



How to create shoppable content that converts



Introduction

Twenty-four million ecommerce stores¹ worldwide exist today, and more are created each day. And yet, the industry is still growing, with a projected growth of 5.42² trillion USD worldwide in 2022. This astounding growth shows no signs of stopping any time soon with more and more people shopping online, and with most industries reacting by accelerating their shift from physical to digital.

Today's consumers are not just buying products; they want memorable experiences to go with them. With the endless number of online options and the convenience offered by advanced technology, they want their shopping journey to be unique and authentic.

Brands and retailers must then be prepared to keep up with the ever-growing ecommerce landscape if they want to be part of this trillion-dollar industry. If they don't, they risk getting left behind.

This has prompted many businesses to begin to truly embrace digital commerce. Enabled by technology and innovation, these brands have started to move away from traditional selling techniques to something that delivers more engaging experiences—rich product content, vibrant images, interactive videos and smooth storytelling. These make their products stand out to consumers and buyers.

All this has been the catalyst for the birth of **shoppable content**.

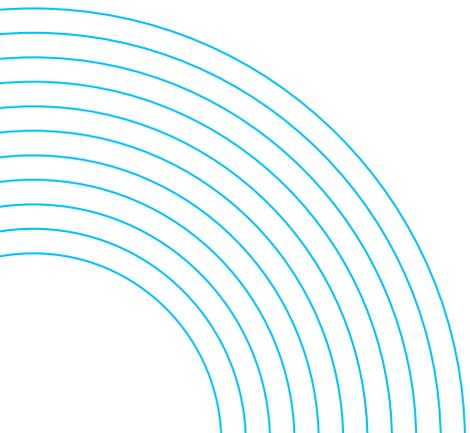
”

2021 will be the year that a majority of companies—not just the 15% of firms that were already digitally savvy—will fund a portfolio of investments in technology-fueled experiences, operations, products, and ecosystems.

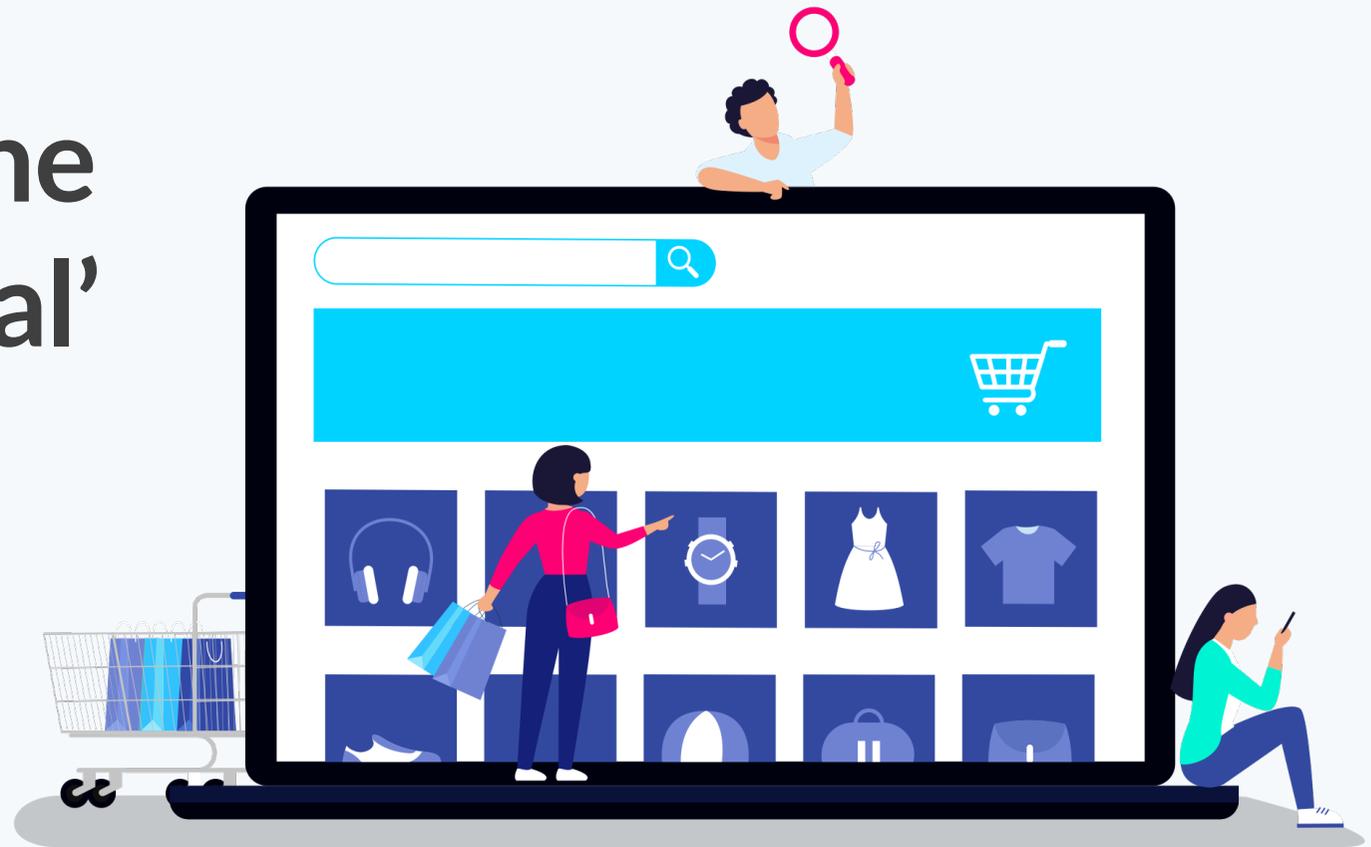
Forrester³

Table of contents

Chapter 1: Shoppable content is the 'New Normal'	6
Chapter 2: Types of shoppable content	8
Chapter 3: The anatomy of shoppable content	14
Chapter 4: PIM and DAM: The foundation for shoppable content	21
Resources	28



Chapter 1: Shoppable content is the 'New Normal'



The traditional online shopping experience requires customers to search for the specific product they want, and once found, they have to click away from that page to complete the checkout process. However, technology is enabling a more customer-centric way of shopping, paving the way for shoppable content.

”

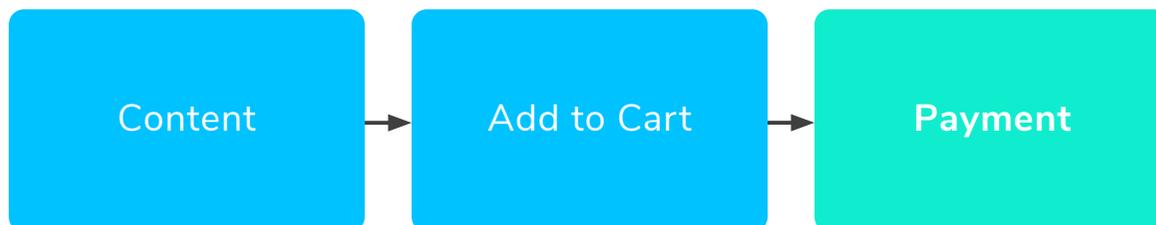
Shoppable content simplifies the path to purchase—from content to cart.

Styla

Traditional



Shoppable



But what exactly is 'shoppable' content?

According to the e-book "Defining Shoppable Content" published by Styla⁴, a digital experience platform developer: "Shoppable content is any content (i.e., images, articles, videos, etc.) that provides a direct purchasing opportunity to consumers to buy the products right from the content they are viewing in real-time."

This level of convenience makes it easy to understand why shoppable content is touted as the new, optimal way of shopping. However, convenience is just one benefit. As for companies, leveraging shoppable content can enable them to easily sell multiple and related products, enhance the overall customer shopping journey and measure conversions easier.

For companies, shoppable content:



Makes it easier for them to add products to the cart



Enables them to discover new and exciting products faster



Provides a frictionless shopping experience



Prevents interruptions while browsing, reading or watching

It has been predicted that by 2040, as much as 95%⁵ of shopping will be facilitated by ecommerce. With the clear benefits of shoppable content, brands, retailers and B2B companies need to place the delivery of shoppable content at the heart of their ecommerce strategy. If they succeed, shoppable content will enable them to better monetize their product content and optimize their consumers' purchase experiences.



Chapter 2: Types of shoppable content

Shoppable content allows consumers to buy products at the point of inspiration from any digital channel.

But what are the different types of shoppable content? And who are the early adopters that are winning?



Shoppable images

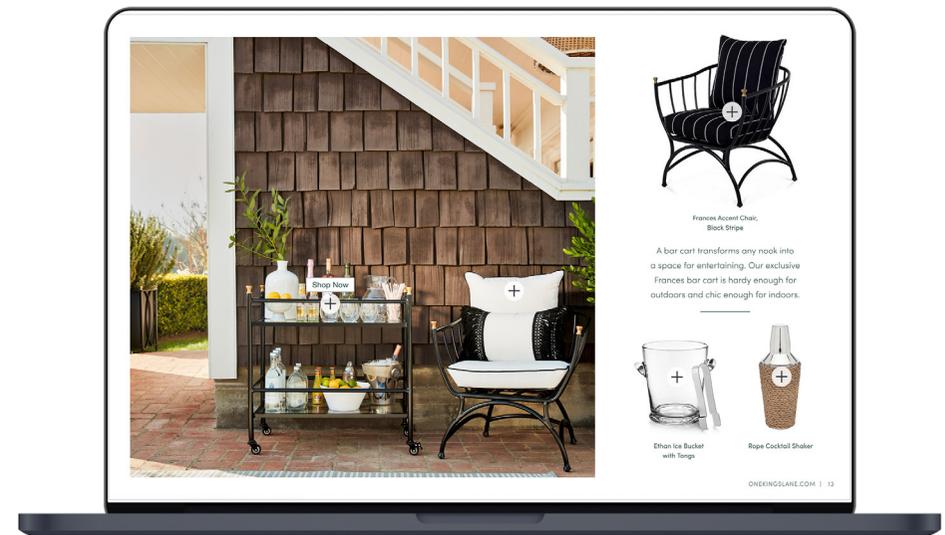
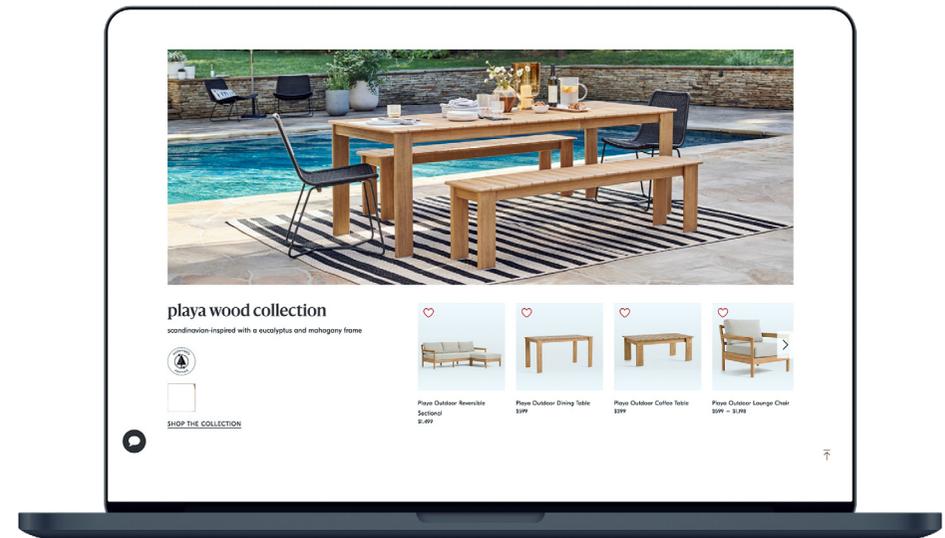
Images are common to most ecommerce sites. In fact, 200,000⁷ Facebook photos and almost 30,000⁶ Instagram pictures are uploaded every minute. Also, 34%⁷ of marketers prefer to use images over videos, making images an obvious choice for shoppable content.

How it works

Companies like West Elm inspire by showcasing a “shop-the-look” concept which shows customers design ideas and items.

Customers can see how the pieces look together, as well as individually. They can click on product images, learn pertinent details such as size, color, texture and material, and then quickly add-to-cart or even ‘buy now’.

Shoppable tags or “hotspot marks” can also be added to each image. A shopper can click each product image, and the tag opens a pop-up window that contains product details, its price, and a CTA button to add to the cart and proceed to checkout.



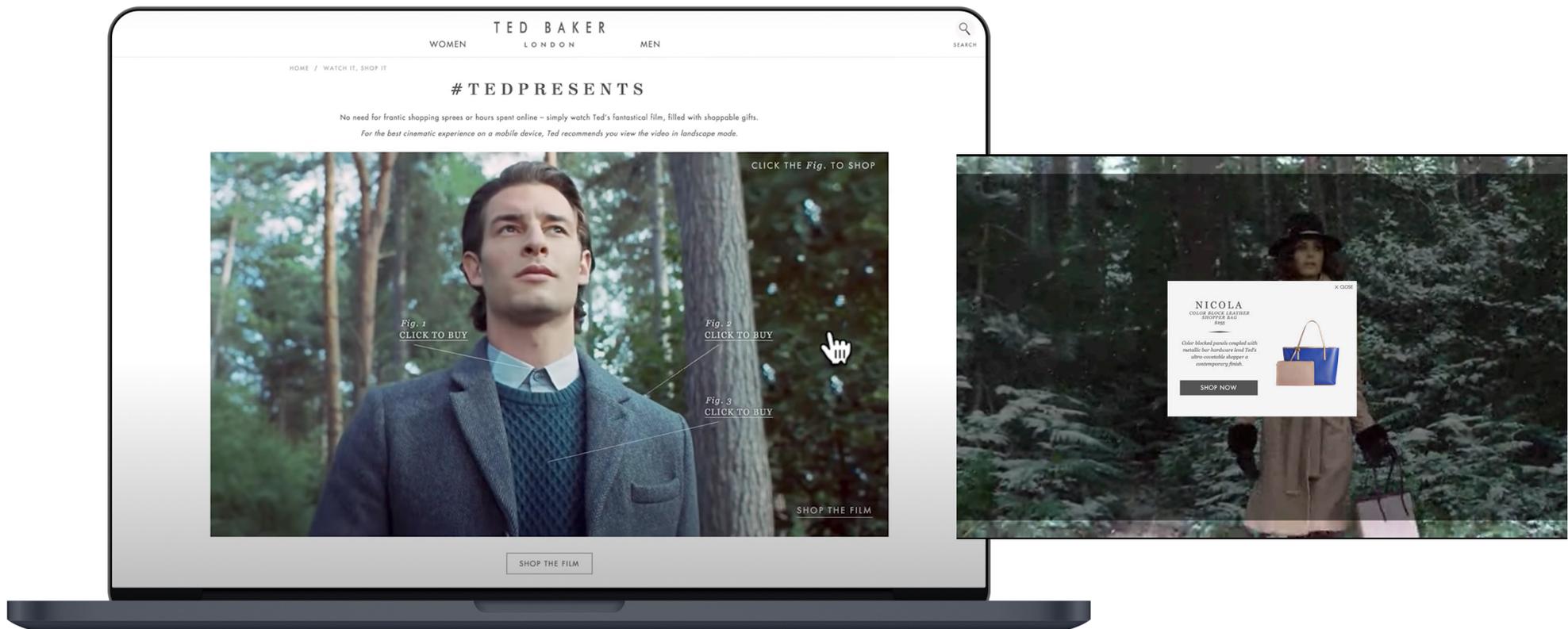
Shoppable videos

UK-based and leading explainer video company, Wyzowl, found that 80%⁸ of video marketers say that video not only increases traffic to their website, but it directly increases sales. They also discovered that 86% of businesses use video as a marketing tool.

How it works

Like shoppable images, videos are made shoppable by adding links that open product information. Amazon Live and YouTube are some of the best-known platforms used to power shoppable video content.

For instance, fashion house Ted Baker launched several shoppable video campaigns coupled with engaging storytelling, visuals and interactivity. The company claims that their sales increased by 30%⁹ as a result of this initiative.



Shoppable articles

Articles and blog posts are great avenues to inspire customers and influence them towards closing a sale. Fifty-seven¹⁰ percent of marketers that utilize blogs say they get more customers from these types of publications.

How it works

Product images used in blog posts are assigned individual hotspots or even a “Buy It Now” button that allows customers to add products directly to the cart without interrupting the reading experiences.

Canada-based home furnishing store, Linen Chest, creates blog posts for readers looking for everyday inspiration. Along with sharing tips, trends and best practices, their blog posts are infused with shoppable images and videos.



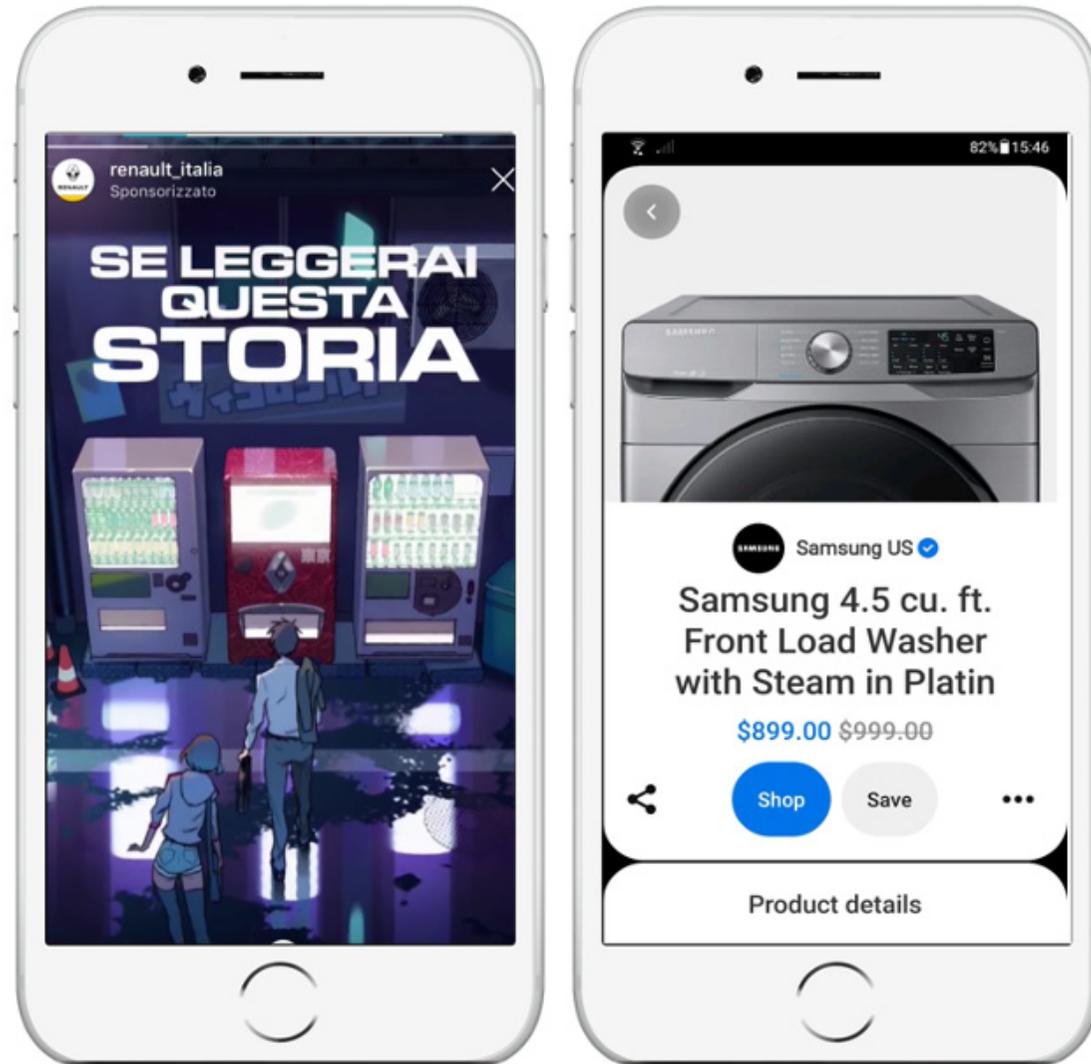
Shoppable social media

Pinterest and Instagram are two highly visual social platforms that introduced shopping features to allow businesses to promote and sell products. Companies that leveraged these platforms have reported a positive impact after taking advantage of the shoppable features.

How it works

Pinterest created “buyable pins” that businesses can attach to images or videos. Shoppers can then purchase products from a brand they like directly within the app. Cadbury integrated a buyable pin to one of their video campaigns and increased their engagement rate by over 134%¹¹. Samsung also benefited from this shoppable feature as purchase intent for one of their newest washing machines increased by 23%¹². Both companies utilized Pinterest Ads to maximize results.

On Instagram, shoppable features include a shopping bag icon for images and a shopping sticker for videos. Both features take users to a brand’s product page when the customer is ready to checkout. Renault Italia was able to sell three cars in 24 hours¹³ for a video campaign that utilized Instagram Stories (video) and its shoppable tag.



Shoppable social media and the B2B space

For B2B companies, shoppable social media, specifically Instagram, is something worth looking into. Instagram, for instance, has more than a billion¹⁴ users, 130¹⁵ million taps (the equivalent of a click) on shopping posts every month, and 90%¹⁶ of its users follow a brand. B2B companies should tap into the potential social media offers, marketing their products or services to their B2B buyers.

To further highlight the benefits of shoppable social media for B2B companies:

Shoppable content comes in many forms. A common trait is that each type of shoppable content focuses on keeping customers engaged and inspired by providing compelling yet straightforward shopping experiences.

The average engagement rate for an Instagram post by a business account is **0.96%**¹⁸

58%¹⁷ of users say they have become interested in a brand or product after seeing it in Instagram

36.2%¹⁸ of B2B decision-makers use Instagram to research new products or services

Instagram business accounts see an average **1.46%**¹⁸ monthly growth in followers

200¹⁶ million Instagram users visit at least one business profile every day

Chapter 3: The anatomy of shoppable content

What makes a product content shoppable? How can B2B and B2C companies create and enhance a more shoppable digital experience so they can drive more traffic to their ecommerce sites and keep engaging their customers and buyers?



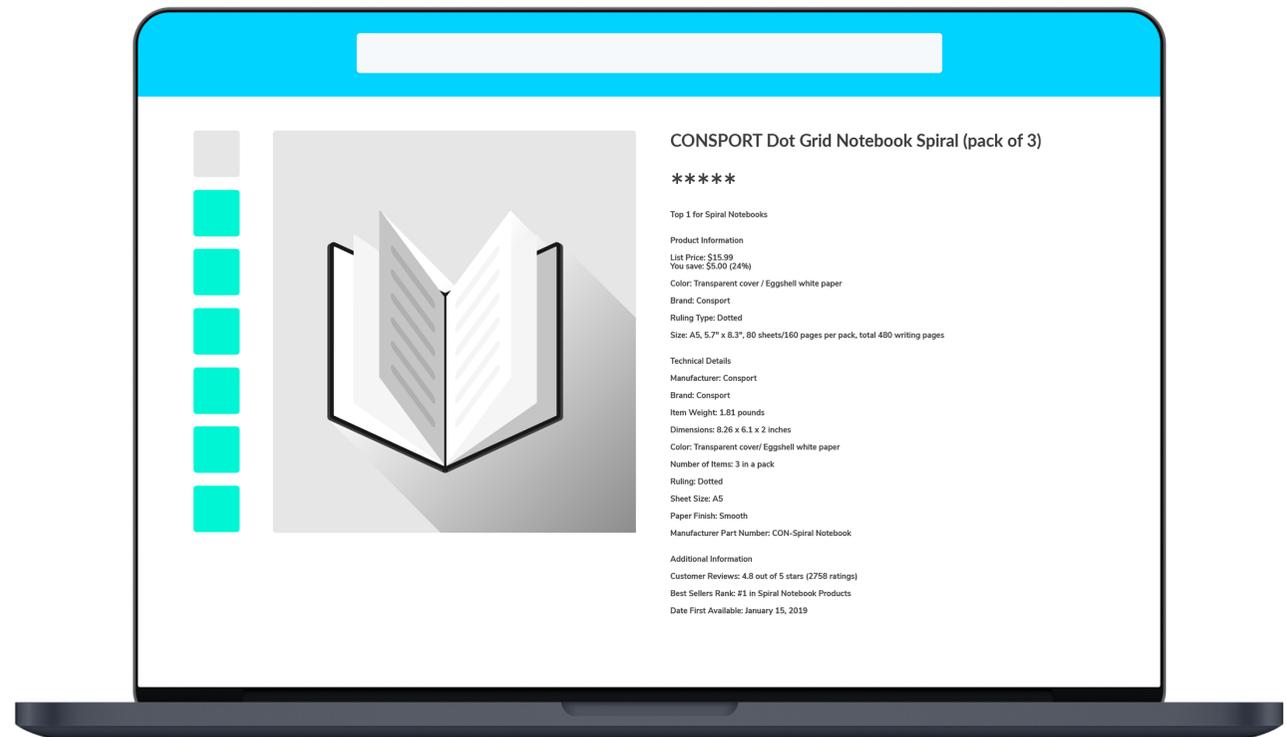
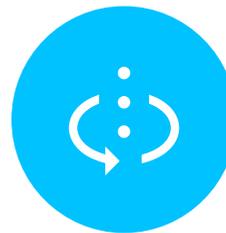
Creating shoppable content needs:

Rich and vibrant media

Brands must keep in mind that the average amount of time customers spend on a page is 20¹⁹ seconds, and they must capture the attention of their customers within the first 10 to retain interest.

Brands need to create accurate images and videos that positively showcase the actual product. Photos must be photographed well (change image format from JPG to JPEG2000 or WebP²⁰ to improve quality and loading speed), and 3D with spin/zoom/360° views.

- **66%**²¹ of customers would like to see alternative angles of a product
- **75%**²² of people say the quality of the photos is the most crucial factor
- **61%**²² of people want to be able to zoom in on the product photo



Complete, accurate and consistent product information

Customers need details about the product they're purchasing. Comprehensive, accurate and consistent product information is a must since customer can find the information they want elsewhere.

- 20%²³ of abandoned product purchases are due to unclear or incomplete product information
- 18%²⁴ returned an item purchased online due to an inaccurate description

Product page hack:
Write product descriptions that convert

[Read now](#)

CONSPORT Dot Grid Notebook Spiral (pack of 3)

Top 1 for Spiral Notebooks

Product Information

List Price: \$15.99
You save: \$5.00 (24%)

Color: Transparent cover / Eggshell white paper

Brand: Conspont

Ruling Type: Dotted

Size: A5, 5.7" x 8.3", 80 sheets/160 pages per pack, total 480 writing pages

Technical Details

Manufacturer: Conspont

Brand: Conspont

Item Weight: 1.81 pounds

Dimensions: 8.26 x 6.1 x 2 inches

Color: Transparent cover/ Eggshell

Number of Items: 3 in a pack

Ruling: Dotted

Sheet Size: A5

Paper Finish: Smooth

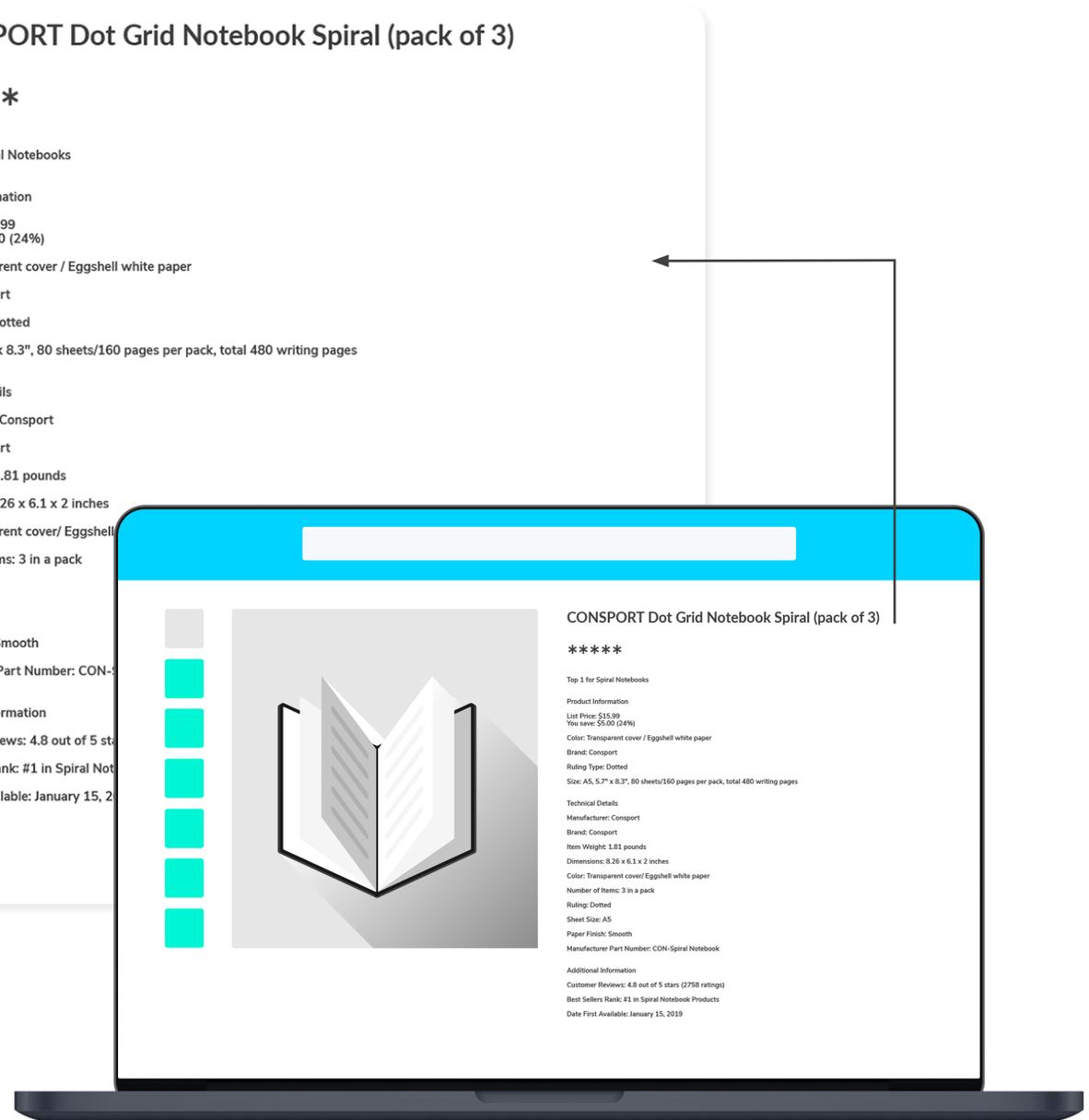
Manufacturer Part Number: CON-

Additional Information

Customer Reviews: 4.8 out of 5 stars

Best Sellers Rank: #1 in Spiral Notebooks

Date First Available: January 15, 2019

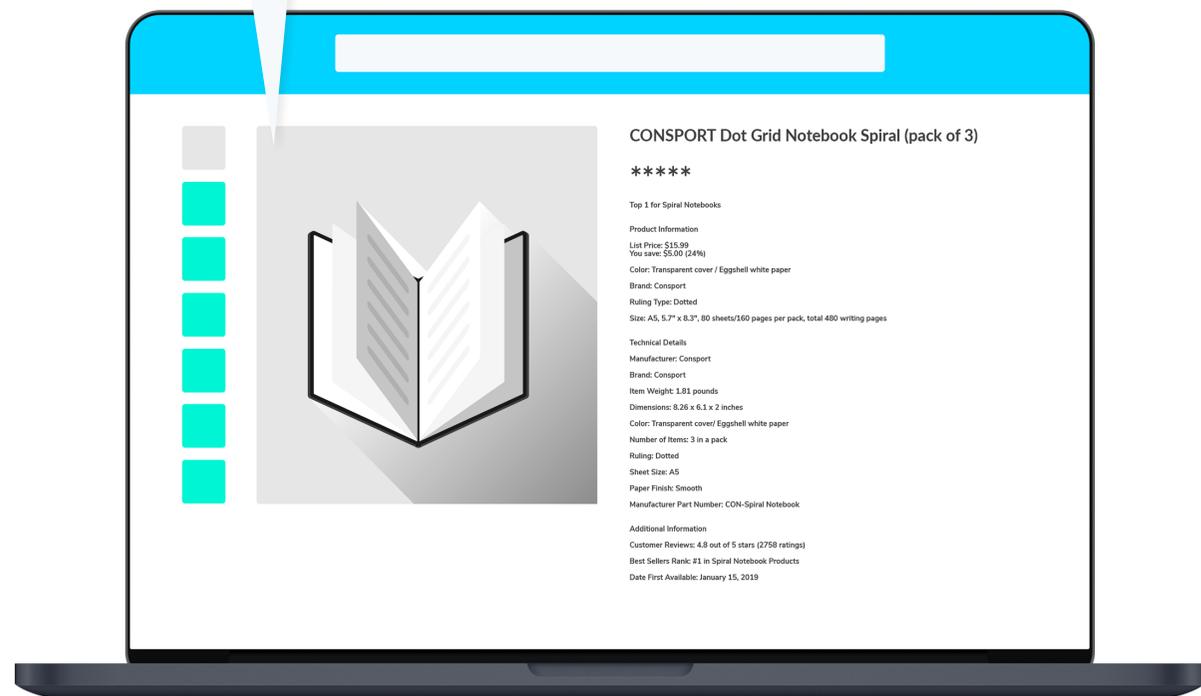
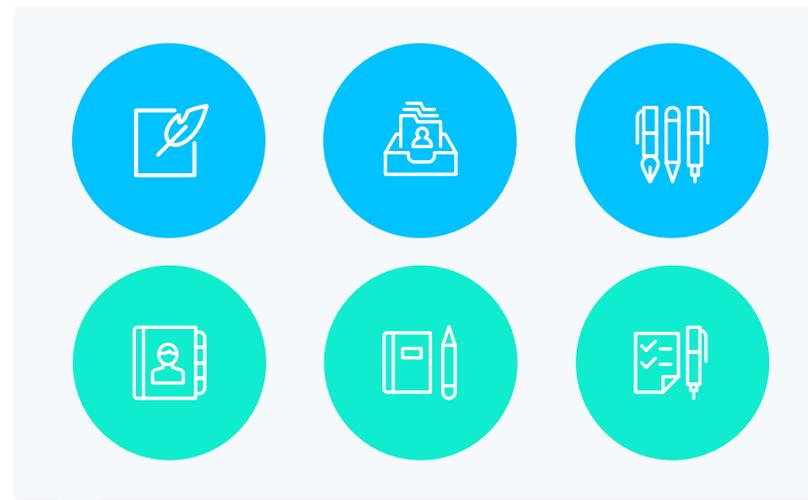


Engaging and relevant product content

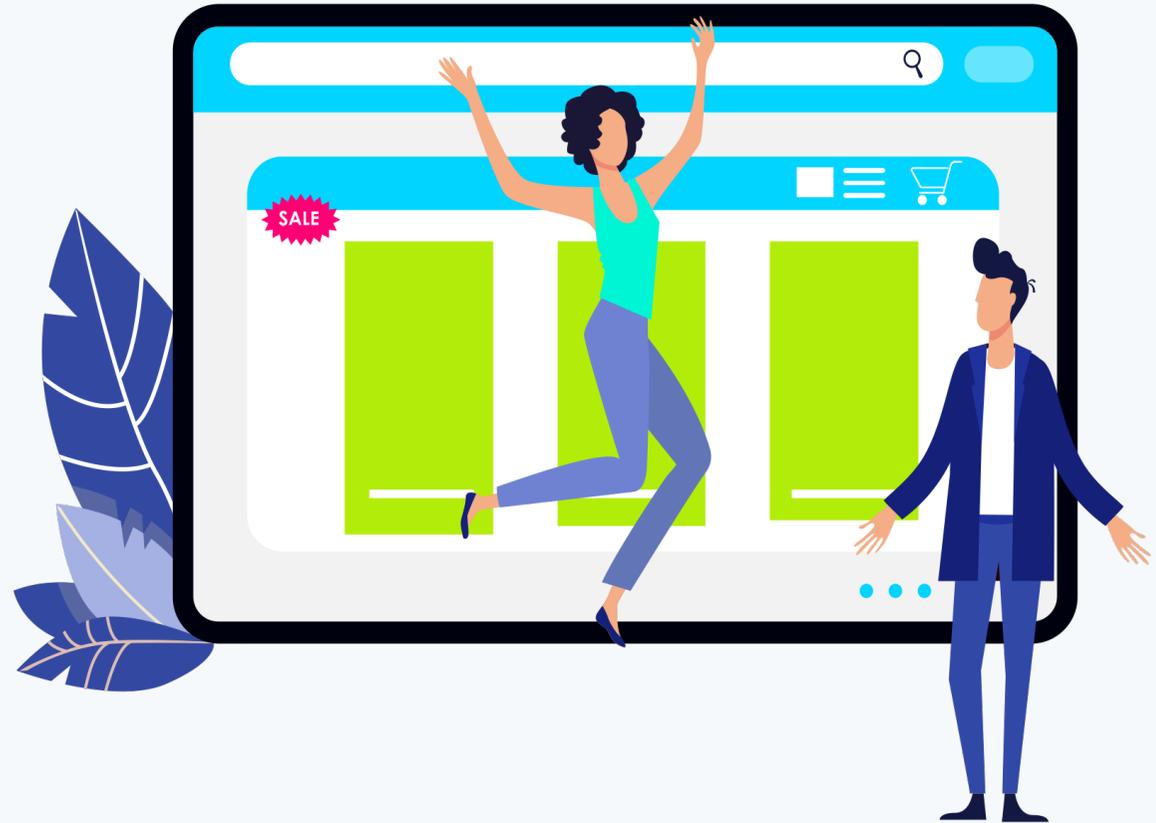
Providing value to improve the lives of potential customers and buyers is paramount to successful shoppable content. Brands must understand how to engage their customers by creating relevant product content. Engaging and relevant content is essential as it can offer a potential buyer a new perspective about a product that resonates with their preferences and needs.

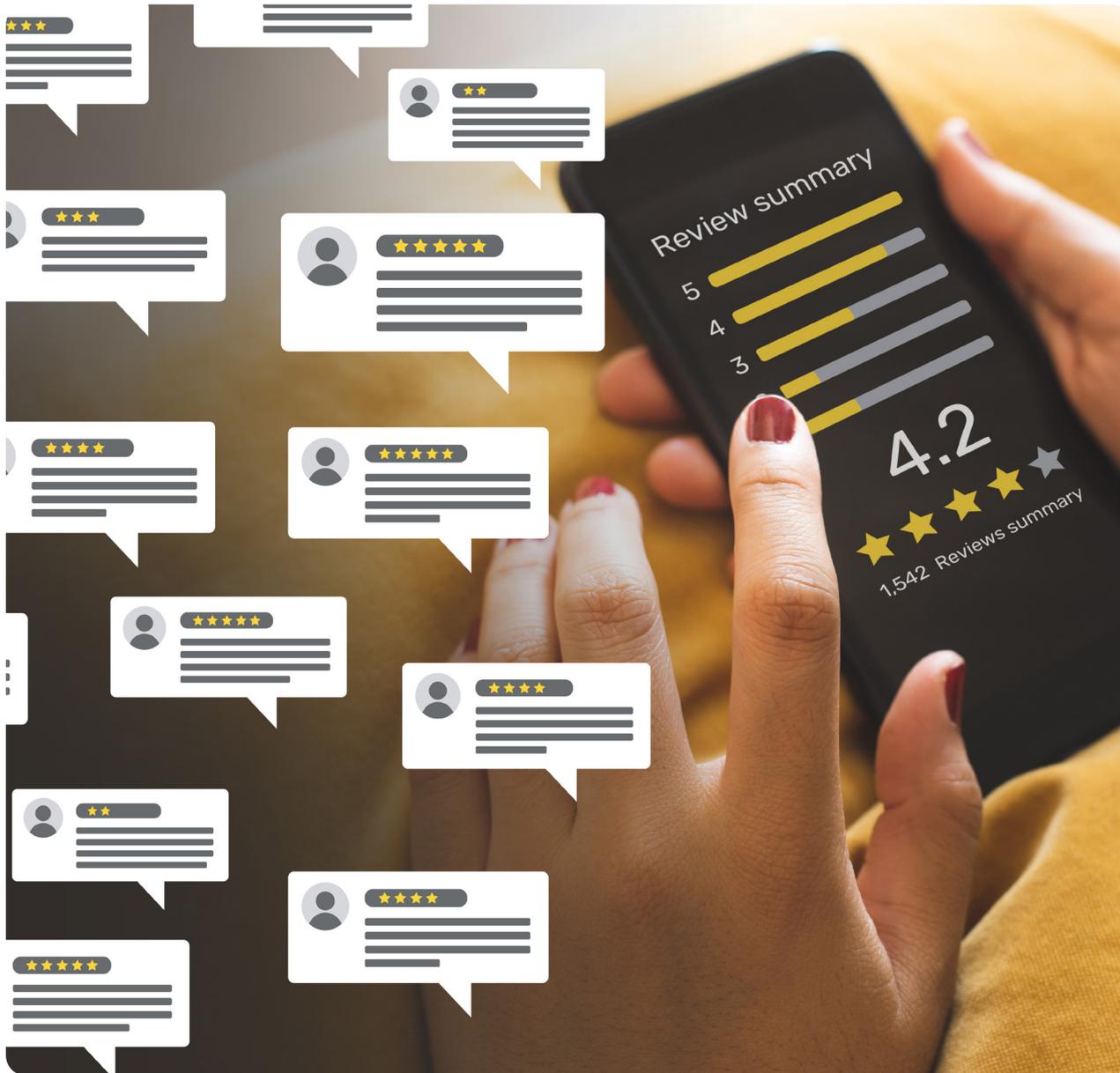
Digital Experience Platform

Gartner defines a digital experience platform (DXP)²⁵ as an integrated set of technologies based on a common platform that provides a broad range of audiences with consistent, secure and personalized access to information and applications across many digital touchpoints. Brands looking to improve their customer experience, interact with their customers through social media and create a unique ecommerce buying journey need to look to integrated technologies. In terms of creating shoppable content, brands need to manage product information and digital assets to publish and syndicate to various channels, marketplaces and their respective ecommerce sites.



Chapter 4: PIM and DAM: building a foundation for shoppable content





To successfully deploy a shoppable content strategy, brands need to:

- Manage volumes of product data and digital assets effectively
- Ensure product content meets high-quality standards
- Link the right product information with the correct digital assets
- Sync up-to-date product content and digital assets automatically
- Deliver high-quality product content across all channels

In short, focusing on shoppable content often means reinventing the back end of an ecommerce site, and this is not an easy feat. Mainly because companies frequently manage product information and digital assets in multiple silos within and outside their organization. Limiting what they can do to fully control their product content and everything associated with it. This is where businesses can benefit from an integrated Product Information Management (PIM) and Digital Asset Management (DAM) solution.

PIM

Product Information Management: Establish a trusted source of product truth

Product information may come from different systems or suppliers in multiple formats and levels of clarity. This creates a massive problem for brands looking to “clean up” their data so they can use it to craft shoppable content. A PIM solution solves these challenges. It establishes a centralized source of accurate and up-to-date product data. The data can be validated and enriched to streamline the creation of accurate, complete, consistent and engaging product content that can be delivered to all necessary channels.

DAM

Digital Asset Management: For rich, vibrant and relevant digital content

Like product data, digital assets can also come from different systems within the company or from a supplier-owned database. Without enough control and access to all digital asset's versions, quality, and readiness, it becomes difficult for brands to use them effectively and link them to the right product information. This hinders their ability to create and deliver shoppable content. A DAM system centralizes digital assets to a single repository where all assets can be managed and accessed for easy collaboration, updating, linking and localizing. A DAM system helps reduce manual work, promote brand consistency and publish coherent and vibrant digital assets across all channels.



PIM and DAM: An essential integration for shoppable content

However, implementing a PIM or a DAM is not enough. Creating shoppable content needs a harmonized product content creation process. This means to successfully craft and deliver optimal shoppable content requires a robust PIM-DAM integration that can fully exploit both solutions' benefits.

Pairing PIM and DAM simplifies and streamlines the creation, management and sharing of product content to:

**Efficiently create
seamless, multichannel
customer experiences**

**Automatically associate
and enrich product data
with digital assets**

**Quickly find, access,
and validate digital
assets right from DAM**

**Seamlessly integrate
with legacy systems**

**Effectively syndicate accurate, timely and consistent
information to multiple consuming downstream systems**

By combining a digital commerce strategy with an integrated PIM and DAM solution, businesses can fully optimize the shoppable content creation process and stand out by delivering the best shoppable experiences they can offer. This is possible because with an integrated PIM and DAM, companies can:



Import, integrate and consolidate product data from multiple sources such as ERP, CRM, data pools, supplier and vendor sources and other file systems to a single repository, enabling a standard structure to optimize the day-to-day operations



Validate and clean product data to improve quality and completeness thus elevating reliability and customer trust



Localize and enrich product content to cater to global customers, expanding market reach



Store and organize digital files in various formats, increasing discoverability, accuracy and control



Manage and track the digital rights and usage for hundreds of thousands of files, ensuring compliance and optimization



Associate and enhance product information with the right digital assets and ensure all product content meets channel-specific requirements



Produce and deliver vibrant, engaging and relevant product content across all channels, creating overall compelling and unforgettable customer experiences

”

Content is the new
mall—and it's open 24/7.

Styla

Product content will continue to evolve, but it's up to businesses to seek how to make shoppable content out of the content they already have. To succeed, companies need the right combination of technologies to craft enticing shoppable content and deliver exciting shopping experiences that will inspire today's consumers.

**Elevate ecommerce experiences
with PIM and DAM.**

[Contact us](#)



Resources

1. <https://wpforms.com/ecommerce-statistics/#:~:text=There%20are%20an%20estimated%2012,market%20%E2%80%94%20don't%20worry>
2. <https://www.statista.com/statistics/379046/worldwide-retail-ecommerce-sales/>
3. https://www.forrester.com/fn/1PGR1nDIT6NGIIFYQag70j?utm_source=fn_predictions_lp&utm_medium=web&utm_campaign=predictions_2021
4. <https://blog.styla.com/en/what-is-shoppable-content>
5. <https://tipser.co/en/resources/blog/2021/shopping-from-any-content-becomes-the-new-normal-in-2021/>
6. <https://www.popphoto.com/news/2013/05/how-many-photos-are-uploaded-to-internet-every-minute/>
7. <https://www.socialmediaexaminer.com/social-media-marketing-industry-report-2015/>
8. <https://www.wyzowl.com/video-marketing-statistics/>
9. <http://www.tedbakerplc.com/~media/Files/T/Ted-Baker/results-and-reports/report/2016/2016-annual-report.pdf>
10. <https://www.lyfemarketing.com/blog/blogging-for-business/>
11. <https://business.pinterest.com/en-gb/success-stories/cadbury/>
12. <https://business.pinterest.com/en/success-stories/samsung/>
13. <https://business.instagram.com/success/renault-italy/>
14. <https://about.instagram.com/about-us>
15. <https://business.instagram.com/blog/how-to-plan-for-holidays-on-instagram/>
16. https://business.instagram.com/getting-started?ref=igb_carousel
17. <https://business.instagram.com/a/stories>
18. <https://www.hootsuite.com/resources/digital2020-q4-update>
19. <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>
20. <https://blog.shift4shop.com/future-of-ecommerce-2021>
21. <https://envato.com/blog/improve-conversions-fashion-product-page/>
22. <https://www.digitalcommerce360.com/2012/06/07/irce-2012-report-consumers-explain-how-they-shop-online/>
23. <https://www.nngroup.com/articles/product-descriptions/>
24. <https://go.forrester.com/blogs/great-product-experiences-start-with-great-product-data/>
25. <https://www.gartner.com/reviews/market/digital-experience-platforms#:~:text=Gartner%20defines%20a%20digital%20experience,applications%20across%20many%20digital%20touchpoints.>



Contentserv helps brands and retailers offer customized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at www.contentserv.com