

## **PERFECTING THE PRODUCT PAGE: GUIDELINES FOR DECISION-MAKING**

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## SECTION I: THE PRODUCT PAGE—FUNDAMENTAL FOR CONVERSION

The product page is fundamental for consumers to **research, select, and ultimately purchase** product. It is the cornerstone of the shopping experience as today many shoppers are driven directly to that page. Alternatively, visits from a shopper's journey may include locations ranging from the home page, to category destinations and search landing pages. Regardless of one's point of origin, the page must be both compelling and comprehensive to turn browsers into buyers.

Early on the product page was almost a minimalist experience. Now it can stand alone, providing all the relevant elements required by shoppers to sell them on the “right” product. This page must combine complete product information from specs to product details. At the same time it should showcase product imagery, ideally bringing the product to life through rich media tools such as zoom and alternative views that today are standards on most sophisticated shopping sites. Layouts can be challenging with real estate tight as merchants must accommodate both essential and category-centric elements, making correct choices that will best drive conversion.

After reviewing over 100 product pages in anticipation of this assignment, I am struck mostly by the great strides merchants have made from an imagery perspective which sets the stage for product page visits. The inspirational value of “branded” experiences engages consumers, moving beyond the mundane standards of ecommerce. Whether it is exciting the shopper with a well designed interactive tool that helps them find their personal style or telling a visual story via video for one’s lookbook, the only limitation is the merchant’s creativity.

The norm has moved beyond just a basic view of the product being sufficient to a series of alternative views, along with the ability to visualize a product in all available colors. Additionally the desire to view product within context is growing, such as visualizing it on a model for apparel or seeing it a room setting for furniture. As always, a picture is worth a thousand words and more than ever, imagery is essential for driving conversion in a marketplace where, on average, only 3% of consumers convert when shopping online.<sup>1</sup>

From an evolutionary standpoint, content has reached new heights with guides and video integration fueling online research. Product page upgrades center on social dimensions that originate with user-generated content, including the ever popular reviews to sharing and liking that further connect shoppers to one another. The impact of mobile has once again caused merchants to pause and reassess how they will render product pages via mobile phones and the growing tablet market.

It is therefore important to understand what level of experience your customer expects and the degree of sophistication that your category demands. For example, if you are selling luxury handbags, apparel or footwear, getting a keen sense of the product through imagery is very much expected while commodity products such as books or music are met with lesser expectations. Information-intensive products such as computers or appliances suggest extensive content where a video demo just might seal the sale. Knowing your customer, your brand, and assessing needs across copy, imagery, and rich media tactics will ensure that you have the foundation for making the right product page investments.

We will begin by covering a series of research findings that look at the role of the product page and its performance across the merchant community. From there we will share guidelines for product page decision-making through six showcases that highlight best practices and visuals. Thought-provoking questions round out each showcase to ensure that merchants make the necessary investment in the page that is both fundamental to and powers onsite conversion.

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<sup>1</sup> the e-tailing group Annual Merchant Survey, 2011

### Ten-Year Product Page Tactical Penetration, e-tailing Group Mystery Shopping Studies, 2002-2010

I thought it would be instructive to begin with a historical perspective on how the product page has evolved. As part of our *Annual Mystery Shopping Study* each holiday season, the e-tailing group has tracked product page elements over the past ten years. The chart below reveals which elements quickly became standards like zoom and product recommendations versus those that escalated over time such as alternative views and color change. Some are simply category-centric and not likely to achieve universal status such as "shop by outfit" and "view in a room" yet substantive growth was seen in 2010. Video vaulted to an 88% penetration and its importance for engagement and conversion should not be underestimated and is now seen as standard fare.

the e-tailing group Mystery Shopping Features	2010	2009	2008	2007	2006	2005	2004	2003	2002
<b>STANDARDS</b>									
<b>Product Recommendations</b>	<b>98%</b>	<b>98%</b>	<b>95%</b>	<b>96%</b>	<b>90%</b>	<b>88%*</b>	<b>80%</b>	<b>79%</b>	<b>71%</b>
<b>Video</b>	<b>88%</b>	<b>64%</b>	<b>62%</b>	<b>45%</b>	<b>38%</b>	<b>20%</b>	<b>8%</b>	<b>12%</b>	<b>17%</b>
<b>Zoom</b>	<b>86%</b>	<b>88%</b>	<b>90%</b>	<b>86%</b>	<b>81%</b>	<b>79%</b>	<b>70%</b>	<b>62%</b>	<b>61%</b>
<b>Alternative Views</b>	<b>80%</b>	<b>76%</b>	<b>68%</b>	<b>66%</b>	<b>57%</b>	<b>45%</b>	<b>21%</b>	<b>12%</b>	<b>n/a</b>
<b>CATEGORY-CENTRIC</b>									
<b>Color Change</b>	<b>61%*</b>	<b>64%*</b>	<b>60%*</b>	<b>57%*</b>	<b>46%*</b>	<b>34%*</b>	<b>24%*</b>	<b>13%*</b>	<b>9%</b>
<b>Shop by Outfit</b>	<b>51%</b>	<b>32%*</b>	<b>39%*</b>	<b>40%*</b>	<b>24%*</b>	<b>30%*</b>	<b>37%*</b>	<b>6%*</b>	<b>n/a</b>
<b>View in a Room</b>	<b>49%*</b>	<b>42%*</b>	<b>27%*</b>	<b>5%*</b>	<b>11%*</b>	<b>9%*</b>	<b>8%*</b>	<b>n/a</b>	<b>n/a</b>
<b>3D</b>	<b>18%</b>	<b>21%</b>	<b>10%</b>	<b>9%</b>	<b>14%</b>	<b>4%*</b>	<b>4%*</b>	<b>4%</b>	<b>2%</b>
<b>COMMUNITY-CENTRIC</b>									
<b>Product Reviews</b>	<b>87%</b>	<b>74%</b>	<b>58%</b>	<b>50%</b>	<b>38%</b>	<b>32%</b>	<b>24%</b>	<b>n/a</b>	<b>n/a</b>
<b>Share Button</b>	<b>75%</b>	<b>67%</b>	<b>28%</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>"Like" Button</b>	<b>36%</b>	<b>n/a</b>	<b>n/a</b>						

Source: the e-tailing group Annual Mystery Shopping Survey, 2010

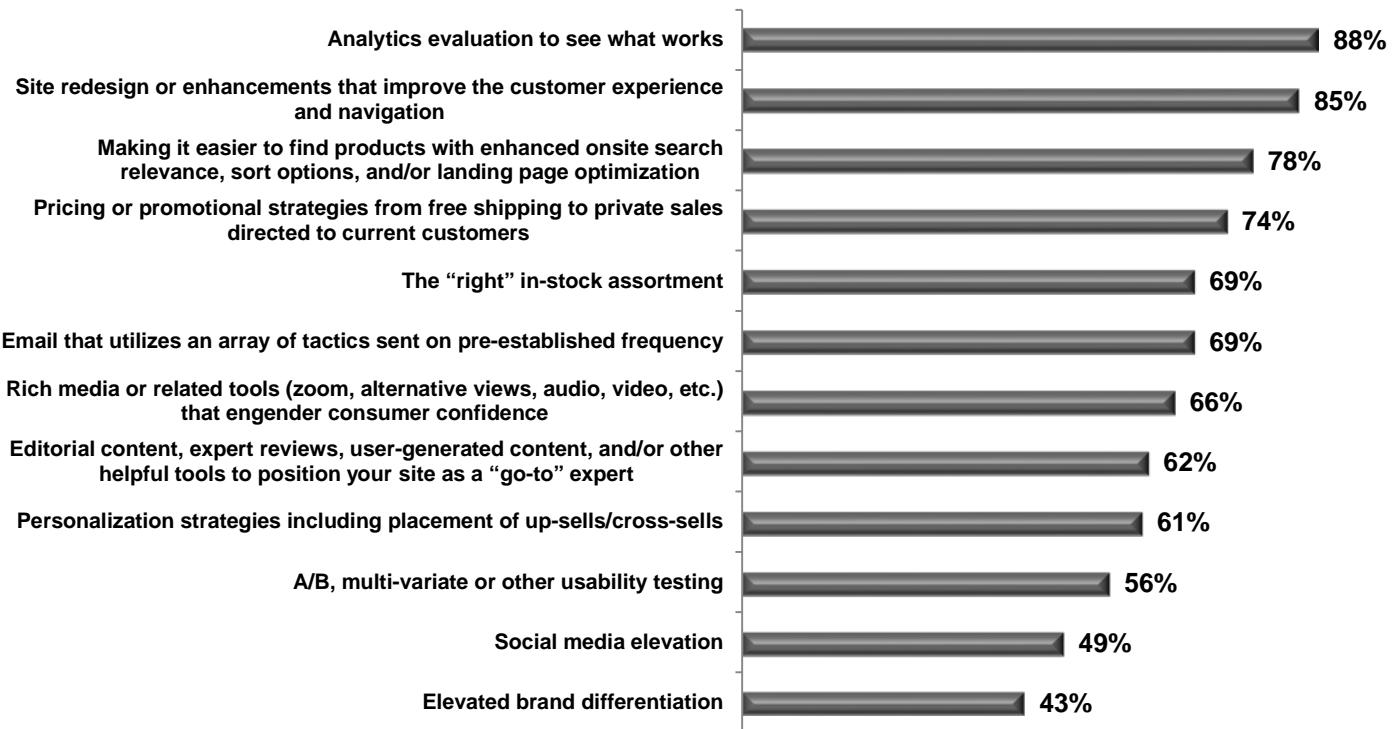
### The Merchant Speaks: Customer Retention Tactics

Key research findings from our *10<sup>th</sup> Annual Merchant Survey (2011)* completed by a cross-section of 200 top retailers reflect on the role of product page merchandising:

- Showing its perceived vital role, rich media received a top 2/5 rating from 66% of merchants as an important retention tactic behind stalwarts such as analytics (88%), site redesign (85%), pricing/promotional strategies (74%), and email (69%)
- Editorial content, expert reviews and user-generated content received top 2 mentions from 62% of participating retailers

**Please rate your top merchandising and navigational tactics for customer retention with “5” being the most important to your strategy and “1” being the least important.**

**Top 2-Most Important/Somewhat Important**



*Source: the e-tailing group Annual Merchant Survey, 2011*

## Feature Value Drives Development

In the same research survey we sought to understand the value of a range of 50 features that are part of most online initiatives where many product page elements were assessed. Respondents used a scale of 1-5, where "5" is Very Valuable from an ROI perspective, and "1" is Not at all Valuable to indicate how much value each feature has added to one's site.

Our findings indicate that product recommendations (up-sells and cross-sells) achieve top-10 status from a value perspective while alternative views, zoom, and video are mid-tier yet still yield a strong showing. Their value clearly ties back to the penetration seen in our *Annual Mystery Shopping*, once again reaffirming its important role.

### Ranking of Site Features Very Valuable to Neutral (Top-3) From an ROI Perspective

<b>Keyword search</b>	<b>99%</b>	<b>Sharing via social networking</b>	<b>86%</b>	<b>Email customer service alerts</b>	<b>67%</b>
<b>Cross-sells</b>	<b>96%</b>	<b>Category content</b>	<b>83%</b>	<b>Color change</b>	<b>65%</b>
<b>Email as a merchandising vehicle</b>	<b>96%</b>	<b>Exclusives</b>	<b>83%</b>	<b>Interactive tools</b>	<b>65%</b>
<b>What's new</b>	<b>96%</b>	<b>Zoom</b>	<b>81%</b>	<b>Gift certificates/Card via email</b>	<b>64%</b>
<b>Sales/Specials</b>	<b>95%</b>	<b>Promotional Incentives to buy</b>	<b>76%</b>	<b>Gift certificates/Cards via mail</b>	<b>63%</b>
<b>Seasonal promotions</b>	<b>92%</b>	<b>Video</b>	<b>75%</b>	<b>Product comparisons</b>	<b>63%</b>
<b>Top sellers</b>	<b>92%</b>	<b>Alternative/deferred payment methods</b>	<b>74%</b>	<b>Mobile applications</b>	<b>61%</b>
<b>Up-sells</b>	<b>92%</b>	<b>Blogs</b>	<b>74%</b>	<b>Live chat</b>	<b>59%</b>
<b>Guided navigation</b>	<b>91%</b>	<b>Gift center/Gift suggestions</b>	<b>73%</b>	<b>Multiple ship-to's</b>	<b>59%</b>
<b>Merchandised search landing pages</b>	<b>90%</b>	<b>Recently viewed</b>	<b>73%</b>	<b>Limited hour promotions</b>	<b>58%</b>
<b>Advanced search</b>	<b>88%</b>	<b>Brand showcase</b>	<b>72%</b>	<b>As advertised/As seen in</b>	<b>57%</b>
<b>Product ratings/Reviews</b>	<b>88%</b>	<b>QuickView</b>	<b>72%</b>	<b>Frequent buyer programs</b>	<b>56%</b>
<b>Free shipping - conditional</b>	<b>87%</b>	<b>Twitter marketing</b>	<b>72%</b>	<b>Create your own /personalized products</b>	<b>50%</b>
<b>Alternate views</b>	<b>86%</b>	<b>Contests</b>	<b>69%</b>	<b>Shop by outfit/ solution/View in a room</b>	<b>48%</b>
<b>Coupons/Rebates</b>	<b>86%</b>	<b>Free shipping - unconditional</b>	<b>69%</b>	<b>In-store pick up and/or Returns</b>	<b>43%</b>
<b>Facebook merchandising/marketing</b>	<b>86%</b>	<b>Mobile commerce</b>	<b>68%</b>	<b>Gift/Wedding registry</b>	<b>33%</b>
		<b>Wish lists</b>	<b>68%</b>	<b>In-store product locator/look-up</b>	<b>32%</b>

Source: the e-tailing group Annual Merchant Survey, 2011

## SECTION II: GUIDELINES FOR PRODUCT PAGE DECISION-MAKING

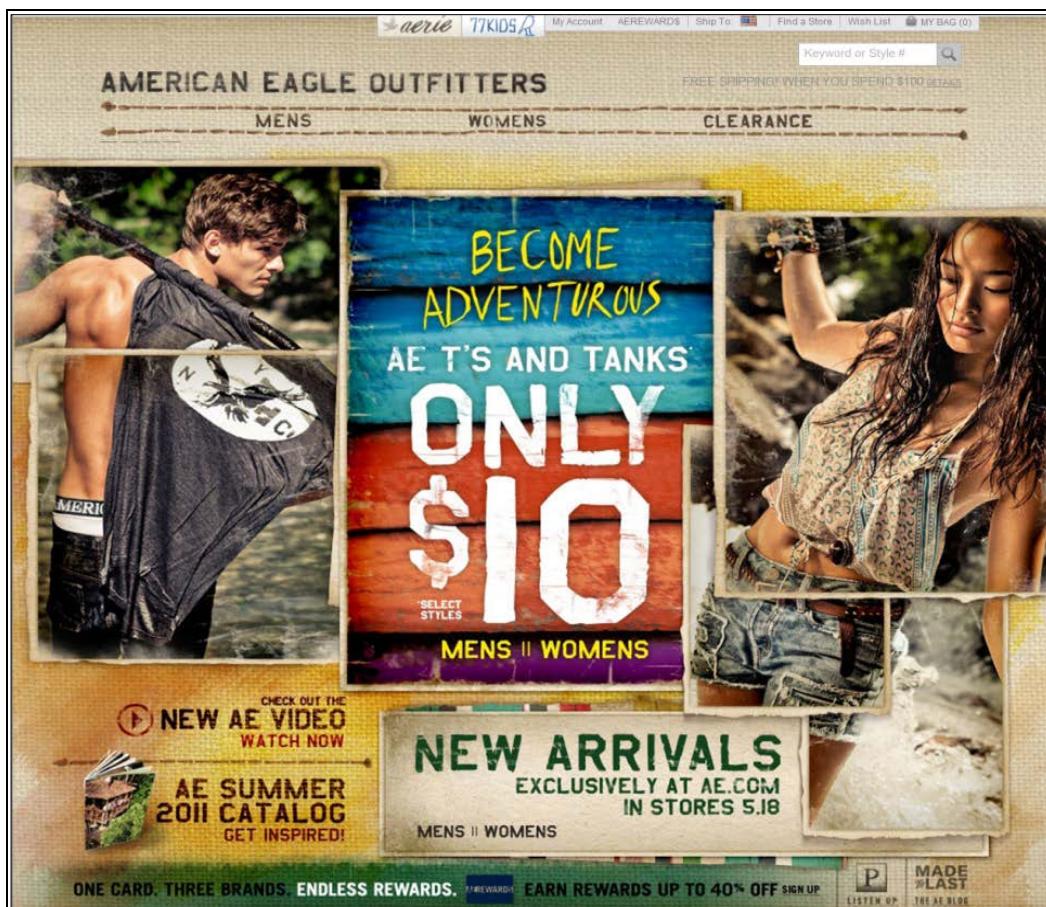
Six showcases will set the tone for evaluating product page opportunities. In each showcase, the topic will be introduced, its current state provided, and relevant statistics shared. A best practices showcase is the centerpiece of every section with stellar execution on display. Lastly, since merchants make decisions everyday regarding what to prioritize and how to advance their customer experiences, a set of questions for consideration is included. Seeking out industry experts and retail peers to learn about the advantages they have seen and the results they have realized can further your own cause as you push your organization to evolve and exploit your own product page for conversion and increased customer satisfaction.

### SHOWCASE #1: JOURNEY TO THE PRODUCT PAGE

#### Introduction

Customers may begin at the product page or can follow a variety of routes to the product page as each stop on the trip pushes the shopper further into the site where the product page serves as the ultimate destination. Knowing this, one should leverage imagery to engage and entice the shopper to continue to click in hopes of garnering a sale. In the early years of ecommerce it was rare to see powerful displays of brand imagery. Players like **Ralph Lauren** and **Coach** come to mind as merchants who initially understood this phenomenon and executed against that vision.

The **Home Page** set the tone for a site's experience as the brand sells itself through powerful imagery with strong appeal for targeted customer segments. We are confident that **American Eagle Outfitters'** customers will be compelled to dig into product page offerings after encountering this enticing page.



Video, which will be covered later in this paper, is often a value-add in support of more robust brand experiences and is highlighted via the **Victoria's Secret VS All Access** **standalone destination** example. Long known for their photography prowess, such imagery is certain to inspire click-throughs landing customers on these inspiring products.

**VICTORIA'S SECRET**

Search  Sign In | Account | Get Email | Español  Shopping Bag 4 items

Bras Panties Sleepwear Clothing Shoes Swim Beauty Sale & Specials **PINK** What's New VS All Access

vsallaccess Features Supermodels News & Events Connect About

## NEWS & EVENTS



**Now Arriving: More Swim 2011**

Feb 15, 2011 - Time to melt the ice and start thinking Spring Fling! The latest Victoria's Secret Swim 2011 catalogue arrives in mailboxes this week. It's packed with all the essentials for beach to boardwalk and beyond, including over 50 pages of the season's cutest, sexiest, most sun-worship-ready suits! Can't wait? Get a sneak peek [here!](#)



**BROWSE BY TOPIC**

Adriana	Alessandra	As Seen In	Backstage		
Beauty	Behati	Behind the Scenes	Candice	Chanel	
Doutzen	Erin	Events	Fashion Show	Fittings	
Heidi	Lily	Lindsay	Lingerie	Marisa	Miranda
Pink Carpet	Rosie	Runway	Swim	TV Ads	

**RECENT VIDEOS**



VS Swim 2011: Beach Sexy Bikini Mixer



A Valentine's Day Message from Victoria's Secret



Victoria's Secret V-Day Shoot: Behind the Scenes

Creating an environment that compels shoppers to explore is achieved at **Restoration Hardware** where their **Design Gallery** exposes product selection via visual means. Room settings with rollovers to view product within the environment provide just the right details to encourage a product page visit.



Some of the most exciting initiatives that tap into imagery are interactive tools to aid product decision-making. Early adoption centered on rudimentary implementations that often lacked personality. Once again, retailers have stepped up their game, utilizing images to enhance guided decision-making. These tools can serve as both brand building and decision support to drive conversion while better exposing one's assortment.

At **Furniture Brands** they visually assist visitors in finding their store and applying taste preferences against available assortment through their cleverly conceived Style Quiz. The complexity of such a category, and side-by-side views of product via **Category Page** integration, gives customers a clearer view of options then sends them on the road to the product page for further details.



In the same manner that the prior example showcases assortment, **Columbia Sportswear** gets creative in a way that simultaneously captivates and educates consumers about the technical power of their products. One begins to understand what product has the right fit for any given outdoor activity, which is core to their brand value proposition. This **interactive tool** is inspirational, increasing interest in a broad array of product where discovery will ultimately take place at the product level.



#### e-tailing group Q/A: Journey to the Product Page

Analytics can aid merchants as they explore their customer's path to purchase. Once this is understood, they will be poised to position imagery in its best possible light.

1. How does your customer come to view the product page?
2. Where within the site can you enrich the shopping experience via imagery and interactivity to bolster your brand?
3. Which rich media tools make sense to employ strategically throughout the site and why?
4. Can video be employed to enhance branding deliverables?

## SHOWCASE #2: PRODUCT PAGE STRATEGIES

### Introduction

There are a multitude of ways that merchants can present product pages and our 4Q10 *Annual Mystery Shopping Survey* showed product page improvement with all 100 sites averaging 4.31 out of a possible 5.00; up from 4.03 the prior year. Standards are mostly in play while category elements should be dictated by the brand requirements. Layout also becomes a factor as some merchants, like Amazon, present rich yet cluttered pages while manufacturers often take a less is more, almost minimalist, approach to their product page display.

### Two Comprehensive Favorites

**Macy's** opts for the **comprehensive standard**. Here, they provide robust product details, plus a large product image with zoom capability that accommodates the "room with a view" requirement this shopper prefers. Social elements are woven in with like, share, and product reviews leading the charge. Cross-selling is particularly important given the collection nature of this category, making for a very complete picture of the product where a shopper can be confident of their selection.

The screenshot shows the product page for the Madison Home Office Furniture collection. At the top, there's a banner for a \$20 off registry purchase. The main image shows a dark wood modular office system with a desk, credenza, and hutch. Below the main image are smaller thumbnail images of different pieces from the collection. To the right of the main image, there's a detailed product description for the Madison Home Office Furniture, highlighting its modular design and various storage features. Below the description are tabs for 'details' and 'shipping & returns'. Underneath these tabs is a list of bullet points detailing the furniture's features. Further down is a section for reviews, showing a 4-star rating from 5 reviews. There are links to 'Read all reviews' and 'Write a review'. A sidebar on the right, titled 'Other customers also shopped', lists three similar furniture sets with their names, prices, and small images: Amato Home Office Furniture (\$199.00 - \$1,747.00), Avenue Home Office Furniture (\$299.00 - \$3,494.00), and Atlas Home Office Furniture (\$299.00 - \$2,097.00). At the bottom of the page, there are two separate sections for individual products: the Madison Home Office Chair (Leather Swivel) and the Madison Modular Smart Hutch, each with its own price breakdown and availability information.

**HSN** takes their product page one step further, keeping their **brand** top-of-mind. Video supports the individual designer and details about when to watch her show are effectively integrated. Recently-viewed products are personalized along with recommended products that are strategically shown with a link to the entire collection. Shoppers have the option to buy now, add to a wish list or their dressing room. Promotional elements are prominent with buy more/save more options and extended payment offers.

**ONLINE ONLY**

**TELIO by Doris Panos Swing Station Drop Earrings** Item: 118-697

**HSN Price:** \$144.95 or 4 payments of \$36.23  
Shipping & Handling: \$6.21 [Save on shipping](#)

**★★★★★ 5.0 (1 Review)**

[Email](#) [Like](#) [Send](#)

Select Color:

Select Payment Option: **ExtraFlex** available when paying with HSN Credit Cards

Select Qty: **BUY MORE JEWELRY & FASHION SAVE**

This is a gift [details](#)

**ADD TO BAG** [Buy This Now](#) [Add To Dressing Room](#) [Add To Wish List](#)

**Description** **Shipping Info**

**TELIO by Doris Panos Swing Station Drop Earrings**  
When it comes to dazzle, you adhere to the strictest principles. Stay true to your fashion fundamentals. Get dressed in Doris' crystal-strewn tribute to sophisticated shine.

**Design Information**

- Open, marquise-shaped station at top
- Pear-shaped drop has marquise-shaped and freefrom metalwork with interior, "swinging" design drop

**TELIO by Doris Panos Swing Station Drop Earrings Details**

• Color Choices:	Goldtone or Silvertone
• Measurements:	Approx. 3-1/4" L x 1-5/16" W
• Findings:	Clip-on backs
• Finish:	Polished
• Country of Origin:	China
• Packaging:	Boxed
• Warranty:	Manufacturer's lifetime limited

**See All TELIO by Doris Panos ▶**

**More Choices**

**TELIO by Doris Panos Simulated Pearl Drop Earrings**  
**HSN Price:** \$59.95  
**Clearance Price:** \$20.93

**TELIO by Doris Panos "Honey Drop" Crystal-Accented Cabochon Earrings**  
**HSN Price:** \$49.95

**TELIO by Doris Panos "Fantasy" Drop Earrings**  
**HSN Price:** \$59.95  
**Clearance Price:** \$17.96



### ABOUT TELIO BY DORIS PANOS

Dare to be different. Doris Panos' unique jewelry creations exude an elegance that puts them in a class of their own. Her entire collection exemplifies the high-end looks and quality for which the designer is known and adored.

### WHEN TO WATCH

Get an email alert when TELIO by Doris Panos products will be on TV.  
Enter your email address **SIGN UP** See Details | Privacy Policy

### RECENTLY VIEWED ITEMS

TELIO by Doris Panos Swing Station Drop Earrings  
**HSN Price: \$144.95**

## Imagery-centric Selling

Trek Bicycle understands well that bike mechanisms may be as important as the design and shows them off in a very unique product page format. They leverage classic **tabbing** for features, details, fit & sizing, reviews, and support. As a manufacturer with a strong dealer network, Trek makes a strong callout to their “find a retailer” link along with color change and comparison tools to support finding the right product for their customer.

The screenshot shows the Trek 6 Series 6000 product page. At the top, there's a navigation bar with links for BIKES, GEAR, COMMUNITY, RETAILERS, and COMPANY. Below that, a sub-navigation bar for the 6 Series includes links for Overview, Feature tour, Bike models (5), and Where to buy. The main content area features a large image of the Trek 6000 mountain bike. To the left of the bike, it says "6000" and "MSRP: \$1,029.99". Below the bike are tabs for Features, Details, Fit & sizing, Reviews, and Support. Under the Features tab, there's a section for "Upgrades from 4500 Disc" with a list of two items: "Alpha Black Aluminum frame with twin taper downtube" and "Avid Juicy 3 brakes". To the right of the bike, there are buttons for "Find a retailer", "Compare", and "Read reviews". Below these are three rows of nine smaller images each, each with a blue circle containing a white plus sign indicating interactivity. The images are labeled as follows:

- Row 1: 26" wheels, Alpha Black Aluminum, Disc brakes, Forged dropouts
- Row 2: Pro Race geometry, Replaceable derailleur hanger, Semi-integrated head tube, Suspension fork
- Row 3: Suspension lockout, Twin-taper down tube, Wishbone seatstay

## Information-centric Vision

**Design within Reach** informs their visitors about product, placing great value on **educating** them about designers and doing a wonderful job of integrating that at the product page level. Comprehensive information is centered on measurements, materials, and more information to ensure that the select product is a good fit for the customer's chosen room setting. Recently viewed, color change, and social elements are all in play as their customers likely will want to connect and share design ideas with one another.

The screenshot shows the product page for the CH468 Chair. At the top, there's a navigation bar with links for 'EMAIL SIGN UP', 'ABOUT DWR', 'DWR LOCATIONS', '800.944.2233', 'LIVE CHAT', 'DWR BLOG | DESIGN NOTES', 'REQUEST A CATALOG', 'DWR 3D ROOM PLANNER', 'TRADE & CONTRACT', 'MY ACCOUNT', 'CUSTOMER SERVICE', and a search bar. Below the navigation is a secondary menu with categories like 'NEW', 'LIVING', 'DINING', 'BEDROOM', 'OUTDOOR', 'WORKSPACE', 'STORAGE', 'LIGHTING', 'RUGS', 'ACCESSORIES', 'DESIGNERS', and 'SALE'. The main content area features a large image of the CH468 Chair, a 'ZOOM / ADDITIONAL VIEWS' button, and a 'Swatch name: Beige' section with color swatches. To the right, there's a detailed product description for the CH468 Chair, sharing its history and design. Below the description is a 'SHARE THIS' button with social media icons. A table lists two options for the chair: 'CH468 Hallingdal' and 'CH468 Divina Melange', each with a dropdown menu for 'Select a Color'. At the bottom of the page are buttons for 'PRINT PAGE', 'SAVE TO MY WISH LIST', 'EMAIL THIS PAGE', 'ADD TO CART', and tabs for 'Measurements & Materials', 'More Information', and 'Designer' (which is currently selected). On the right side of the 'Designer' tab, there's a portrait of Hans J. Wegner and a brief bio.

Item#	Product	Qty	Price
22288	CH468 Hallingdal	0	\$5,265.00 USD
	Select a Color		
22269	CH468 Divina Melange	0	\$5,265.00 USD
	Select a Color		

**Hans Wegner**  
Hans Wegner stands among designers Finn Juhl, Arne Jacobsen, Børge Mogensen, Poul Kjærholm and Verner Panton as a master of 20th-century Danish Modernism. More specifically, he was instrumental in developing a body of work known as organic functionalism. His early training included both carpentry and architecture; he worked for Erik Møller and Arne Jacobsen designing furniture for the Århus Town Hall in the early 1940s before establishing his own furniture studio. [Read more >](#)

## Minimalist

The product plays the starring role here as **Diane von Furstenberg** wows their shoppers with a beautiful on-model **image** as well as one alternative view. Color change gives a sense of the available choices. Accessories complement the dress and social elements are in line for strong appeal to this customer segment.

Inside DVF   Store Finder   Sign Up for Email   [f](#) [t](#) [g](#)

Hello, You [Log in](#) or [Register](#)   United States/\$ [Change](#)   [Shopping Bag](#) 0 [Search](#)

DVF

Shop The Trends   Fashion   Diane Vintage Collection   Handbags   Shoes   Accessories   Home

Fashion   [« More The Wrap Shop](#)   [< Previous](#)   [Next >](#)

**New Julian Wrap Dress**  
In Sun Dial

Incredibly chic every time. No buttons, no zippers, slip in and out without a sound. Dress hits above the knee and features a self tie belt.

100% Silk Jersey  
23" from the natural waist  
Imported

**\$325.00**

Color: 

Size: [Select Size](#)

Qty: [1](#) [▼](#)

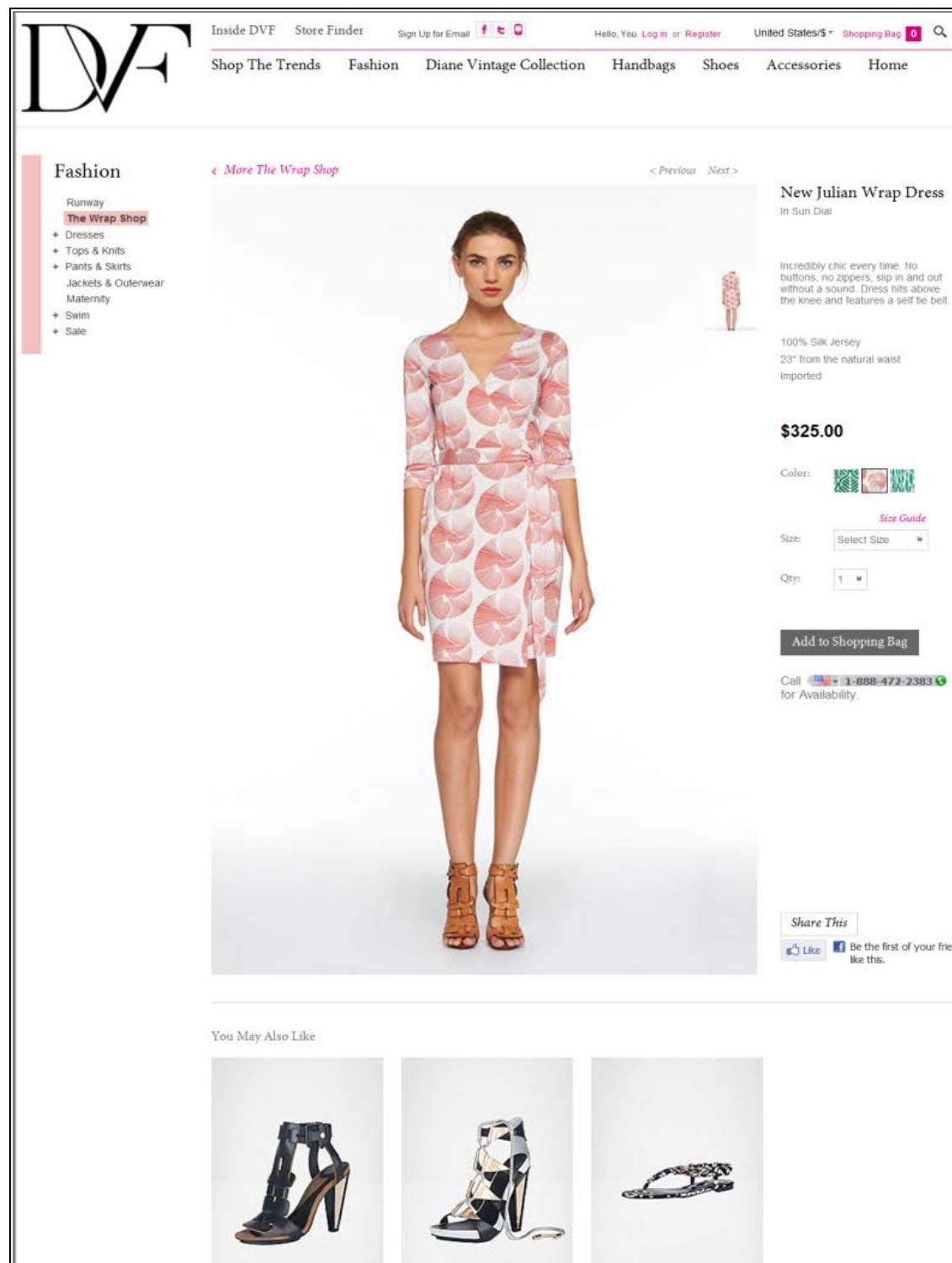
[Add to Shopping Bag](#)

Call [1-888-472-2383](#) for Availability.

[Share This](#)

 Be the first of your friends to like this.

You May Also Like



### e-tailing group Q/A: Product Page Strategies

Initially, a retailer must evaluate the vision for the page and how it integrates into the overall shopping experience. One should assess how much of an investment is required to achieve desired objectives. Once executed, testing should be conducted with benchmarking of conversion and abandonment KPIs to optimize the experience. It is important to understand that this is a process that can be measured and enhanced over time.

1. What features should be part of your product page experience?
2. Which elements will serve as differentiators beyond the basics?
3. What ROI or standards will you put in place to assess the value of any given feature?
4. What layout is appropriate for your assortment and set of tactics?
5. How can you maintain a roadmap that notes future feature needs while simultaneously ensuring that existing site features are up to best-in-class standards?

## SHOWCASE #3: IMAGERY STANDARDS

### Introduction

The foundation of imagery started with a single picture but retailers soon realized that shoppers would need to know more, so zooming in on a product provided another vantage point from which to garner a greater sense of the product. Zoom quickly became a standard where initial rendering was simply a larger image while others incorporated rollovers along with pan and zoom as technology options evolved.

Alternative views were a different story as many merchants believed in their value but lacked photography budgets to support desired goals. Initial concerns centered on whether these additional images would drive conversion to justify the investment. Results from our *Annual Merchant Survey* find alternative views have risen to 14<sup>th</sup> place (out of fifty reviewed features) behind critical site features such as search, guided navigation, and sales in their ability to deliver from an ROI perspective.

Color change is invaluable for shoppers who want to visualize product in their preferred hue. Consumers can then avert buyer's remorse by making a decision based on a larger image in that selected color. 3D had some early proponents and has maintained its presence for home, technology, and a handful of other categories. This category-centric support adds value for those retailers and implementations continue to evolve with more sophisticated applications.

the e-tailing group Mystery Shopping Penetration	4Q10	4Q09	4Q08
<b>Zoom</b>	<b>86%</b>	<b>89%</b>	<b>90%</b>
<b>Alternate views</b>	<b>80%</b>	<b>76%</b>	<b>68%</b>
<b>3D</b>	<b>18%</b>	<b>21%</b>	<b>10%</b>
<b>Color Change</b>	<b>61%*</b>	<b>64%*</b>	<b>60%*</b>

\* Subset of EG100 merchants

Source: the e-tailing group Annual Mystery Shopping Study, 2010

**Coach** was a pioneer in the use of imagery and their product page today is strong, inspiring shoppers to covet every bag. Their use of very deliberate alternative views, including crisp handle details and an on-body product view to garner a sense of where the handbag hangs off your shoulder, makes an important brand statement.

The screenshot shows the Coach website's product page for the "new madison laser cut op art leather sophia satchel". The top navigation bar includes a search bar with "Audrey", a "SEARCH" button, and links for "register | sign in | my account | order status | wishlist | 0 item(s) | CHECKOUT". On the left, a sidebar lists categories like "NEW AT COACH", "HANDBAGS", "WALLETS & WRISTLETS", etc., and "COACH MEN'S". A banner for "REED KRAKOFF.COM" is also visible. The main content area features a large image of a smiling woman wearing a green top and a gold necklace, with the bag slung over her shoulder. Below this is a large image of the white satchel bag itself. To the right of the bag is a detailed product description and a call-to-action button labeled "ADD TO SHOPPING BAG". At the bottom, there are links for "PRINT ITEM", "EMAIL A FRIEND", and "SHARE ON FACEBOOK".

**Office Depot** has invested in content for the Blackberry Tablet. Rollover zoom gives the customer a close-up to visualize important screen elements, serving up a more tactile experience. As this product category becomes even more familiar to shoppers, high purchase conversion should be expected. Product recommendations are ideal and encourage customers to consider complementary product.

The screenshot shows the Office Depot website's product details page for a BlackBerry tablet. At the top, there are navigation links for 'Office Supplies', 'Technology', 'Furniture', and 'Our Services'. A search bar with a 'GO' button is also present. The main content area displays a large image of the tablet with its screen showing various apps like Pictures, Media, Games, Music, Camera, App World, and Video. To the right of the image, the product name 'BlackBerry® Tablet, 16GB, Black' is displayed, along with a brief description: 'A sleek, slim design built for performance! Perfect for web, emails, games and more. You work and play on the go. Multiple face-to-face video conferencing.' Below the description, the price '\$499.99 / each' is listed, along with a 'Your Price' input field, a quantity selector, and 'ADD TO CART' and 'ADD TO SHOPPING LIST' buttons. Navigation links for 'Ink & Toner', 'Paper', and 'View All Products' are visible at the bottom of the page.

**Under Armour**, one of sporting goods' hottest brands, follows the lead of online shoe retailers and knows that when it comes to footwear, the devil is in the details. Color change is also accessible along with zoom tools and social capabilities. They incorporate customer service messaging which rounds out the product page and supports shopper concerns at this juncture.

The screenshot shows the Under Armour website's product page for a 'Boys' UA Assert Grade School Running Shoe'. The page features a large image of the black and red shoe with a red Under Armour logo on the side. There are zoom and pan controls at the bottom left. To the right, there is a detailed product description, including an overall rating of 4 stars from 0 reviews, color options (Black and Red), size selection (from 3.5 to 8.5), quantity selection, and an 'ADD TO CART' button. The price is listed as \$49.99. Customer service links like 'FREE Standard Shipping Enter UAMAY15 at Checkout' and 'NEED ASSISTANCE?' are also present. The top of the page includes a sign-up bar for 'UA INSIDER', a region selection dropdown, and a search bar.

Lands' End has been a leader in imagery and sweats the details from product through service. Swimsuit product page alternative views facilitate decision-making in what is one of many women's least favorite categories to purchase. The fabric close-up renders a crisp pattern representation and color change gives shoppers a broad lens into available assortments. On-model photography, in support of driving conversion and minimizing returns, is also taken into account.

**LANDS' END**

STORE LOCATOR   TRACK ORDER   CREATE ACCOUNT / SIGN IN   SHOPPING BAG

WOMEN   MEN   GIRLS   BOYS   SWIM   OUTERWEAR   SHOES   SCHOOL UNIFORMS   FOR THE HOME   LUGGAGE   OVERSTOCKS  

Homepage > search for "womens regular beach living paisley print scoop tankini"

**Women's Regular Beach Living Paisley Print Scoop Tankini Swimsuit Top**  
Item # 39842-9AL8   \$ 54.50 NOW \$ 38.15

Rating 176 Reviews   [Like 42](#)

REGULAR PETITE LONG PLUS

Swim Bra Cup Regular  
 Regular  D  DD  DDD  Mastectomy

Size  
2 4 6 8 10 12 14  
18   [SIZE CHART](#)

Color Pool Blue Paisley  
Reduced Price

Gift Box \$6 [? ORDER A FREE SWATCH](#)

Ship To Me [SHIPPING INFORMATION](#)

Quantity 1 [SELECT SIZE](#)   [ADD TO BAG](#)

**DESCRIPTION**  
A top that changes its look.  

- Top can be cinched in front and at the armhole for a different look
- Straps can be worn X-back or straight style
- Supportive underwire bra with removable soft cups (Plus size has underwire bra with sewn-in soft cups)
- Mastectomy suit has a higher neckline and armholes, plus an underwire bra with sewn-in soft cups and prosthesis pockets
- Secure locking hardware on the straps. ([View proper latch placement](#))
- Fabric provides UPF 50 sun protection
- Mix tops and bottoms (sold separately) to suit your style, mix sizes for a perfect fit

Our Beach Living® collection lets you create your ideal suit. With this top, it's easy to change your look. Straps can be worn two different ways to mix it up (and to help prevent tan lines). 80% nylon/20% spandex. Hand wash. Imported.

---

**VIEWS + REVIEWS**  
REAL PEOPLE. REAL OPINIONS. GUARANTEED. PERIOD. ®

Rating 156 out of 175 (89%) customers would recommend this product.

Fit

[REVIEW THIS PRODUCT](#)   [Choose a Sort Order ▾](#)

**YOU MIGHT ALSO LIKE**

Vertical Rugby Stripe Beach Towel  
\$22.50  
Now \$15.00

Women's Regular Beach Living SwimMini with...  
\$59.50  
Now \$41.65

Women's Regular Beach Living Dot Scoop...  
\$54.50  
Now \$38.15

Women's Regular Beach Living Mini SwimMini  
\$44.50  
Now \$31.15

**Fossil** wisely goes the extra mile with their watches by introducing standard alternative views and zoom. They also integrate a spin component for visitors to gain greater perspective about the product.

The screenshot shows a Fossil product page for a "XL Stella Aluminum Blush Chronograph Dial Watch". The main image is a large, clear photograph of the watch. Below it is a smaller image showing five different views of the watch. To the right of the main image is a detailed product description, including the price (\$135.00), style number (CH2707), and a brief description: "In perfect peach, this boyfriend-inspired watch is fashioned out of lightweight aluminum. Wear it as your pop of color." Technical specifications listed include Case Size: 42mm, Case Thickness: 14mm, Water Resistant: 10ATM, Warranty: 11-year limited, and Origin: Imported. Below the description is a "View Size Guide" link, a social sharing section with "Like" and "Facebook" buttons, and a "10 people like this. Be the first of your friends." message. There is also a "Be the first to write a review" button. At the bottom of the product card is a "QUANTITY" dropdown set to "1" and a price of "\$135.00", followed by a red "ADD TO BAG" button. The left sidebar features a "WOMEN'S SHOP" section with links to Rose Watches, Aluminum Watches, Maddox Collection, Grayson Collection, and New Arrivals. Below this is a "SHOP BY CATEGORY" section with links to Watches (Stella Watches, Ceramic Watches, Sport Watches, Boyfriend Watches, Silicone Watches, Trend Watches, Classic Dress Watches, Dress Watches, Convertible Watches, S+ack Watches), Clothing (Handbags, Wallets, Belts, Shoes, Jewelry, Sunglasses, Accessories), SALE, and Fossil Finds.

On-model photography resonates with shoppers and **PacSun** showcases this imagery in multiple views. Product recommendations include alternative products and washes are noted to avoid any confusion at point-of-purchase.

The screenshot shows a PacSun product page for "Bullhead Hermosa Super Skinny Rinsed Indigo Jeans". The main image is a full-body photograph of a model wearing the jeans. To the left of the main image is a vertical column of five smaller images showing different views of the jeans. Below the main image is a "BULLHEAD" heading and a product description: "Bullhead Hermosa Super Skinny Rinsed Indigo Jeans" at \$39.50 (2 For \$59). The description notes: "Our perfect skinny fit, super slim all over. Dark cast denim with a tainted vintage appearance, sits low on waist." A bulleted list of features includes: • Subtle grinding on hem and pockets, • 5-pocket detailing & zip fly, • Authenticity patch on waistband, • 12" leg opening, • Logo-embossed button waist. Below the description is a note: "Machine washable. Imported. 99% cotton, 1% spandex." To the right of the main image is a "You may also like:" section featuring another pair of jeans: "Hermosa Super Skinny Rinsed Indigo 2 Jeans" at \$39.50. Below the main product image are social sharing buttons for Facebook ("Like" 18), Twitter ("Tweet" 0), and a "Select Size" dropdown menu. The size chart shows "1" selected. Below the size chart is a yellow "ADD TO BAG" button. At the bottom of the page are links for "ADD TO WISH LIST" and "E-MAIL TO A FRIEND". The top of the page features the PacSun logo, a search bar, and a "GO" button. It also includes a "Get 10% off!" offer, "Email Sign Up | Order Status | Sign In", and a "MY BAG" icon. The top navigation bar includes links for WOMENS, MENS, SHOES, SWIM, WHATS NEW, SALE, and BRANDS.

**Sorel** catapults the shopper experience by offering both full-screen and 3D effects, giving the customer the ultimate in product information. Standards are present but differentiators and details will drive buying.



### e-tailing group Q/A: Investing in Imagery

Understanding how to best tell the visual story that compels visitors to place an order is essential. Sharing the story effectively to ensure a “tactile” or store-like experience is tricky at best. As most of these imagery elements are present, placement may be a differentiator and can be tested for optimization purposes.

1. Does your brand make a strong investment via imagery?
2. What is a reasonable photography investment?
3. Can brand images better tell or reinforce your company’s story?
4. Is imagery already available within your organization and can it be leveraged to visually enhance the site?
5. Can you tap into manufacturers to secure imagery and supplement photography requirements?
6. Can traditional areas of the shopping experience (category page, customer service, retail locator) be bettered with imagery?

### **e-tailing group Q/A: Imagery Standards**

1. Do your customers typically like to touch a product prior to purchasing?
2. How many pictures/views will be required to tell the full product story?
3. Will lifestyle shots be desirable or are thumbnails adequate?
4. Are model shots a necessary and/or wise investment?
5. Are most of your products available across a range of colors?
6. Would seeing product in a 3D environment make for better previewing prior to purchasing?

## SHOWCASE #4: CATEGORY-CENTRIC TOOLS

### Introduction

Category-centric elements are truly the differentiators, serving as the secret sauce to sell successfully in one's category. As shoppers invest significant time researching they can make better decisions taking advantage of such tools. Interactive experiences bring products to life and guide decision-making where configurators allow for efficient set up and preview of all available options. The bottom line is these tools are important in driving conversion based on customer engagement and interest that is created by seeing selected products rendered based on their unique characteristics. The following chart looks at a subset of the 100 retailers where these tactics might be deployed and indicates that at minimum 1 in 3 retailers employ these capabilities." View in a room" and "shop by outfit" are present on 1 of 2 potential sites highlighting the perceived value among sellers.

the e-tailing group Mystery Shopping Penetration	4Q10	4Q09	4Q08
<b>Shop by outfit</b>	51%*	32%*	39%*
<b>View in a Room</b>	49%*	42%*	27%*
<b>Product Personalization</b>	46%*	37%*	24%
<b>Interactive Tools</b>	34%	35%	33%

\* Subset of EG100 merchants

Source: the e-tailing group Annual Mystery Shopping Survey, 2010

The following chart from our *Annual Mystery Shopping Survey* lists categories where "Shop by Outfit" sees strong penetration with Apparel, Department Stores, and Mass Merchants topping the list. Penetration rates are seen while the number after the category name indicates the merchant total in the category.

Merchant Categories	Shop By Outfit
<b>Apparel (15)</b>	<b>80%</b>
<b>Department Stores (5)</b>	<b>100%</b>
<b>Mass Merchants (8)</b>	<b>50%</b>
<b>Sporting Goods (10)</b>	<b>30%</b>

Source: the e-tailing group Annual Mystery Shopping Survey, 2010

**Anthropologie** creatively employs mannequins as a welcome twist to enhance the shopper experience while simultaneously seeking to grow shoppers' basket size. Color change is present along with a very interesting social element where shoppers can share their thoughts about the outfit.

The screenshot shows the Anthropologie website's product page for a "Chop Chop" outfit. At the top, there's a navigation bar with links for Clothes, Shoes & Bags, Jewelry & Accessories, Beauty, at Home, and sale. A search bar and a "YOUR ACCOUNT" section are also visible. The main content area features a woman standing in front of a rustic wooden counter filled with fresh produce, wearing a green gingham button-up shirt and a blue floral skirt. Below the image, there are two product cards:

- Cissus Button-Up, Gingham**: \$88.00 (style# 20304846). It has a green motif. The description says it's crafted from soft-brushed voile with roll-tab sleeves. It includes a size guide and an "ADD TO BAG" button.
- Goldfield Skirt**: \$79.95 (was \$148.00, style# 20676755). It has a blue motif. The description says it's made of silk with a side zip and dry clean instructions. It includes a size guide and an "ADD TO BAG" button.

In the e-tailing group's most recent *Annual Mystery Shopping Survey*, “view in a room” was a feature I expected to have greater penetration in relevant categories. Penetration rates are charted with the numbers in parentheses indicating how many merchants are in a category. As not all merchants have product that qualifies for “view in a room” status, the penetration is based only on those who meet that criteria (i.e. 20% of 5 qualifying Baby/Toys/Games merchants offer “view in a room”).

<b>Merchant Categories</b>	<b>View in A Room Penetration</b>
<b>Apparel (15)</b>	<b>100% (4)</b>
<b>Department Stores (5)</b>	<b>80% (5)</b>
<b>Mass Merchants (8)</b>	<b>100% (8)</b>
<b>Technology (8)</b>	<b>75% (4)</b>
<b>Home/Garden (14)</b>	<b>23% (13)</b>
<b>Sporting Goods (10)</b>	<b>67% (3)</b>
<b>Baby/ Toys/Games (6)</b>	<b>20% (5)</b>

Source: the e-tailing group Annual Mystery Shopping Survey, 2010

**Shaw Floors** smartly allows viewers to try a given rug in either their room or those customized by Shaw. Favorites can be saved and added to "My Shaw Floors." Detailed images are strong to help visualize what can be a challenging category and certainly one that is often researched online without reaching the conversion stage. All of these category-centric tools position Shaw Floors to have a greater chance of securing the sale online.

**Tivoli 13**

Style: CS955  
Collection: Ceramic Solutions  
Construction: Porcelain Tile  
Glaze Hardness: 6.000  
Shade & Texture Variation: Moderate

Sizes Available

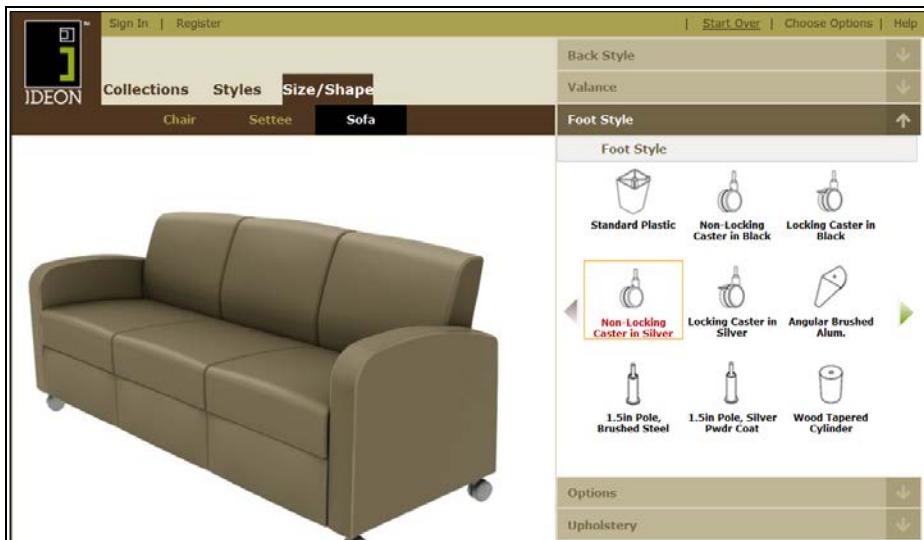
Style #	W	H	T	SqFt/Box	PEI	Price Range (Material Only)
CS955	13"	x 13"	x 5/16	17.90	4	\$4.00 - 4.99/sq. ft.
CS956	20"	x 20"	x 7/16	16.15	4	\$4.00 - 4.99/sq. ft.

**Product Features:**

- Frost Resistant

This handsome glazed porcelain tile reflects the timeless beauty of honed travertine and features four classic colorations.

**Ideon** delivers a robust interactive tool that allows customers to configure furniture. Shoppers choose their product and can then customize a design that emanates from the category level. Product renders immediately, ensuring customer satisfaction while attempting to minimize returns.



**Viking Range** takes their product page to new heights by incorporating a configurator along with many category-centric elements. Appliance customers can request a quote that allows them to select from exclusive finishes, accents, and fuel options for starters. This interactivity gives the potential customer a sense of the price range they may need to pay for the desired product. Given Viking's price points, this tool ensures that customers will be educated about available options prior to purchasing at their favorite retail store.

## e-tailing group Q/A: Category-centric Tools

Thinking out-of-the box will fuel differentiation from competitors. Creativity in deployment and excitement in execution should set your store apart. This too is a process where features can evolve as technology advances.

1. Will your customer be more engaged learning about product and making their decisions via interactive means?
2. Does your customer typically purchase a single item or is an outfit standard fare?
3. Is it important to visualize the products in a room environment?
4. Can brand be overlaid to truly differentiate the customer experience?
5. What solutions can be delivered in an interactive fashion to drive more business online or to support pre-store visits?

## SHOWCASE #5: VIDEO

### Introduction

Video is maybe the most exciting product page dynamic in the past few years. Though we have tracked its presence for ten years, it is only in the past few years that the e-tailing group has taken an in-depth look at video's usage and placement across the site per the table below. As the product page tops the list of locations where video was present among the EG100 sites surveyed, we believe its power to sell product is unparalleled. In this location video helps the consumer rationalize and justify purchases while also adeptly demonstrating usage.

From a branding perspective, video lookbooks, runway shows, and an overarching brand experience support corporate goals while imparting the flavor of both brand and product to potential customers. Retailer sophistication comes in the form of additional locations and creative interpretations of a standard how-to guide, once again capitalizing on imagery to bring product to life.

the e-tailing group Mystery Shopping Penetration	4Q10	4Q09
Videos/Audio	88%	64%
Location: Home Page	16%*	Not tracked
Category Page	36%*	Not tracked
Brand Boutique	41%*	Not tracked
Product Page	73%*	55%*
Type: Branding Content	69%*	Not tracked
Manufacturer Content	47%*	Not tracked
Category Content	53%*	Not tracked
Product Content	76%*	Not tracked
Guides/ How To's	33%*	Not tracked

\* Subset of EG100 merchants

Source: the e-tailing group Annual Mystery Shopping Survey, 2010

**Bare Escentuals** brands their product page with a series of customer stories and encourages visitors to share their own rating, embracing social dynamics. Video ratchets up both the site and the shopping experience. At the same time informational elements are displayed that allow the customer to begin product selection via skin shade, skin type or condition.

The screenshot shows a customer testimonial for Horecee S. from Los Angeles, CA. She has been a customer since 2005 and uses combination, uneven, deep skin. The testimonial video shows her smiling and applying makeup. A callout box highlights "Meet Leslie" and links to "In the News", "BE Cares", "Careers", "Artistry Team", and "Awards". Below the video, there's a "Print" and "Share" button. To the right, a sidebar titled "Real Stories" allows users to filter by "Skin Shade", "Skin Type", and "Skin Condition". It features a grid of 24 small portraits of diverse women. At the bottom, a "SHARE YOUR STORY" section encourages users to inspire the brand with their own stories.

**Free People** brings creative inspiration to the product page with front and center positioning of this video. Visual treatment makes it standout more than most and branded execution is very appealing.

The screenshot shows the Free People website. At the top, there's a navigation bar with links for 'WHAT'S NEW', 'CLOTHES' (which is highlighted in blue), 'ACCESSORIES', 'SHOES', 'INTIMATELY FP', 'VINTAGE LOVES', 'SWIM', and a 'SALE' section. There's also a 'Bldg 25 BLOG' link, a 'my stuff' section, a 'shopping basket' with 0 items, and a search bar. Below the navigation, a breadcrumb trail shows 'clothes > dresses & rompers'. On the left, there's a large image of a woman wearing denim overalls. To the right of the image, the product details are listed: 'Taverniti Overall Shorts', 'Style: 20333142', 'price: \$228.00', 'color: grey', 'size: select a size', and a size chart with options from 24 to 31. A button to 'Write the 1st Review' is also present.

Retailers can learn from other verticals as **Renault** shares a series of videos along with their robust media gallery. This approach makes for a comprehensive visual presentation sure to engage prospective buyers.

The screenshot shows the Renault website for the Clio Sport Tourer. The top navigation bar includes links for 'RENAULT CARS', 'RENAULT VANS', 'RENAULT BUSINESS', 'USED CARS', 'OWNER SERVICES', and 'ABOUT RENAULT'. There's also a 'MY RENAULT LOG IN' link. The breadcrumb trail shows 'Renault UK > Renault Cars > Clio Range > Clio Sport.Tourer > Media gallery'. The main content features a heading 'CLIO SPORT TOURER PRACTICALITY AND STYLE' and a 'VIDEOS' section with a sub-instruction 'Click on the thumbnails to view the videos.' Below this, there are two video thumbnails: one showing a couple in the car and another showing people in the interior. To the left, a sidebar lists 'Clio Sport.Tourer', 'Media gallery' (which is expanded to show 'Videos', '360° views', 'Safety Features', 'New Technology', 'Comfort Features', and 'Photos'), and a 'Vehicle Specifications' section.

### e-tailing group Q/A: Video

Video is powerful and must be integrated creatively on the product page. It should be in the forefront of the shopping experience given its engagement power. From how-tos to connecting with one's community, the sky's the limit in this emerging arena.

1. Can video embellish existing how-to content?
2. Where within the site can video augment the shopping experience?
3. What is the optimal solution to create and deploy video assets?
4. What merits making the investment in video for an individual product?
5. Which benchmarks or measurements should merchants put in place to assess video's performance from engagement to conversion?

## SHOWCASE #6: PRODUCT RECOMMENDATIONS

### Introduction

Product recommendations afford merchants another opportunity to display assortments and thus grow the average order size being that visual displays and relevancy are currently the optimal way to merchandise. Making the right choices coupled with visual clarity is the winning combination and well executed in this section's showcase.

the e-tailing group Mystery Shopping Penetration	4Q10	4Q09	4Q08
<b>Product page Up-sells/ Cross-sells</b>	98%	98%	95%
<b>Alternative/Like Products</b>	83%*	73%*	68%*
<b>Product Page Up-sells</b>	91%*	82%*	72%*
<b>Product Page Cross-sells</b>	78%*	79%*	83%*
<b>Link to More in the Category/More From the Designer</b>	26%	n/a	n/a
<b># Products Recommended</b>	4.21*	4.31*	3.90*
<b># Products Recommended Varies</b>	59%*	57%*	64%*
<b>Relevancy of Products (1-5 5=best)</b>	4.39*	4.09*	4.50*

\* Subset of EG100 merchants

Source: the e-tailing group Annual Mystery Shopping Survey, 2010

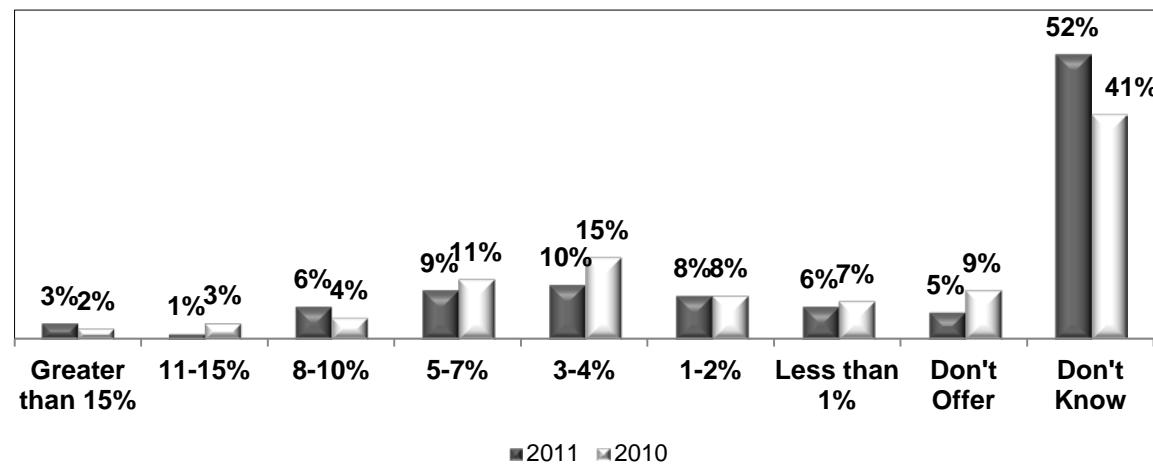
### Additional Findings

Personalization strategies, including placement of up-sells and cross-sells, are seen as important retention strategies and given a top-2 rating by 61% of the merchants responding to our *2011 Annual Merchant Survey*. Of course, the population of product recommendations is achieved through point solutions and manual efforts. Our research finds that 16% of merchants report personalizing the site experience by dynamically showing the product while 14% take advantage of algorithms to fuel those efforts.

The contribution potential of up-sells and cross-sells can be seen in merchant insights from the referenced *Annual Merchant Survey* and includes the following findings:

- 37% of merchants who track up-sell and cross-sell revenue contribution find it in the 3-10% range, consistent with 2010 at 36%
- 33% of product page up-sell and cross-sell conversion rates are in the 1-10% range, lower than 2010 (38%) as a greater percent of merchants did not track this metric (52% vs. 41%)

**What kind of conversion rates are you experiencing when shoppers preview up-sells or cross-sells on your product pages?**



Source: *the e-tailing group Annual Merchant Survey, 2011*

Initially merchants tested recommendations but now the focus is on creative deployment of the most relevant. This means understanding the strategy along with optimal placement both onsite and via post-order communication. It also means knowing when an up-sell can serve one better than a cross-sell. Once again testing, targeting, and an analytic look at the results can ensure your contribution meets current industry performance levels.

Nike again scores with stellar visual execution. Here one can't help but take notice of how their product recommendations stand out. Standards and category capabilities can be seen from zoom, full-screen, and an image gallery. Their size/fit guide directs customers to ensure proper selections are made.

The screenshot shows the Nike product page for the Nike Smash Knit Women's Tennis Dress. The main image displays a vibrant pink dress with a black mesh panel at the bottom hem. Below the main image are three smaller thumbnail images of the same dress from different angles. To the left of the main image is a sidebar with navigation links for WOMEN, MEN, GIRLS, BOYS, CUSTOMIZE, TEAM UNIFORMS, GIFT CARDS, CLEARANCE, and GET HELP. At the top right, there are links for myLOCKER, ORDER STATUS, and CART. A search bar is located at the top right corner. The product title is "Nike Smash Knit Women's Tennis Dress" with a price of \$90.00. The style number is 409183-608, and the color is Cerise/Gridiron/Gridiron. A size selection dropdown shows "SIZE: QTY: 1". Below the size dropdown are buttons for "SHARE", "SAVE", and "ADD TO CART". On the right side, there are sections for "HAVE QUESTIONS?", "GET HELP", and "YOU MIGHT ALSO LIKE..." which lists related products like Nike Crush E Sunglasses, Nike Smash Classic Women's Tennis Tank, Nike Air Max Mirabella 3 Women's Tennis Shoe, and Nike Smash Flirty Women's Tennis Skirt. The bottom section is titled "INSPIRED BY" and features a photo of Serena Williams in a white tank top and shorts.

Lighting is a category that requires purchasing diligence on the part of the shopper. An array of finishes makes collection purchasing the norm rather than the exception at **Lamps Plus**. As such, related products are elevated in importance. Shopper satisfaction grows, along with AOVs, through assortment growth and add-on purchases. Their designer video story rounds out a very robust product page.

**LAMPS PLUS.**

Sale Clearance Catalog Shop by Room Stores Portfolio Contact Us  Review Us

keyword or item #  Search

Ceiling Lights | Lamps | Floor Lamps | Wall Lights | Outdoor Lights | Ceiling Fans | Furniture | Décor | More

America's Largest Specialty Lighting Retailer - 120% Guarantee and More Call Center Hours 5am - 11pm (Pacific) 7 days a week!

LAMPS PLUS > Floor Lamps > Contemporary > Sonneman Trelici Piccolo Black Floor Lamp [Return To Product Sort](#)

**Sonneman Trelici Piccolo Black Floor Lamp** (78447)

A wonderful design with three adjustable lamp arms and a marble base.

**Our Price \$1,300.91**  
Compare \$1,954.99

**FREE SHIPPING\***  
In Stock Ships in 1 to 2 Days  
[Check Store Availability](#)

QTY: 1 [Add To Cart](#)

[Print This Item](#) [E-mail This Item](#)  
[View Similar Items](#) [Lighting Collections](#) [View Other Finishes](#) [Hot Trends](#)

[View Related Items](#)

**Product Rating**   
(1 Ratings) [Write a Review](#) [Read 1 Reviews](#)

Review This Item For a **Chance to Win \$500!** [view rules](#)

This innovative floor lamp comes from award-winning designer Robert Sonneman. The piece features three adjustable arms, each with a metal shade. Adjust and point the arms and lamp heads as desired to create a nearly endless number of looks and lighting effects. Arms are in a polished chrome finish. Base is in a white marble.

- Black finish metal shades.
- Built-in on-off switches on each lamp.
- Also includes one on-off line cord switch.
- Takes three 60 watt bulbs (not included).
- 69" maximum height.
- 44" maximum width.
- 8" diameter shades.
- 18" wide base.

**The Robert Sonneman Story**  
[Click here to watch this video](#)

**SONNEMAN** A Way of Light [Live Chat](#) [Personal Callback](#)

Also available in these finishes:

Sonneman Trelici Piccolo  
White Floor Lamp (57813)  
PRICE: \$1,300.91

**Related Items:**  
Select All | Select None

Select items below and add them to your Portfolio or Cart!  
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	<b>Vienna Full Spectrum Crystal Windfall Table Lamp</b> (21305) PRICE: \$109.99 <input type="checkbox"/> Select		<b>Possini Euro Geometric Arc Floor Lamp</b> (15579) PRICE: \$299.99 <input type="checkbox"/> Select		<b>Robert Abbey Wonton Collection Silver Plug-In Swing Arm</b> (261329) PRICE: \$174.99 <input type="checkbox"/> Select		<b>Silver and Gold Beaded 42" Wide Round Wall Mirror</b> (H3470) PRICE: \$419.01 <input type="checkbox"/> Select
	<b>Lacy Teardrops Aqua Latte Area Rug</b> (95800) PRICE: \$418.91 <input type="checkbox"/> Select	<a href="#">Select All</a>   <a href="#">Select None</a>	<a href="#">Add Selected to: Portfolio   Shopping Cart</a>				

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**PRODUCT REVIEWS SUMMARY** for Sonneman Trelici Piccolo Black Floor Lamp

Avg. Customer Rating: 5 Stars (based on 1 reviews)

100 % of respondents would recommend this to a friend

Customers most agreed on the following attributes:

**Pros:**  
Best Uses: Decoration(1); Reading(1)  
Describe: Practical(1)  
Yourself:  
Primary Use: Personal(1)

Already own it? [Write a Review](#)

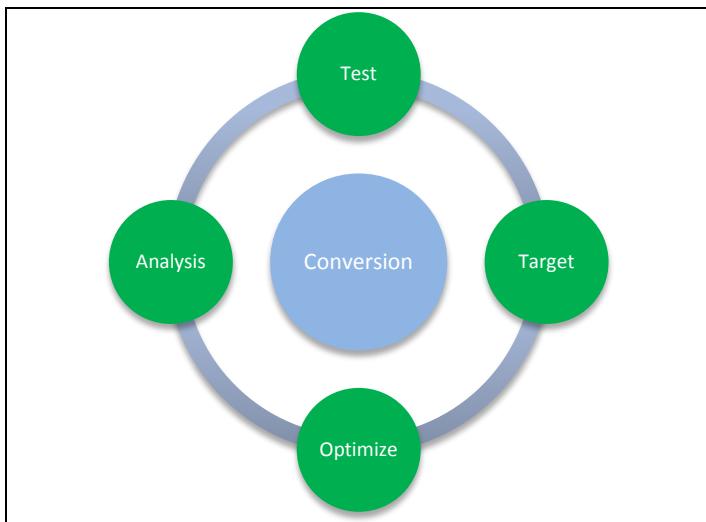
## e-tailing group Q/A: Product Recommendations

Our focus here is on visual deployment moving beyond the standard stacks of recommendations currently populating mediocre product pages. A twist on a classic can go a long way to increasing satisfaction among shoppers.

1. Will recommendations be populated manually, automated or a combination of both?
2. Where within the site will recommendations see the greatest attachment rate?
3. What should be populated from the product page to shopping cart and post-order to be most relevant for the shopper?
4. Are you leveraging analytics to best understand consumer buying patterns?

## Holistic Thinking And Execution

Product page testing it is essential to understand tactics that resonate with visitors and their optimal placement given one's brand and category. As diagrammed, this ongoing approach should be part of each Internet retailer's thought process. Once this is understood, merchants will be in a position to evolve conversion by delivering a personalized and targeted experience.



The product page must guide shoppers toward purchasing online or across channels. The winning trifecta combines content, imagery, and tactics that uniquely support each brand and their respective audiences. Branded experiences can be the icing on the cake that visitors experience, driving sales and peaking bottom line performance.

**Perfection may never be achieved but performance gains can be realized with solid and smart effort built on a foundation of learning and product page optimization.**

### **SECTION III: ABOUT THE COMPANIES**

This etailing group paper is sponsored by Adobe Systems Incorporated.

#### **ABOUT THE E-TAILING GROUP**

The e-tailing group is a niche ecommerce consultancy that helps merchants deliver the right customer experience on their websites and across all of their channels while adeptly assisting technology companies to create and execute go-to-market strategies that simultaneously educate the retail community and deliver cost-effective thought leadership and lead generation. For more background about our research or for additional information on the e-tailing group, inc. please contact Lauren Freedman via email at [LF@e-tailing.com](mailto:LF@e-tailing.com), by phone to 773-975-7280 or visit the e-tailing group website [www.e-tailing.com](http://www.e-tailing.com)

#### **ABOUT ADOBE**

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#### **ABOUT ADOBE ONLINE MARKETING SUITE**

The Adobe Online Marketing Suite offers an integrated and open platform for online business optimization, a strategy for using customer insight to drive innovation throughout the business and enhance marketing efficiency. The Online Marketing Suite consists of integrated applications to collect and unleash the power of customer insight to optimize customer acquisition, conversion, and retention efforts as well as the creation and distribution of content. For example, marketers can identify the most effective marketing strategies and ad placements as well as create relevant, personalized, and consistent customer experiences across digital marketing channels. Marketers can make quick adjustments, automate certain customer interactions, and better maximize marketing ROI.