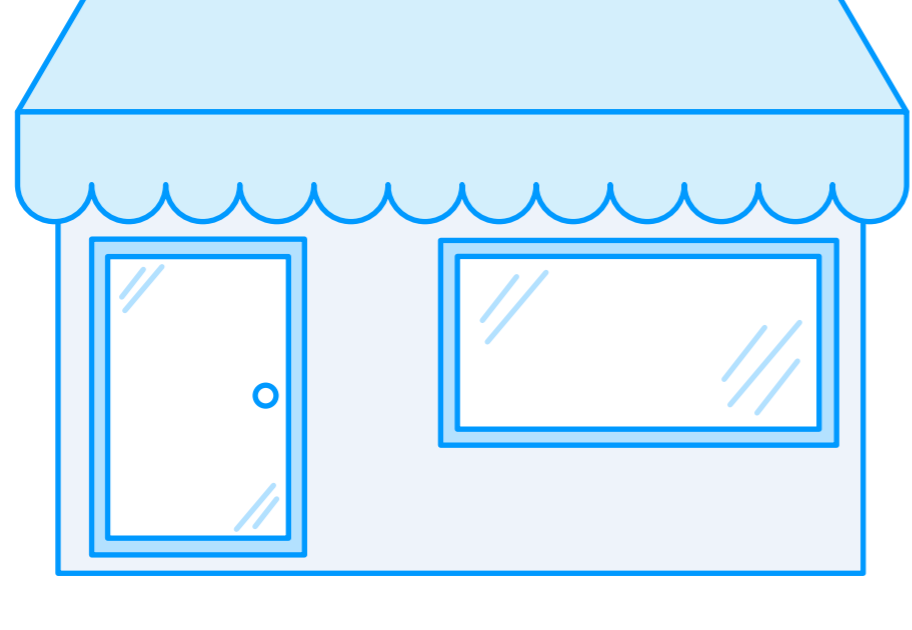


MAKE YOUR PRODUCTS MOVE

BEST PRACTICES FOR MEETING RETAILER AND CONSUMER ITEM DETAIL EXPECTATIONS



DIGITAL ENGAGEMENT DRIVES BOTH ONLINE AND IN-STORE RETAIL SALES.



\$1 Trillion

of retail sales were influenced by product searches*

ITEM DETAILS EMPOWER YOU TO SHOWCASE YOUR BRANDS AND CONNECT CONSUMERS TO YOUR PRODUCTS.

THEY MAKE YOUR PRODUCTS DISCOVERABLE ONLINE.

No. 1

priority for retailers in 2016 is improved item attributes from their vendor partners.**

SHOPPERS LOOK TO RETAILERS TO PROVIDE THIS CONTENT.

RETAILERS LOOK TO YOU, THE BRAND MANUFACTURER.

* Source: <https://www.thinkwithgoogle.com/articles/winning-omni-channel-shoppers-micro-moments.html>

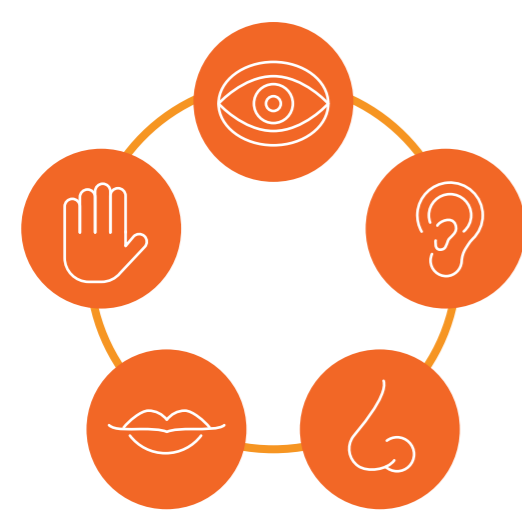
** Source: 2016 Retail Insight report, Retail Systems Research

6 TIPS FOR DELIVERING WINNING DIGITAL PRODUCT CONTENT



1 KNOW YOUR AUDIENCE.

- Develop consumer personas.
- Address customers directly, using words they use.
- Answer their common questions.



2 TALK BENEFITS.

- Don't just rattle off features.
- Use active, sensory language to describe what the consumer will experience with your product.



3 HELP THE BUYING DECISION.

Related facts and stats, customer stories and product awards all work wonders.



4 BE CONSISTENT.

Describe all your products in roughly the same order and manner, so that consumers can compare them.

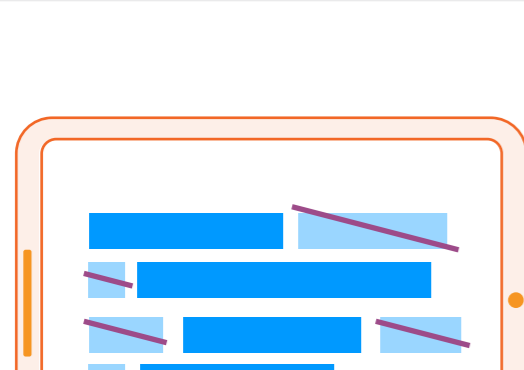


5 COVER THE DETAILS.

If there is something a consumer could ask about in a store, you must provide the answer online.

EXAMPLES:

- Product and technical specs
- Available colors, flavors, etc.
- Manufactured domestically vs. imported
- Care/usage/assembly instructions
- Ingredients and allergen information
- Environmental features



6 BUT BE CONCISE.

- Keep product descriptions under 150 words.
- Use simple words and short sentences.
- Use bulleted and numbered lists for features/benefits content.

IF YOU'RE A LOSS FOR WORDS...

LET CUSTOMERS SUPPLY THEM FOR YOU!

Read your product reviews for valuable content guidance.



READY TO TRANSFORM YOUR ITEM INFORMATION AND EASILY SHARE IT WITH RETAILERS?

Contact SPS Commerce to learn how you can automate and manage this process to help your products sell faster.

Start Selling More Today



SPS COMMERCE

INFINITE RETAIL POWER™



SPS Commerce sharpens digital retail strategies, allowing businesses to advance at the pace of the consumer through a collaborative retail network and the latest in cloud-based solutions.