

PERSONALIZED

PRODUCT LISTING PAGES

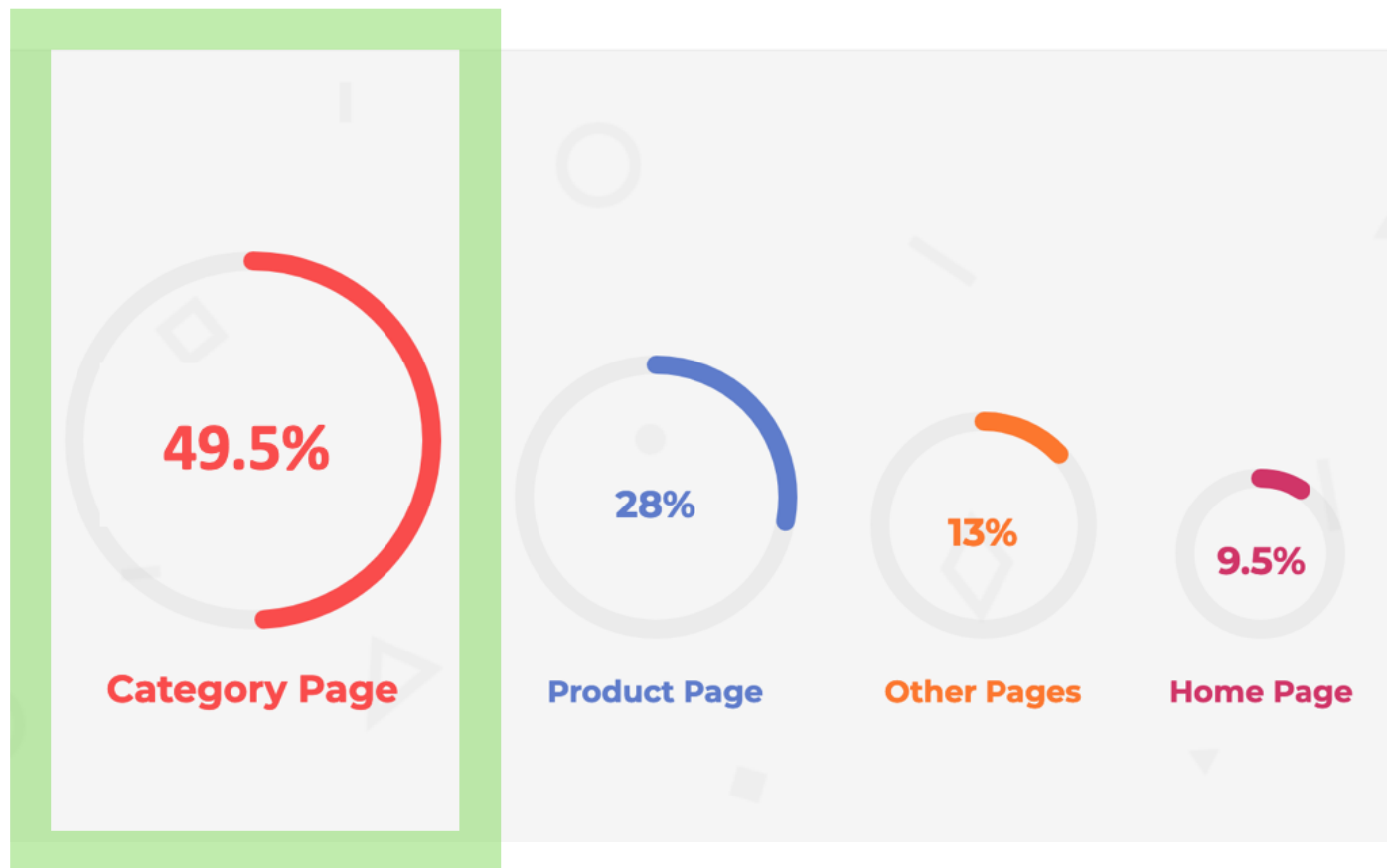
FOR IMPROVED CONVERSIONS



HOW IMPORTANT ARE PRODUCT LISTING PAGES?

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



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.**



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



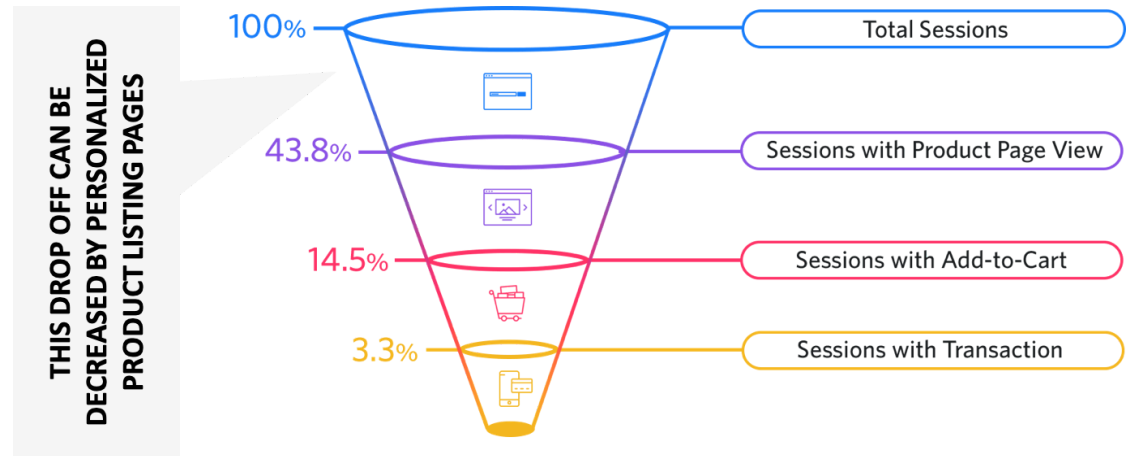
- Quicker decision making as only relevant products are shown
- Better experience during the shopping journey

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**

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 **AI-driven individualization of product listing pages** that deliver dynamically generated personalized assortments built on each shopper's preferences.



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