PERSONALIZED

PRODUCT LISTING PAGES

FOR IMPROVED CONVERSIONS



HOW IMPORTANT ARE PRODUCT LISTING PAGES?

/ue.ai

Product listing pages generate the **highest** traffic for any retail site, so even slight increases in conversion rates here result in meaningful revenue uplift for businesses. In e-commerce, product listings double up as both store window and a sales assistant.

E-COMMERCE TRAFFIC SPLIT BY PAGE TYPE





Source : Segmentify

USES OF LISTING PAGES

RETAILER



- Category or search results pages
- Landing pages for marketing campaigns and ads
- Tool to move shoppers further down the conversion funnel

SHOPPER



- Assortment snapshot / window shopping
- Decision point to view details of individual products



LISTING PAGES : CURRENT STATE

Based on the study conducted by the Baymard Institute, the major problems with the current state of listing pages are: **poor personalization**, **sorting**, **filtering and interactions**.

	POOR		ACCER	PTABLE	GOOD
Product Lists & Filtering 94 guidelines - 5,640 ratings	• •	••••	• • • • • • • • • • • • • • • • • • •	• • • • • • • •	
List Layout 7 guidelines - 420 ratings		• • • •	• ••••	••• •••• • • •	• • •
Loading Products 5 guidelines - 300 ratings	••• •	• •	• • •	• • • •	•
List Items: Product Info & Thumbnails 16 guidelines - 960 ratings	• • •	••••	• •• • • • •		• ••
List Items: Interface & Hit Areas 10 guidelines - 600 ratings	••••••	• •• ••••	•••••	••••	• ••
List Items: Personalization 5 guidelines - 300 ratings	• •	• •	• • •	• •	• •
Filtering: Available Filters 10 guidelines - 600 ratings	0000 0 0	• •	• • • • • •	• • • • • • •	• •••
Filtering: Scope & Logic 14 guidelines - 840 ratings	• • ••	• • • • •	• • • • •	• • • • • • • • • • • • • • • • • • • •	• • •
Filtering: Interface & Layout 11 guidelines - 660 ratings	•• •	•• ••••••	• •• •• • •• •	••••• ••••	• ••
Sorting 11 guidelines · 660 ratings	•••••	• •• •		• • • • • •	•
Comparison Tool 5 guidelines - 300 ratings	•••••	• •	• •	• • • •	• •



Source : Baymard Institute

LISTING PAGES : LOOKING AHEAD

Having AI-driven listing pages enable **personalization for every shopper**. The system learns shoppers' preferences (brand, color, size, silhouette, price range, etc.) and dynamically adapts to each shopper. The benefits of this are both for the retailer and shopper to enjoy:

RETAILER



- Increased customer engagement by reducing bounces
- Better product discovery
- Increased revenue per visitor

SHOPPER



- Quicker decision making as only relevant products are shown
- Better experience during the shopping journey



PERSONALIZED PRODUCT LISTING PAGES : IMPACT MEASUREMENT

Increase in % sessions with at least 1 PDP view

results in

Increased Revenue Per Visitor



20% decrease in drop-off at PLPs will result in **30%** increase in overall conversion rate



Source: Smart Insights

IN CONCLUSION

• Only 40% of shoppers are willing to scroll past the first two pages of product listings. Basically, **retailers have one**, **maybe two**, **product listing pages to get it right**.

• Presenting shoppers with relevant products quicker could mean the difference between a conversion and an abandoned session.

• The most efficient way to help shoppers find what they are looking for is through **Al-driven individualization of product listing pages** that deliver dynamically generated personalized assortments built on each shopper's preferences.







Talk to us at sales@madstreetden.com

Visit us at www.vue.ai

