



WHITE PAPER

RETAIL BEST PRACTICES

Take control of your product communication



INDUSTRY AND RETAIL ARE INCREASINGLY CONVERGING

»Why data processes need to become ever more deeply interconnected.«

In retail today, more than ever, the focus is on how to sustainably improve both the product experience and the customer experience. Customers expect seamless, personalised, and **consistent experiences across all touchpoints**. At the same time, the boundaries between industry, retail, and marketplaces are becoming increasingly blurred: manufacturers sell directly via digital channels, retailers operate their own marketplaces, and platform models are gaining more and more importance. While optimisation in online channels continues to play an important role, the real potential lies deeper: in the data, processes, and collaboration between industry and retail.

Product data is increasingly becoming a **strategic asset in digital commerce**, driving product experiences, discoverability, and conversion along the entire customer journey. This is precisely where added value is created that can open up new business potential –

or produce bottlenecks that slow down innovation and growth. A lack of transparency, inefficient processes, or uncoordinated systems have a direct impact on time-to-market, product availability, and customer satisfaction. To address these challenges in a targeted manner, we have included a practical guide for you at the end of this article. It provides concrete **tips and recommendations on how to successfully implement proven best practices** in retail and turn data and processes into a real competitive advantage.

This white paper describes the most important best practices for retail companies that want to sustainably increase their business value – and thereby also create added value for their suppliers.

Enjoy reading!

Yours sincerely,

BJÖRN BAYARD

CEO | BAYARD GmbH



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DATA SOURCING: THE FOUNDATION FOR CONSISTENTLY HIGH DATA QUALITY

»Ensure maximum data value at onboarding.«

For retail companies, high-quality product content is now a decisive success factor. Both structured product data and digital assets such as images, videos, or documents form the basis for compelling product communication – especially in online channels. On the other hand, incomplete, inconsistent, or incorrect data has a direct negative impact on discoverability, conversion and customer satisfaction.

In addition, high-quality product data influences visibility on marketplaces, in search engines and on the so-called »digital shelf«.

The course for high data quality is therefore set as early as the onboarding of supplier data. When product data is imported, the content must already be complete, correct, and prepared in accordance with defined standards.

Whether data exchange via a supplier portal, the **integration of a GDSN data pool**, or import via Excel spreadsheets – each channel has its own challenges. Increasingly, automated onboarding platforms or supplier portals are also being used to centrally manage data validation, feedback processes, and communication with suppliers.

The goal must be to design processes as efficiently as possible while at the same time defining clear quality requirements.

Automated checks, validation rules, and transparent feedback loops help to identify and resolve errors at an early stage.

This creates a consistently high quality standard that not only improves internal processes but also strengthens collaboration with partners.

In the long term, both sides benefit from stable processes, reliable data, and high satisfaction along the entire value chain.





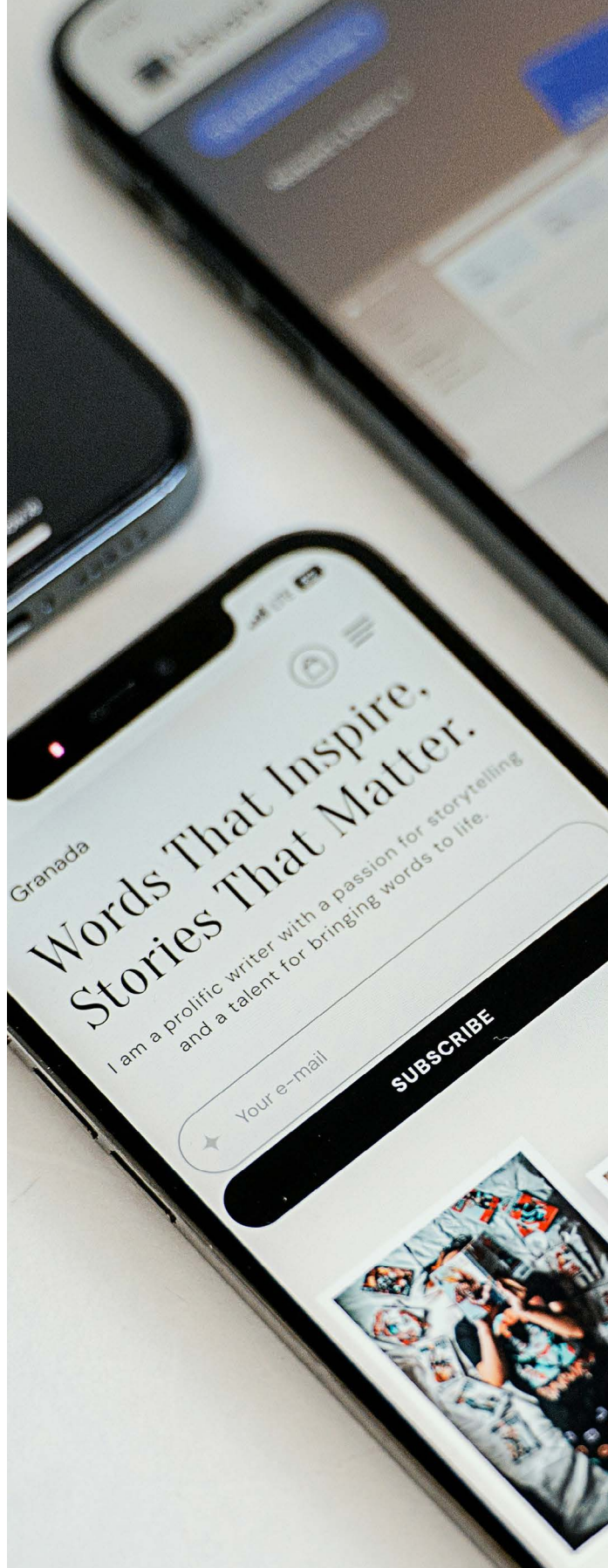
PRODUCT EXPERIENCE: PRODUCT EXPERIENCES THAT CONVINC

»Give your products the
perfect stage.«

A successful retail business thrives on strong product experiences at all relevant touchpoints. Retailers face the challenge of presenting products in a way that attracts attention and positively influences purchasing decisions. This is no longer just about prices or availability but about **real inspiration**, clear orientation, and trust in the retail platform and in the brand itself.

Modern commerce strategies therefore increasingly refer to Product Experience Management (PXM), in which product information, visual content, and contextual data are deliberately used to create compelling product experiences across channels.

The basis for this is formed by clearly structured marketplaces and online shops. Intuitive navigation, logically structured categories, and intelligently placed advertising spaces guide users through the assortment. A modern, **high-quality user experience** ensures that customers can focus on the products – and are not distracted by a complicated or confusing purchasing process.



Product detail pages are particularly crucial for the purchasing decision process. They offer space for high-quality visual content such as images, videos, or 3D views while simultaneously providing all relevant information at a glance. Customer reviews, comparison tables, suitable accessories, or spare parts not only increase the level of information but also open up attractive cross-sell and upsell potential, depending on the industry. A well-designed **Product Experience makes products tangible**, strengthens trust, and **sustainably increases conversion**.



RETAIL MEDIA: BECAUSE BRANDS DRIVE REVENUE

»Fully leverage the potential of your retail platforms.«

Retail media is one of the fastest-growing business areas in retail. Many retail companies are now deliberately developing their platforms into retail media networks, thereby creating a new, data-driven source of revenue alongside traditional merchandise sales.

The potential is enormous. While manufacturers benefit from increased visibility and rising sales, retailers unlock additional revenue streams on their own platforms. This win-win situation makes retail media a central strategic lever, so it is no surprise that, according to a study* by Boston Consulting Group, 44 per cent of international retail leaders are investing in retail media.



**44% Global market leaders
are investing in retail media**

Through **Enhanced Content**, manufacturers have the opportunity to actively design their product detail pages and strategically place their brand messages. High-quality texts, key brand elements, additional images, videos, or storytelling elements strengthen brand perception and differentiate products in a competitive environment. **Numerous studies show that improved product presentation directly leads to higher sales.**

In addition, advertising formats such as sponsored products, banners, or placements on search and category pages offer the opportunity to position products prominently. Particularly in highly competitive assortments, retail media helps to draw customers' attention to one's own offers at an early stage and guide them specifically to product detail pages. **When used correctly, retail media thus becomes a sustainable revenue driver for both retail and industry.**

*Source: »Investing in the Future«, Chris Biggs, Khaled Tawfik, Jenny Aylwin, Tanmay Jain, Daniel Gospodinov and Allison Zeller, <https://indd.adobe.com/view/61d7a0a7-ae27-4bb7-979a-09d75555d4ea>, 2026



CUSTOMER EXPERIENCE: HOW TO GUIDE YOUR CUSTOMERS

»Create personalised customer journeys that convert.«

An outstanding customer experience is the key to more traffic and revenue in digital commerce.

User experience in online marketplaces or retail shops must therefore also follow modern standards. Especially in omnichannel commerce, customers today expect a consistent experience across webshops, apps, marketplaces, social commerce, and physical touchpoints. In addition to website design, loading times and performance also play an outstandingly important role: 76 per cent of retail customers have abandoned a purchase process at least once due to slow loading times.*

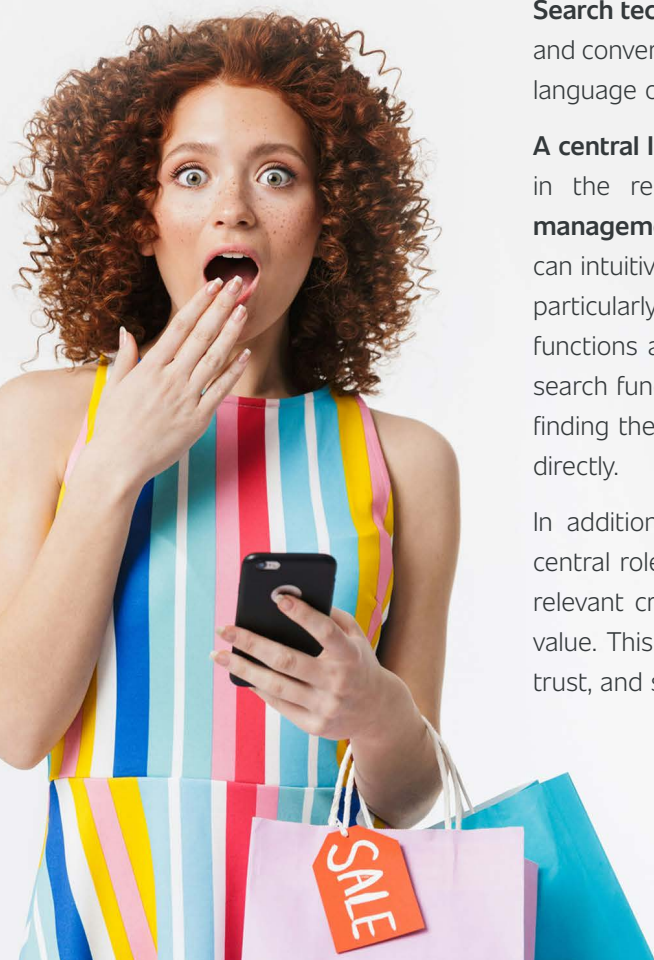


76% checkout abandonment due to slow loading times

Search technologies are also evolving: AI-based search, semantic product search, and conversational search increasingly enable users to discover products via natural language or image search.

A central lever for this is the product structure in the shop – and this is rooted in the retailer's product information management. Well-designed **category management** ensures that products are logically organised and that customers can intuitively navigate and use filters. A clean and consistent metadata strategy is particularly important for this. It forms the basis for powerful search and filtering functions and determines how quickly customers find the right product. Modern search functions, for example based on natural language, further support users in finding the right product by allowing them to formulate their needs precisely and directly.

In addition, intelligent relationships between products and assortments play a central role. Suitable accessories, alternatives, or complementary products create relevant cross-sell and upsell potential while simultaneously increasing customer value. This results in **effective customer journeys** that provide orientation, build trust, and sustainably increase conversion.



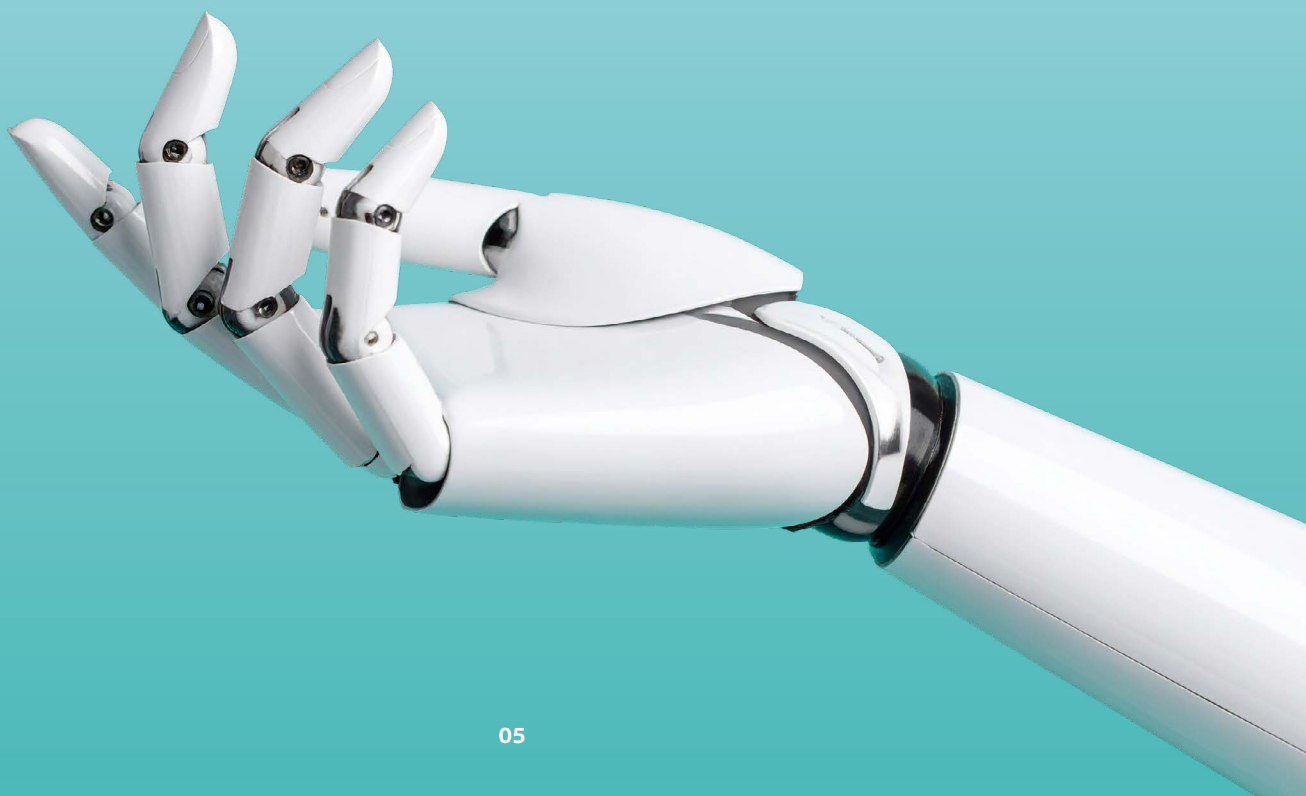
*Source: »Top Website Statistics For 2025«, Katherine Haan
www.forbes.com/advisor/business/software/website-statistics, 2026



AI-DRIVEN RETAIL: USE CASES THAT CREATE REAL ADDED VALUE

»Invest where it makes sense – for today and for tomorrow.«

Artificial intelligence offers numerous application possibilities in retail. The challenge, however, lies in identifying those use cases that deliver real and sustainable business value. With the emergence of generative AI, numerous new applications in commerce are currently being developed, such as the automated creation of product texts, image variants, or channel-optimised product descriptions.





AI shopping agents and chatbots are a good example of this. Today, they no longer only support customers with service enquiries but actively accompany product searches and purchasing decisions – for example through personalised recommendations or dialogue-based product search.

Hyper-personalisation of product content is also becoming increasingly important. Based on purchase histories and browsing behaviour, not only can relevant products be displayed, but content can also be individually adapted. Retail offers the perfect foundation for this thanks to the availability of valuable customer data.

Another important AI use case is search. Image or similarity search, which makes finding products even more intuitive, has long been an important part of product research for many online consumers. On the digital asset management side, AI enables efficient maintenance processes through automated tagging and computer vision, significantly relieving the commerce team of those tasks.

In addition, AI also supports key processes along the retail value chain. Forecasting models help to identify demand developments at an early stage, optimise inventory levels, and make supply chains more resilient.

Finally, dynamic pricing uses predefined price corridors to flexibly optimise prices – whether to maximise margins or increase conversion. When used in a targeted manner and supported by high-quality data, AI **thus becomes a strategic tool for sustainable success in retail.**



SUMMARY

»Significant potential requires a clear strategy.«

The areas of action described clearly show how much potential exists in retail today. From a stable data foundation and compelling product experiences to retail media strategies, personalised customer journeys, and the targeted use of AI. **The decisive factor is the interplay between technology, processes, and collaboration between retail and industry.**

Individual measures or isolated optimisations are no longer sufficient; instead, modern retail increasingly requires an integrated data strategy in which product data, customer data, and commerce platforms are closely interconnected in order to achieve sustainable competitive advantages. Only those who know what goal they want to achieve can identify the right levers and effectively implement the described best practices.

Anyone who wants to unlock the full potential in retail will find valuable guidance and concrete starting points in this guide to systematically advance their own initiatives and anchor them successfully in the long term.



SUCCESSFUL IMPLEMENTATION OF BEST PRACTICES IN FIVE STEPS:

1) As-is analysis

In practice, many companies lack a transparent overview of which systems are used for which tasks, which data is prepared and provided for which purpose and in what way, and how responsibilities are regulated. It is therefore all the more important to create this transparency across the company as a first step.

2) Objective definition

The next step is to define and prioritise clear objectives. They set the course for all subsequent projects and necessary measures within the digitalisation strategy.

3) System architecture

Many retail companies have a fragmented and partly outdated system landscape that relies on complex and inefficient workarounds to ensure more or less functioning data flows. Sustainable modernisation and optimisation of this system architecture is essential in order to achieve future-oriented business strategies.

4) Process design

Based on the current system architecture, the aim is to create an efficient but also flexible process design that effectively maintains, distributes, and provides data. A seamless integration of all involved software solutions and applications is decisive for this.

5) Data governance

An absolute necessity for consistently high data quality is solid and implementable data governance. Responsibilities must be clearly communicated, rules must be understandable and free of contradictions, and their compliance must be ensured through automated quality processes. This not only benefits suppliers and customers – it also creates the foundation for scalable AI applications and data-driven business models.



WOULD YOU LIKE TO TAKE THE NEXT STEPS IN CONCRETE TERMS OR DO YOU HAVE QUESTIONS ABOUT IMPLEMENTATION?

We would be happy to support you – with technology and expertise for holistic product content lifecycle management in retail.

REQUEST A PRODUCT DEMO NOW

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