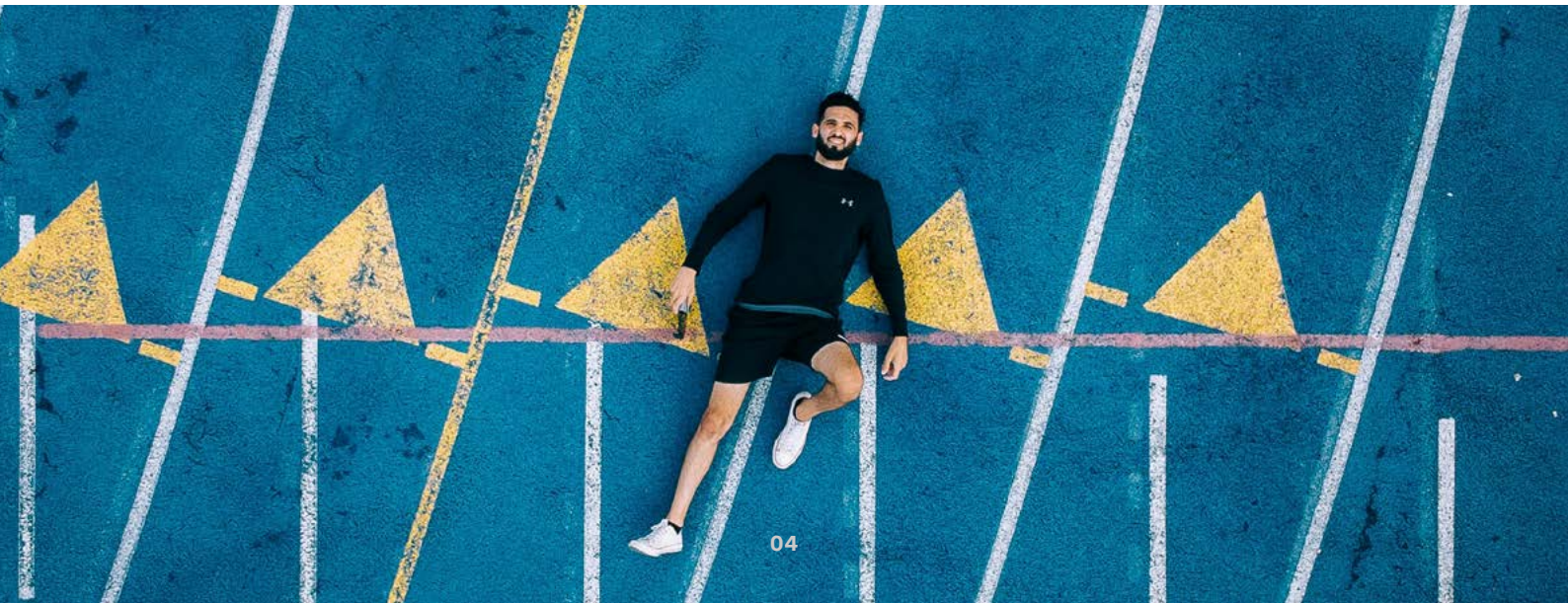
Each communication channel has different rules that need to be taken into account when addressing customers in order to create the most natural shopping environment possible.

INTUITIVE USER EXPERIENCE

The **fewer media breaks** and the fewer hurdles consumers have to overcome to reach the final checkout, the lower the risk of bouncing.

CONSISTENT COMMUNICATION

Product messages must be reliable in terms of content and adapt to the channel-specific communication rules – but at the same time, they must also be consistent across all channels and interaction points. This makes for a strong customer journey and helps to build a successful brand in the long term.



THE BASIS MUST BE RIGHT

»Data forms the foundation for every product message.«

Product data comprises the granular units of product communication. Its quality, modelling, and scope lay the foundation for marketing, sales, customer service, and product management. Its importance for the central business processes of industry and retail cannot be emphasised enough, making it all the more important to **focus on managing and maintaining this data in line with requirements.**

In keeping with its central role, product information management must be closely interlinked with the other disciplines in the digital value chain and reliably supply all recipients with the right data. This challenge can only be met by genuine **end-to-end product content life cycle management** that encompasses the entire digital value chain via **PIM, DAM, channel management, and syndication**.

In addition to the integration of data and processes across all systems, the data model in the PIM also plays a key role in the effective playout of product content in all channels. The data model specifies the structure of the product information and defines all the necessary attributes for complete data records. This also includes the requirements of the data recipients, such as the product texts for Instagram and online shops or classification standards for data exchange with partner companies.

As the requirements for product data depend in part on the industry, it makes sense for highly regulated industries such as **healthcare**, **FMCG**, and **cosmetics** to rely on **industry-proven solutions**.

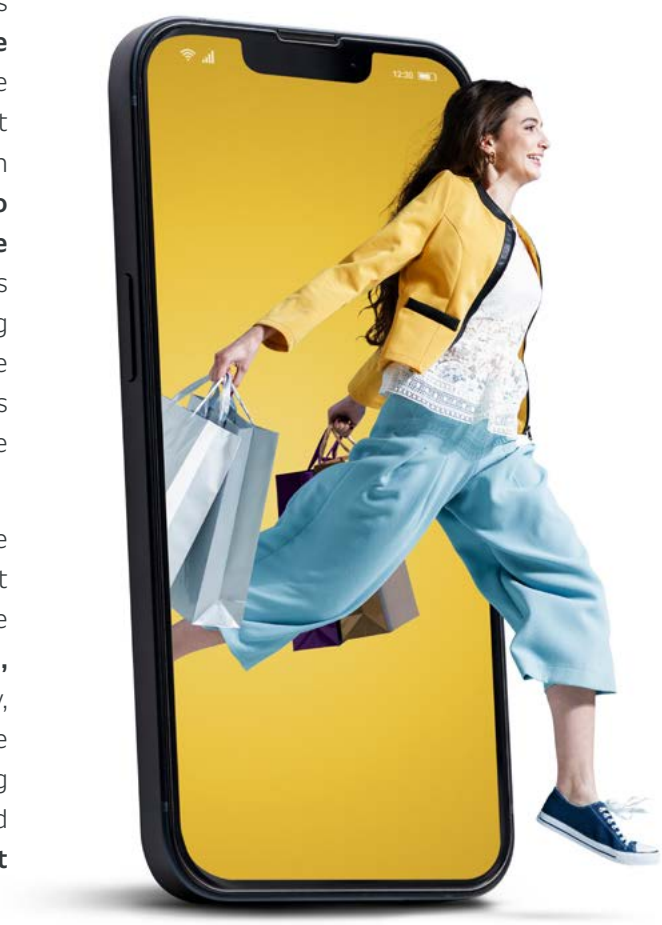
Solutions such as BYRD even provide preconfigured data models that include the most important standards and rules ‘out of the box’, which significantly reduces the implementation effort.

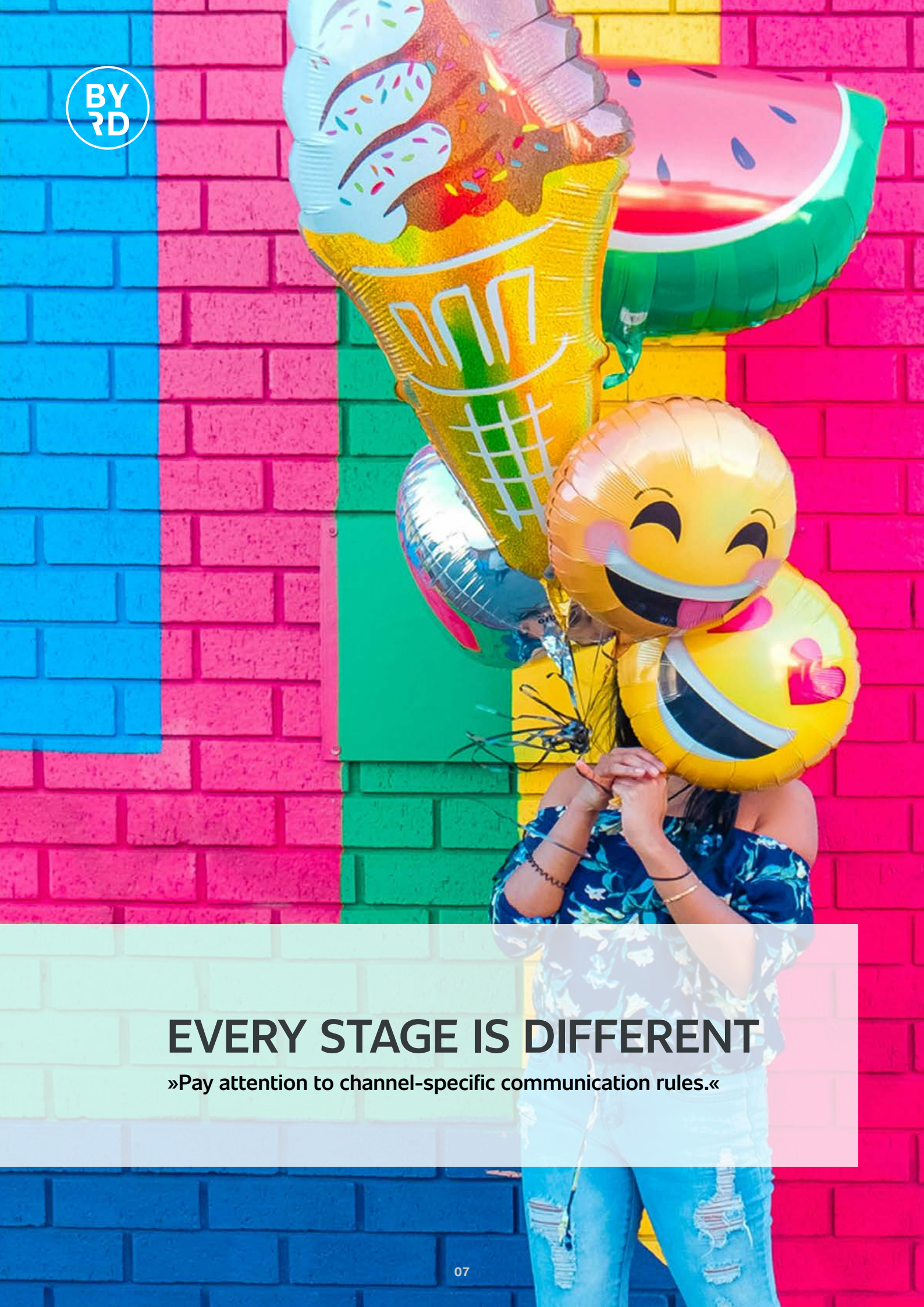
FOCUS ON EMOTION

»Media content arouses enthusiasm.«

A positive product experience on digital channels depends **heavily on the visual realisation of the product content.** Today, no product message can grab the attention of online users without an image, video, or graphic. But attention is only the beginning – **media also help to further increase consumer interest along the customer journey**. They show the products from all sides and from all perspectives, making them practically tangible. The more attractive the presentation of the products, the easier it is to positively influence the consumer's impulse to buy.

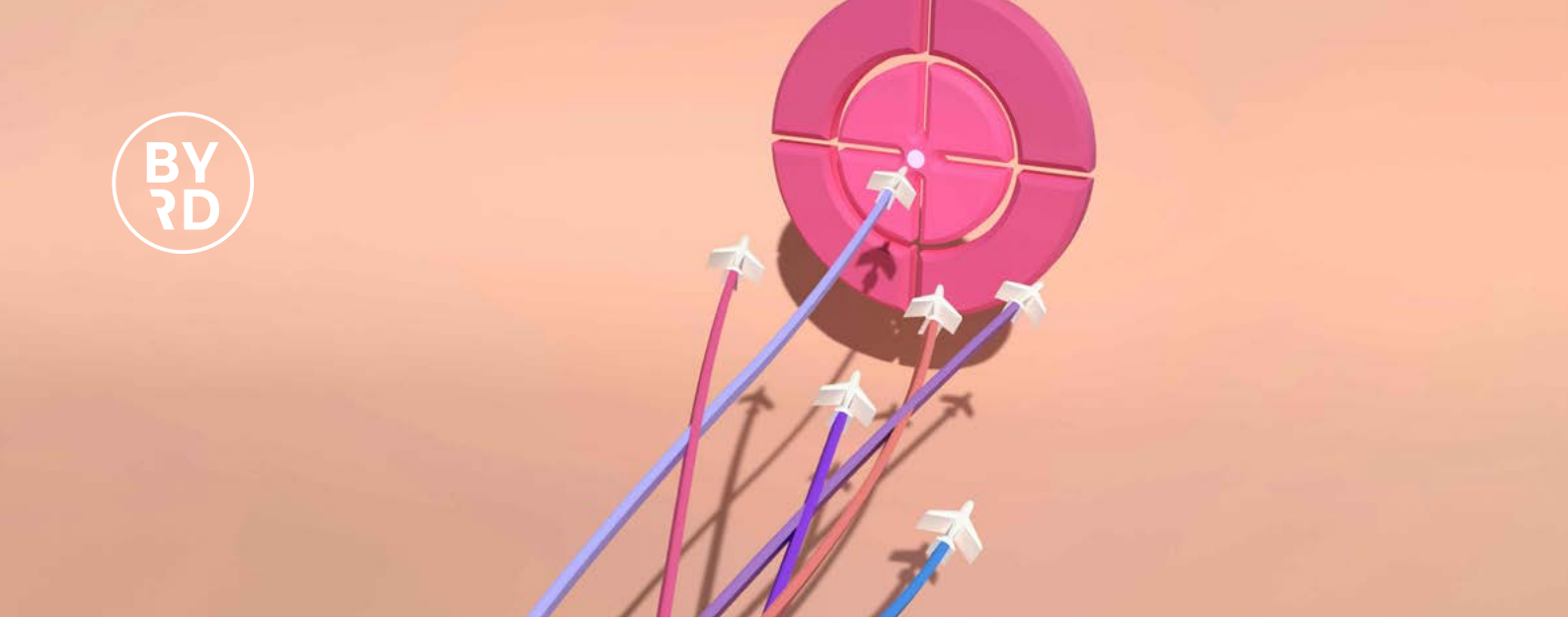
So it's no wonder that the amount of data in the area of product media has risen sharply in recent years. In the best-case scenario, products are associated **with a number of images, videos, labels, graphics, adverts,** etc. Accordingly, product content management must offer the possibility of such comprehensive networking and provide processes that help the finished **product messages reach the right output channels.**





EVERY STAGE IS DIFFERENT

»Pay attention to channel-specific communication rules.«



One reason for the **increasing volumes of media content and product information** that companies manage today is the sometimes very high number of communication channels used. Each of these channels has its own rules in terms of customer approach, text length, required product data, and image formats and sizes. This is due partly to the specific tonality of each channel and partly to users' different information needs.

For example, consumers don't use Instagram to find out about a specific product. It is therefore the task of the product posts to **first penetrate a user's consciousness**. **A visually appealing product message is particularly important here,** rather than detailed descriptions. The product detail page, on the other hand, should provide as much information as possible to remove any remaining uncertainty and answer any remaining questions before a consumer decides to buy. This includes **images and videos as well as extensive product details, descriptions, and even longer marketing texts** – even content about the brand and its vision can be beneficial here. **User-generated content** and **product reviews** should also not be forgotten.

The task of marketing is to **identify each of these touchpoints and derive the respective rules.** These in turn need to be stored in the data model so that the information is centralised and accessible for every channel and user and is queried when the data is created or obtained.

GET TO KNOW YOUR TARGET GROUPS BETTER

»Excellent product experiences are the result of continuous optimisation.«

The **end-to-end product content life cycle** does not end with the playout of product content. **Companies should measure every reaction to the product messages** and react quickly if necessary – especially in the event of negative feedback.

If you want to send out effective product messages, you also need to make sure that the desired effect has actually materialised. On your own channels such as your online shop or Instagram account, user reactions are easy to read – also thanks to **integrated analysis tools.** This is not quite as easy on third-party platforms such as online marketplaces or retail partner shops. Although some retailers offer content analyses, they often charge for them. In many cases, the marketing team has no choice but to collate figures and data manually.

Digital shelf analytics (DSA) is a technology that collects and analyses data and information from any number of third-party channels. DSA saves communication managers a lot of time and effort and allows them to reliably measure and compare the reactions to their own product presentation and identify weaknesses. It forms **the perfect basis for continuously improving product communication**, thus ensuring irresistible product experiences in the long term.

Benefit from the advantages of our BYRD technology for **PCLM**

REQUEST A PRODUCT DEMO NOW

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