THE
PRODUCT
CONTENT
EDGE

New data on what the
Best of Breed Brands are up to

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Detailed product content is the #1 reason consumers push the buy button.

What are brands doing to meet that demand and get prepared for the future of ecommerce?

We asked **Echo Cove Research** to find out.

They surveyed 200 people with ecommerce responsibilities at brand manufacturers.

This is their story.

(Insert Law & Order sound here)

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Consumers care about product content.

MEN'S FULL ZIP SWEATSHIRT

Wrapped up in cozy warmth, a zip to look cool, and drawstrings to pull your hoodie tight, is when life's best moments happen. There are 6 colors to own, so you only have to re-wear a color one day of the week. After all, you can never have too many sweatshirts!

"This is the most softest freakin' sweatshirt I have ever owned. Love it - so does my wife. She keeps stealing it. Send me another!"

- 50% Cotton/50% Polyester
- Machine Wash
- Drawstring hoodie with kangaroo pocket featuring ribbed waistband
- 7.8-ounce fleece

73%

OF CONSUMERS

say that detailed product content is their #1 purchase criteria*

*comScore/UPS Pulse of the Online Shopper Study, 2015

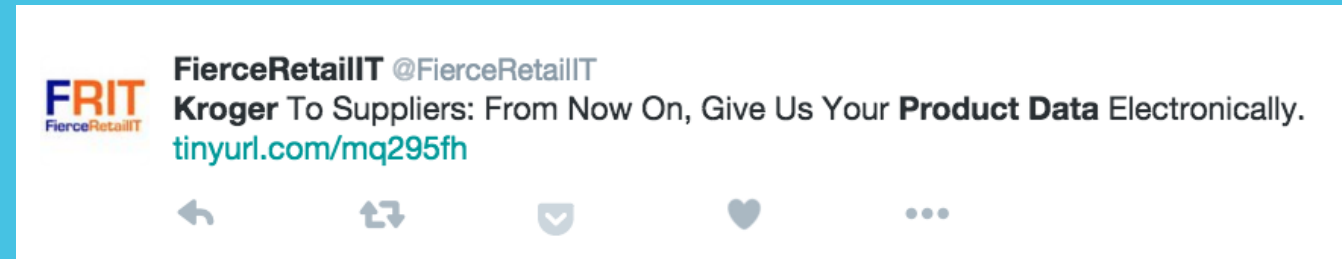SALSIFY

But brands care a lot LESS.

Only

43%

OF BRANDS

believe consumers
buy based on product
content

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RETAILERS REALLY CARE ABOUT PRODUCT CONTENT

Top retailers know product content makes consumers click Buy. That's why they have strategic initiatives to collect more content from the brands.
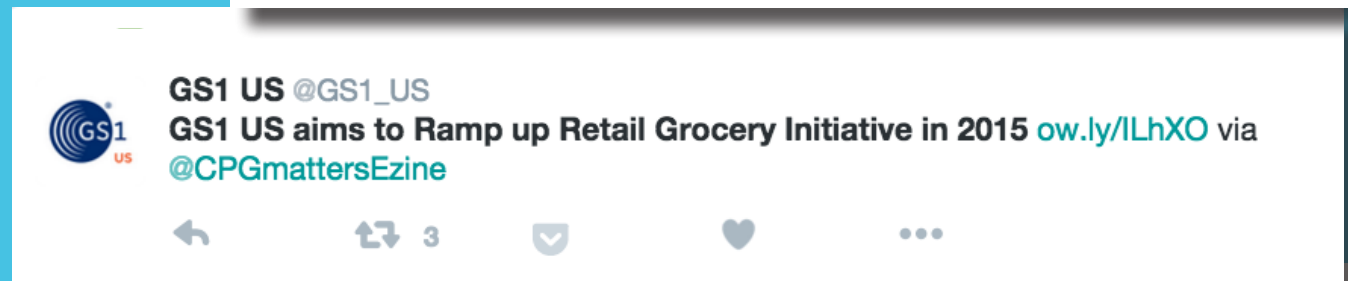
FierceRetailIT @FierceRetailIT
Kroger To Suppliers: From Now On, Give Us Your **Product Data** Electronically. tinyurl.com/mq295fh

PureClarity @PureClarityNews
Staples invest in personalisation to ensure "businesses are shown relevant **content, product** recommendations & offers" retailingtoday.com/article/staple...

Retail TouchPoints @RTouchPoints
WalmartLabs Rolls Out New Product Content Collection System ift.tt/1NwPmrS

GS1 US @GS1_US
**GS1 US aims to Ramp up Retail Grocery Initiative in 2015** ow.ly/ILhXO via @CPGmattersEzine

3

Marketing Land @Marketingland
Weekend Review: **Google** Launches **Manufacturer** Center To Standardize Product Data by @ginnymarvin mklnd.com/1CWLBM2

10   13   View summary

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But that makes brands and retailers *frenemies.*

62%

OF BRANDS

think retailer requests for content are unreasonable

Retailer Deadlines

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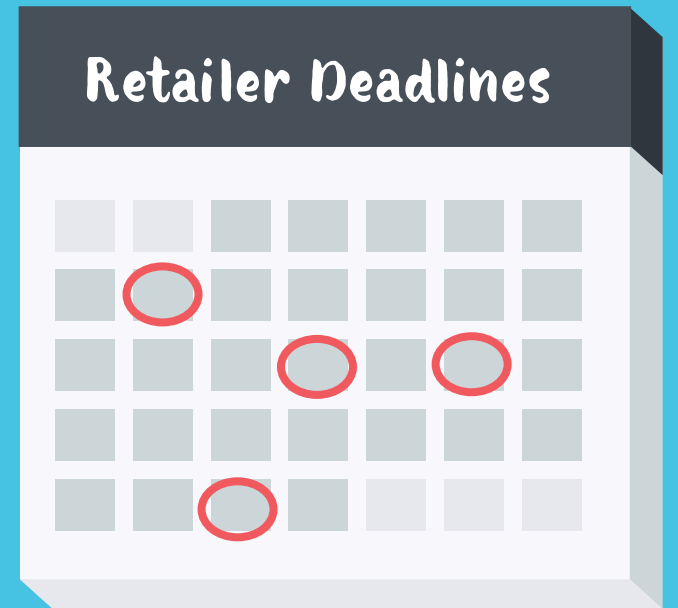
So what *do* brands care about?

Growing sales.

Today, there is a balance between offline and online channels.

67% WHOLESALERS & DISTRIBUTORS

33% INDEPENDENT OFFLINE RETAILERS

22% MAJOR OFFLINE RETAILERS

50% THEIR OWN WEBSITE

30% MAJOR ONLINE MARKETPLACES (AMAZON, JET, ETC)

25% MAJOR RETAIL SITES (WALMART.COM, TARGET.COM, ETC)

21% INDEPENDENT RETAIL SITES

3% OTHER

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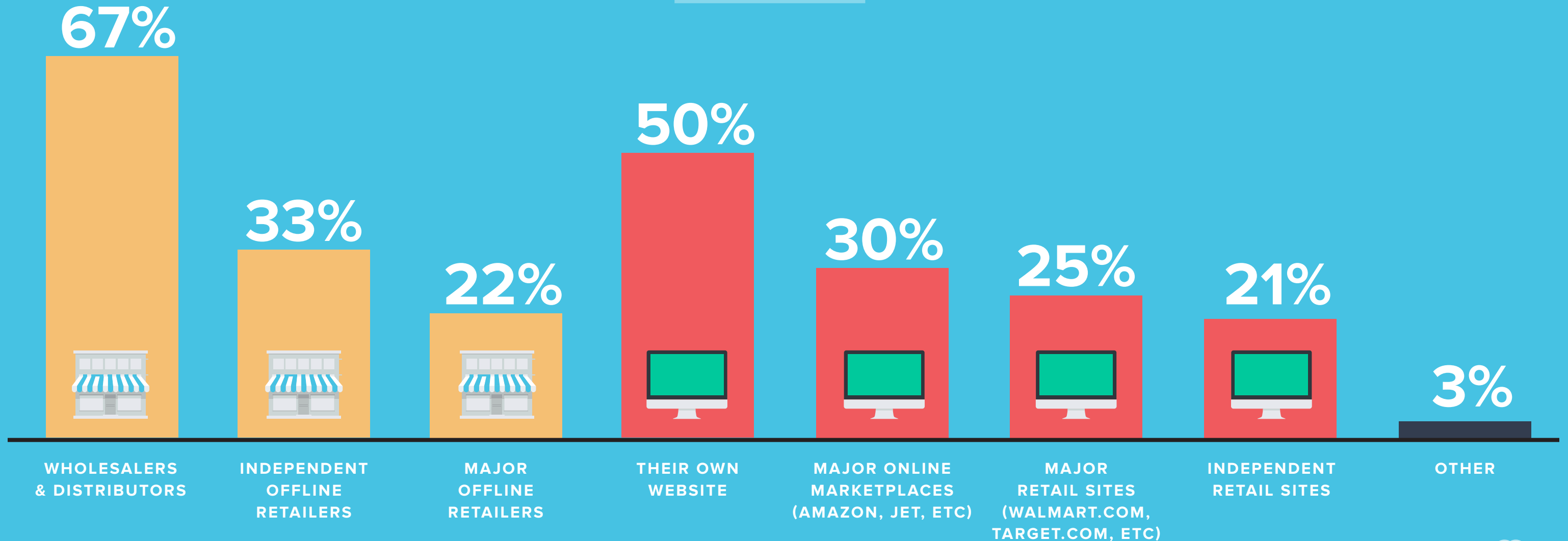
But the future is all about online:
more channels, more content, more sales.
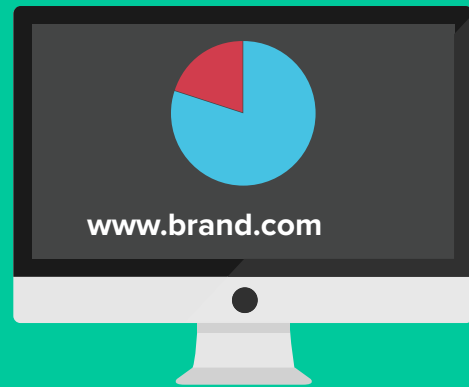
80%
OF BRANDS
plan to sell more SKUs through their own website
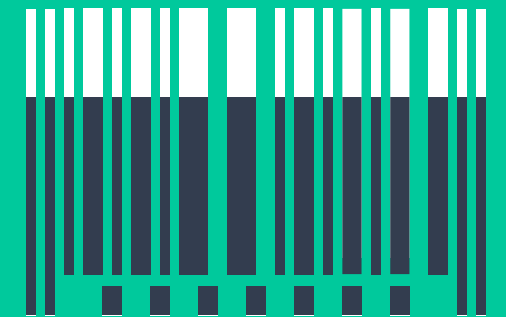
73%
OF BRANDS
plan to sell more SKUs through major online marketplaces
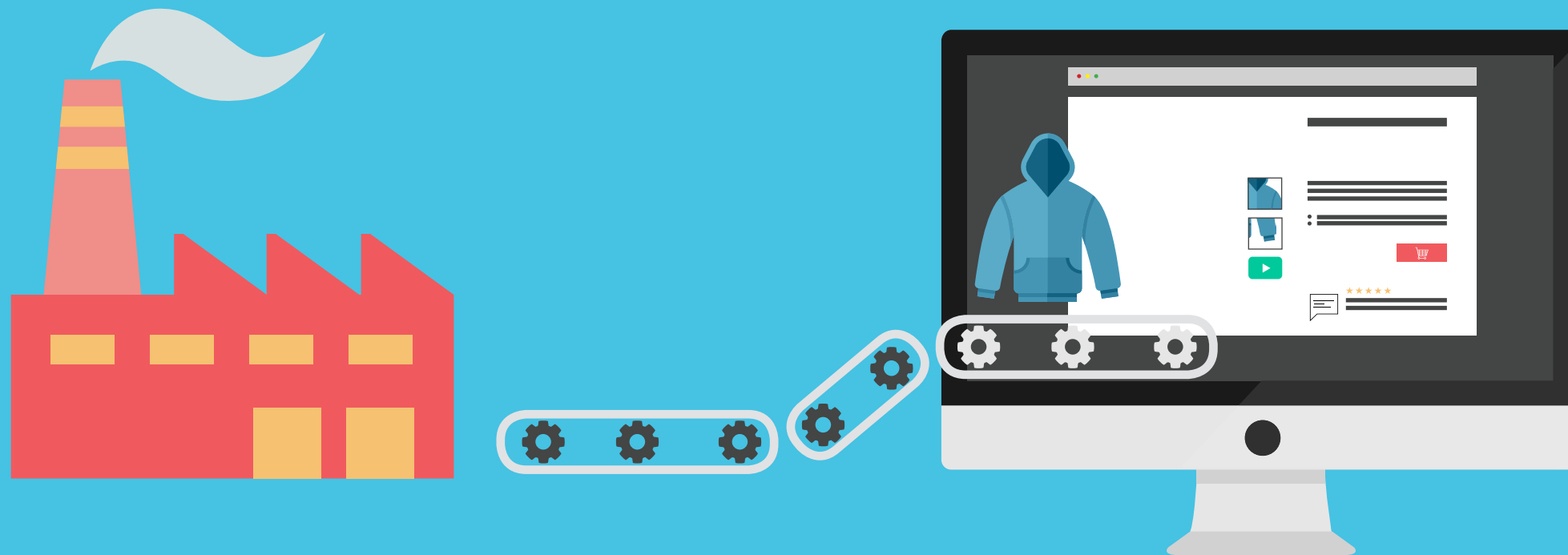
75%
OF BRANDS
plan to sell more SKUs on major retail sites

70%
OF BRANDS
plan to sell more SKUs through independent retailers

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We'll start to see suppliers *becoming* retailers.

40%
OF BRANDS

not selling through their own website will start in the next 2 years

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BUT ARE
BRANDS
READY
FOR ALL THIS?

In a word, **NO.**

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My organization knows how to capitalize on the growing ecommerce and mobile commerce markets.

Only **29%** OF BRANDS agree

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My organization is ready to adapt to future shopping channels.

Only 25% OF BRANDS agree

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And then there's the demand for product content from consumers, distributors and retailers.

"The best performing CPG companies are pushing the boundaries of the 'perfect page' online by providing rich product information and content that also helps deliver search results that are more favorable to their company."

Most brands say they're not ready.

*"The digital future of consumer-packaged-goods companies," McKinsey & Company

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There is room for improvement in my organization's product content management process.

89%

OF BRANDS

agree

Improving our product content management process is a top priority for my organization.
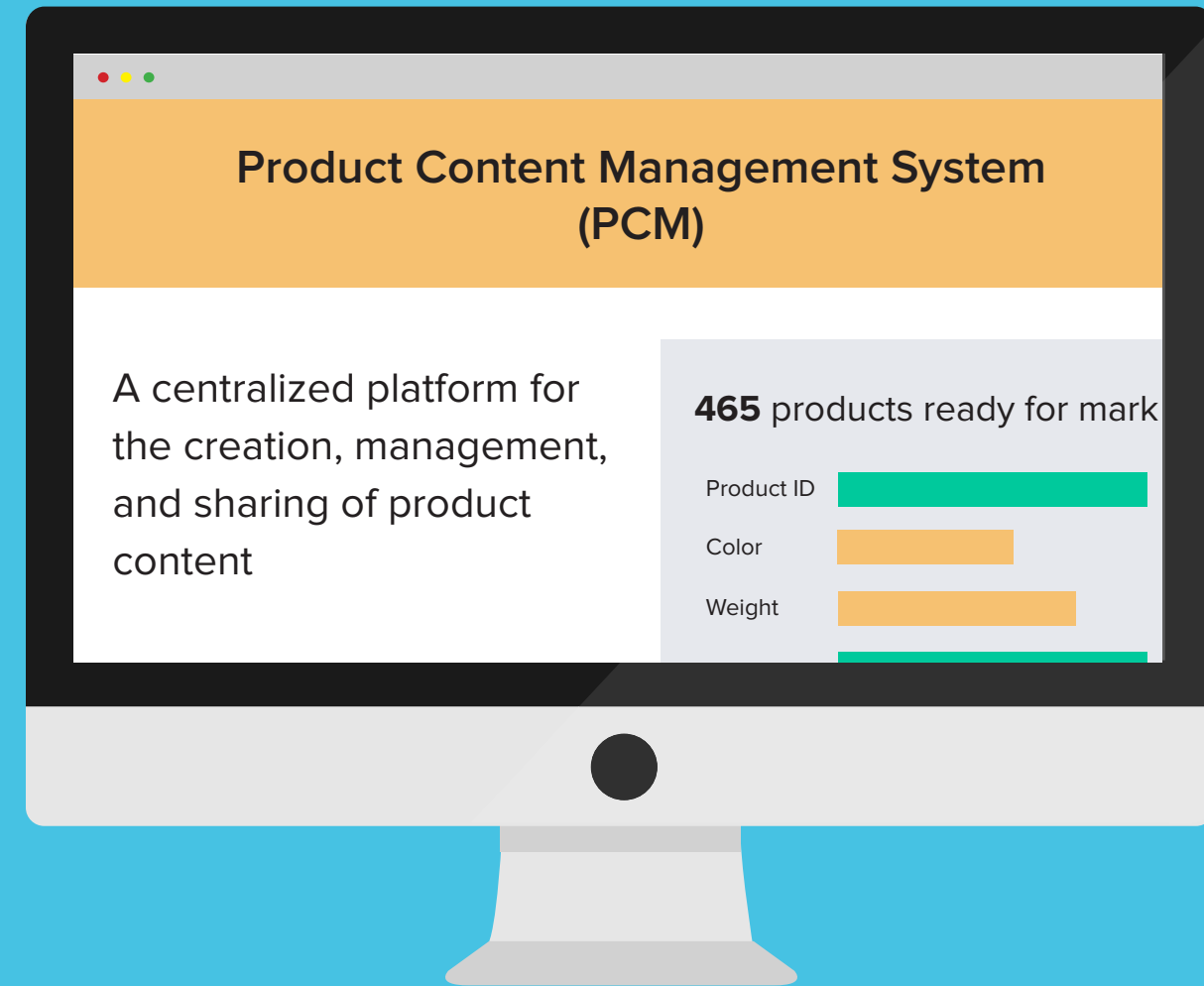
Only

41%

OF BRANDS

agree

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However, brands with a product content management system say they're better prepared.

THEY ARE THE
BEST OF BREED
BRANDS.

Product Content Management System (PCM)

A centralized platform for the creation, management, and sharing of product content

465 products ready for mark

Product ID

Color

Weight

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Best of Breed Brands with a PCM system feel much better about their content accuracy.

My content is completely accurate.

MEN'S FULL ZIP SWEATSHIRT

57%
OF BRANDS *WITH A PCM* AGREE

44%
OF BRANDS *WITHOUT A PCM* AGREE

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Best of Breed Brands are more prepared to handle retailer content requests.

Retailer requests are reasonable.

Retailer Deadlines

48%
OF BRANDS *WITH A PCM* AGREE

36%
OF BRANDS *WITHOUT A PCM* AGREE

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Best of Breed Brands get to market faster.

It's easy to share content with partners.

50%

OF BRANDS *WITH A PCM* AGREE

25%

OF BRANDS *WITHOUT A PCM* AGREE

MEN'S FULL ZIP SWEATSHIRT

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Best of Breed Brands know that great content drives sales.

Detailed content sells my products.

68%
OF BRANDS *WITH A PCM* AGREE

44%
OF BRANDS *WITHOUT A PCM* AGREE

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Best of Breed Brands know they can capture the eCommerce opportunity.

My organization knows how to capitalize on the growing commerce and mobile commerce markets.

45%

OF BRANDS *WITH A PCM* AGREE

24%

OF BRANDS *WITHOUT A PCM* AGREE

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Best of Breed Brands embrace new channels.

My organization is ready to adapt to future shopping channels.

48%
OF BRANDS
WITH A PCM
AGREE

19%
OF BRANDS
WITHOUT A PCM
AGREE

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Interested in continuing to learn about being a Best of Breed Brand?

For more research, tips, advice and industry news, please subscribe to:

http://blog.salsify.com/

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About this research:

Over 200 people with eCommerce responsibilities at brand manufacturers.

Independent research conducted by **Echo Cove Research.**

MEN'S FULL ZIP SWEATSHIRT

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