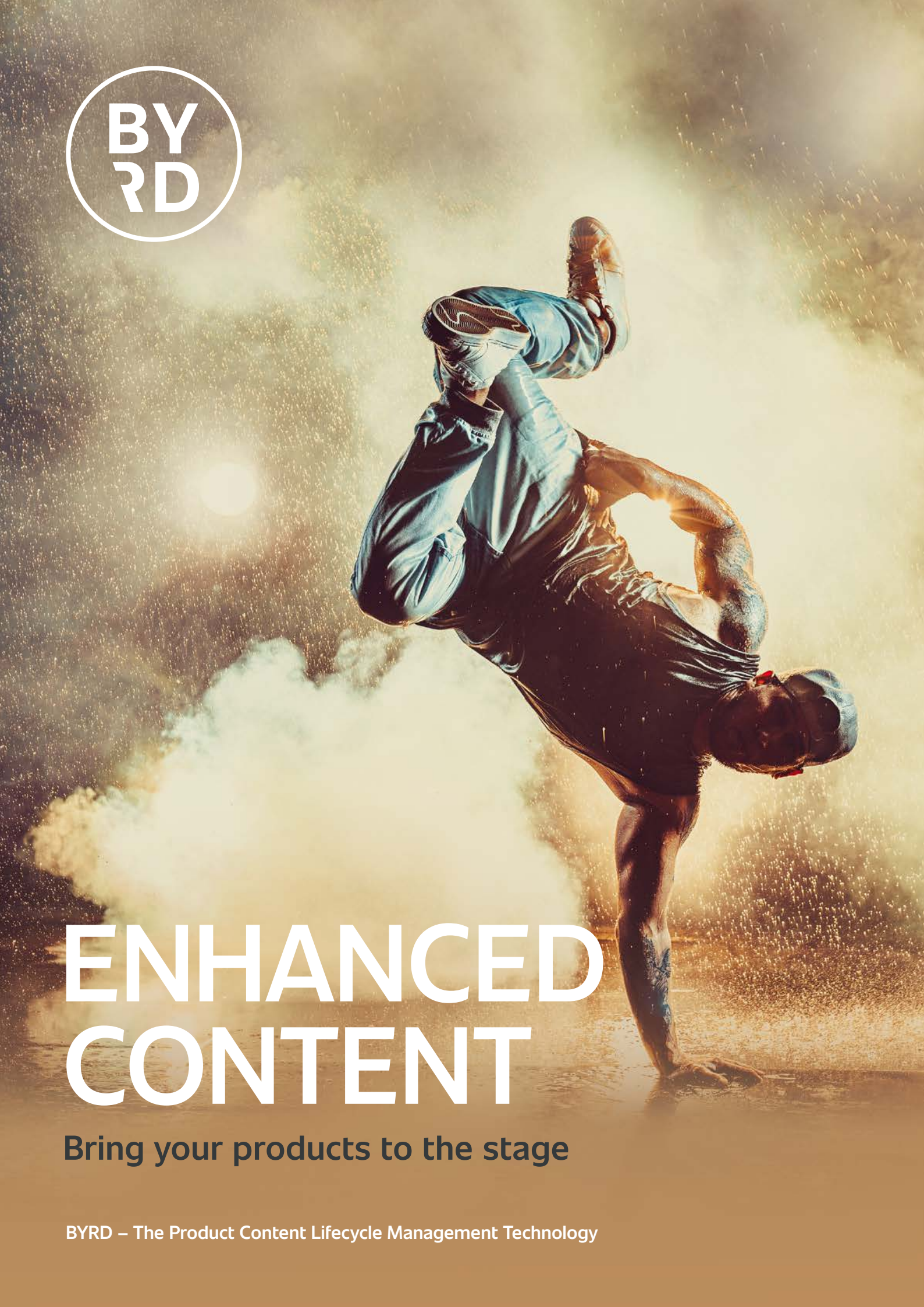


ENHANCED CONTENT

Bring your products to the stage

BYRD – The Product Content Lifecycle Management Technology

MORE CREATIVE FREEDOM FOR BRAND MANUFACTURERS

»How to utilise the full sales potential in retail.«

Retail has always been an important sales multiplier for brand manufacturers, and with the increasing relevance of large retailers and online marketplaces in digital commerce, this is now more true than ever. In order to further increase the sales potential on their platforms, more and more retail companies are offering their manufacturers expanded **options for product presentation**. This gives brands greater creative freedom on their own product detail pages and allows them to actively influence conversion in their retail channels. The associated potential is further enhanced by the **increasing diversification of communication channels in retail**. In this paper, we take a close look at this specific topic and reveal how you can make the most of your product presentation in digital retail.

We hope you enjoy reading it!

Yours sincerely

BJÖRN BAYARD

CEO | BAYARD GmbH

INHALT

ENHANCED CONTENT
RETAIL MEDIA
RICH CONTENT

A+ »A concept with many names.«

Let's start by clarifying the terminology and explaining exactly what the concept entails. **Enhanced or Rich Content** describes the use of **enhanced layout elements** to more freely design a product retail page on a retail platform so that it's more in line with the brand.

In concrete terms, this means that manufacturers can decide which graphic and textual elements they want to use to **emphasise their products in direct competition** – these can be large product images, videos, logos, certificates, or typography. Comparison tables, documents, and FAQs can also be integrated with these options.

Enhanced content is part of the overall retail media concept.

The terms that online marketplaces or retailers use for this concept differ to some extent. What Amazon calls A+ Basic in its simplest version and A+ Premium in its premium version, Otto, for example, simply calls Rich Content. The concept behind this is always the same and the retail platforms actively encourage their manufacturers to utilise these options – after all, both benefit from increased conversion.

Enhanced content is part of the overall retail media concept. Retail media basically encompasses all possibilities in retail to actively market brand products. In addition to enhanced content, retail also offers the option of highlighting brand products via sponsored product placements or adverts, for example, and placing them as high up as possible in search results. This means **that retail platforms are now acting almost like Google** – and this is no coincidence, as more and more consumers are using the platforms of trusted retailers instead of general internet search engines for specific product searches.

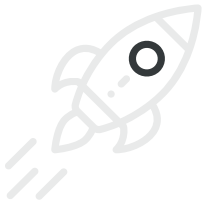
In 2024, 31 per cent of consumers worldwide primarily used marketplaces for their **product searches**, followed by 18 per cent who shop offline and just 14 per cent who use search engines such as Google.

According to Statista, marketplaces are the most popular channel for product searches at 31%.

(source: Statista)

FUN FACT: Google is of course aware of this and introduced a new »Retail Search« service – a feature that brings Google's search power to retail platforms. With the help of new technologies such as AI, the company is constantly improving its services, currently under the name »Vertex AI Search«.

HOW ENHANCED CONTENT LEADS TO MORE CONVERSION



»Optimised product experience in online retail.«

Enhanced content makes it possible to present lots of information in an easy-to-consume way. It not only emphasises products with the help of visual elements but also makes them more tangible and therefore more attractive to consumers.

The effect is measurable: It is generally assumed that **Enhanced Content** leads to 12 to 36 per cent more sales via retailers' online shops. Amazon states that A+ Basic leads to an average of 8 per cent more **Conversion**, while the Premium package is said to bring 20 per cent more conversion. Otto, on the other hand, claims a 5 per cent increase in sales when using **Rich Content**. Ultimately, of course, how well the manufacturers utilise the opportunities offered by enhanced content is up to them. The optimisation of product experiences is an art in itself and must be tested and continuously monitored, measured, and evaluated – more on this later.

»It is important to understand that a product detail page in a retailer's online shop must be treated in the same way as product presentation in owned channels.«

IMPLICATIONS FOR PRODUCT CONTENT MANAGEMENT

»Product communication thought through to the end.«

With product detail pages in retail, manufacturers are faced with more and more touchpoints that they need to take care of. Each of these interaction points has its own rules and requirements that product content must fulfil in order to create the **best possible product experience**. For product content management, this means that all product descriptions, headlines, information, images, videos, and other digital assets must be created centrally in product information management **(PIM)** and digital asset management **(DAM)** and made available for playout in the channels. Manual maintenance of product content in the respective platforms themselves is no longer possible given **today's time-to-market requirements** and increasing complexity.

The better the individual areas of the Product Content Lifecycle are linked, the more effective product communication will be.

This applies to all steps of the digital value chain:

Product data creation and onboarding

Every company has its own individual data structure and organisation – this applies to both structured product data and media content such as images and videos. When new data is created or imported, it must be transferred to the target structure and, in most cases, enriched or transformed according to the requirements. This is the only way to guarantee **optimum data quality** – the basis for successful product communication.

Globalisation of product content

If the product data is available in optimum quality, it can be further processed into genuine product content. This includes product descriptions, marketing texts, and so on – but due to the increasing number of sales channels and markets, this also includes the so-called globalisation of content. This includes, for example, the **translation of information** and texts into the various languages of the target markets or the localisation of information in order to take account of legal or **cultural differences** between the sales markets.

Composition of the product content

Product data, texts, and digital content are then used to fill the product detail pages, social media posts, and even adverts and campaigns in accordance with the respective design rules. With a genuine **End-to-End Product Content Lifecycle Solution**, this can be easily automated and the entire product communication effectively controlled and managed.

Playing out the product content

The final distribution of product content to the various output channels can also be **automated, making it particularly efficient**. This brings immense **advantages in terms of time-to-market** and is therefore particularly important for fast-moving products in the FMCG market. But it is also an important factor for marketing and e-commerce managers in markets with high competitive pressure.

Monitoring and analysis

However, playing out product content is not the end of the story. In order to continuously optimise conversion at the individual touchpoints, communication managers must **constantly monitor product performance** and use A/B testing and adjustments to product content to optimise it in the long term. Particular attention should be paid not only to common KPIs such as click-through or the conversion rate itself but also to product reviews and the return rate.

MORE EFFICIENCY DESPITE INCREASING COMPLEXITY

»A solution for more agility and control«

A genuine **End-to-End Product Content Lifecycle Solution** that covers all of the data processes described in the previous section provides the perfect foundation for achieving greater efficiency in workflows and processes despite increasing complexity and growing demands on product communication, while at the same time continuously improving the quality of marketing and e-commerce measures. For brand manufacturers in particular, whose distribution networks are constantly expanding, such a technology provides the necessary simplification to maintain **control over their own product communication** and to manage it effectively and in a way that promotes sales – for example against the backdrop of enhanced content. This applies in particular to Product Content Lifecycle solutions, which are designed to meet the requirements of industry and retail and perfectly cover all use cases from onboarding, transformation and globalisation through to syndication.

Take control of your product communication and benefit from the advantages of our BYRD technology for your Product Content Lifecycle Management.

REQUEST A PRODUCT DEMO NOW

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