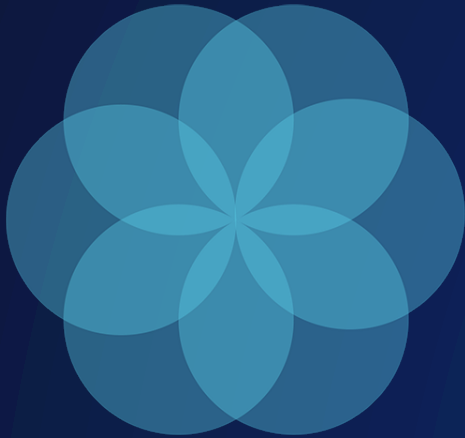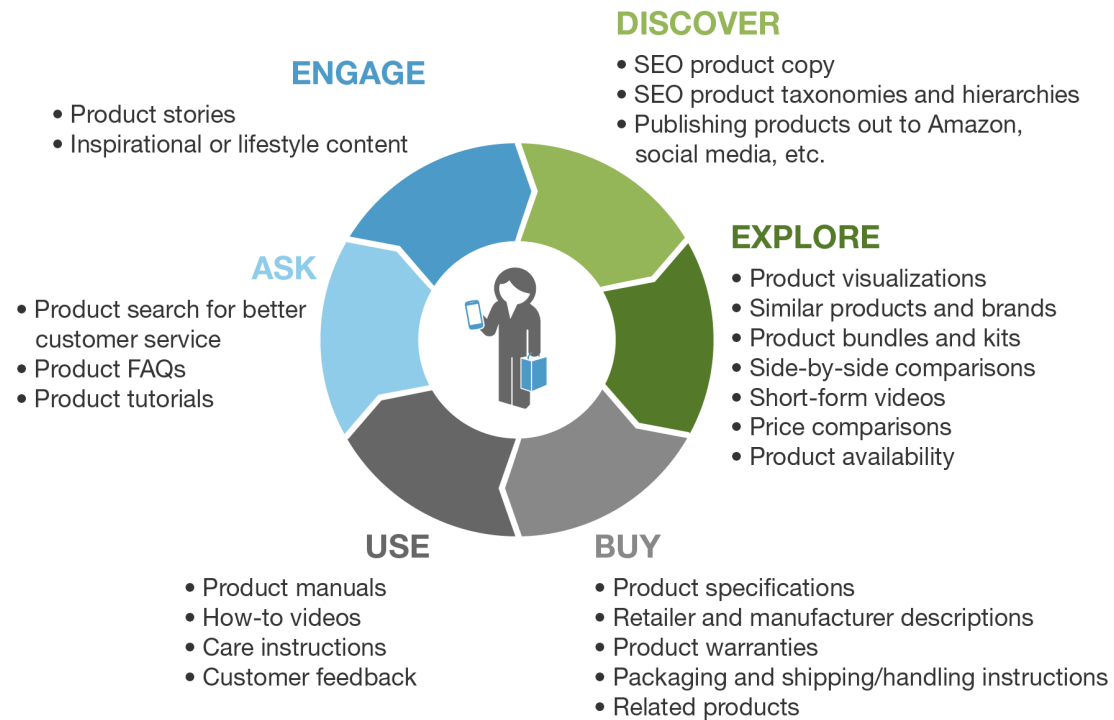State Of The Commerce Union

NASRY ANGEL, SALSIFY

Commerce has been disrupted

- The age-old pattern of how people buy/sell things has changed
- Technology has put information, price, & location in customers' hands
- Customers set the point of sale and determine when, where, and how
- Power has shifted from Institutions → Customer

Customers wield their power across every step of their journey

DISCOVER
- SEO product copy
- SEO product taxonomies and hierarchies
- Publishing products out to Amazon, social media, etc.

ENGAGE
- Product stories
- Inspirational or lifestyle content

EXPLORE
- Product visualizations
- Similar products and brands
- Product bundles and kits
- Side-by-side comparisons
- Short-form videos
- Price comparisons
- Product availability

ASK
- Product search for better customer service
- Product FAQs
- Product tutorials

USE
- Product manuals
- How-to videos
- Care instructions
- Customer feedback

BUY
- Product specifications
- Retailer and manufacturer descriptions
- Product warranties
- Packaging and shipping/handling instructions
- Related products

136901   Source: Forrester Research, Inc. Unauthorized reproduction, citation, or distribution prohibited.

TRANSFORMING COMMERCE

When shopping, customers crave experiences not data

Percentage of online adults who indicated it was important for retailers to provide them with these website features:

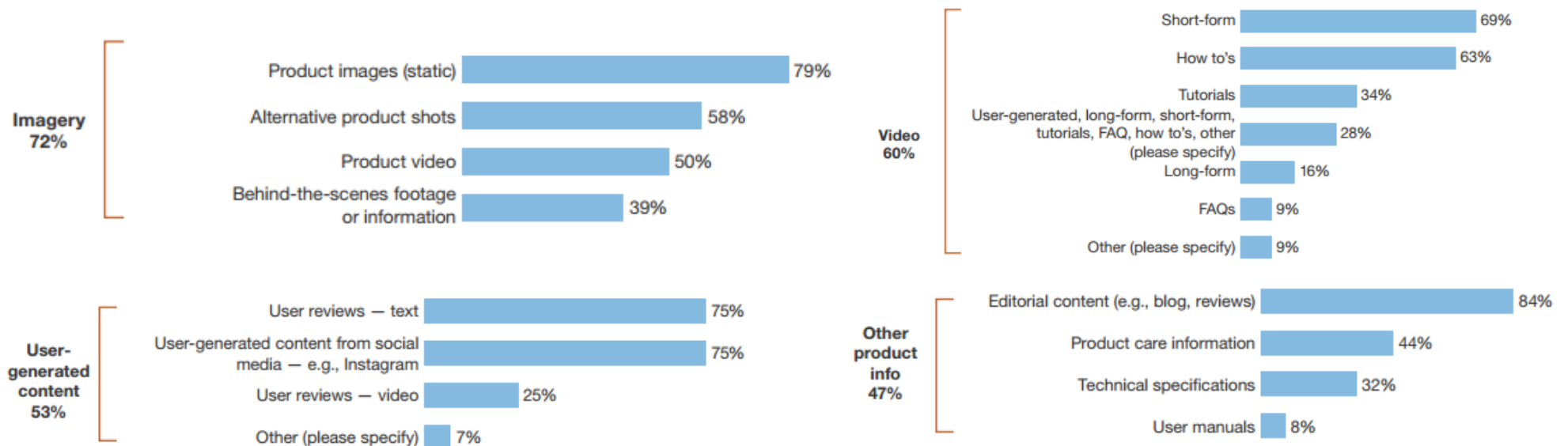| Feature	Percentage
Refine search results by product attribute such as price, brand, style, etc.	82%
Product information from the retailer	80%
Product information from the manufacturer	79%
Customer ratings and reviews	77%
Real-time in-store inventory information	72%
Visualization tools (e.g., color change, alternative views, or zoom)	71%
Comparison tools (ability to compare product features and prices together in one page)	66%
Product lists based on best-sellers and retailer recommendations	52%
Product configurators (allow customers to build custom products)	49%
Video of products	48%

Base: 4,399 US online adults (18+)
(multiple responses accepted)
Source: Forrester's Consumer Technographics® North American Retail And Travel Online Benchmark Recontact Survey 1, Q3 2016 (US)

TRANSFORMING COMMERCE

Retailers use digital content to build the product experience

What are the top types of site content that you are investing in this year?

Imagery 72%

Product images (static)	79%
Alternative product shots	58%
Product video	50%
Behind-the-scenes footage or information	39%

User-generated content 53%

User reviews — text	75%
User-generated content from social media — e.g., Instagram	75%
User reviews — video	25%
Other (please specify)	7%

Video 60%

Short-form	69%
How to's	63%
Tutorials	34%
User-generated, long-form, short-form, tutorials, FAQ, how to's, other (please specify)	28%
Long-form	16%
FAQs	9%
Other (please specify)	9%

Other product info 47%

Editorial content (e.g., blog, reviews)	84%
Product care information	44%
Technical specifications	32%
User manuals	8%

TRANSFORMING COMMERCE

A push for content & experiences strains the digital supply chain

Retailer:
Pressured by customers to deliver a superior digital experience

Distributor:
Must adapt to buyers higher demand for consistent, reliable content & pressure suppliers

Brand:
Must produce rich product information. Essentially the building blocks of a product

TRANSFORMING COMMERCE

But brands care a lot LESS.

Only
43%
OF BRANDS
believe consumers buy based on product content

SALSIFY

Brands are misaligned with modern commerce demands

- Most marketing resources are dedicated to buying shelf space- exactly where less and less discovery is happening

- Many IT pros are still hyper focused on extending ERP or PLM technologies

- Practitioners are focused on fighting an operational backlog rather than orchestrating a product experience

PX = Differentiation

- When you put the customer at the center & their PX first:
  - You reclaim control of your brand
  - Increase conversions
  - Encourage a customer feedback loop
  - Increase inventory turnover
  - Less discounted products
  - Strengthen brand/retailer relationships

PX + Dynamic Ecosystem = Growth
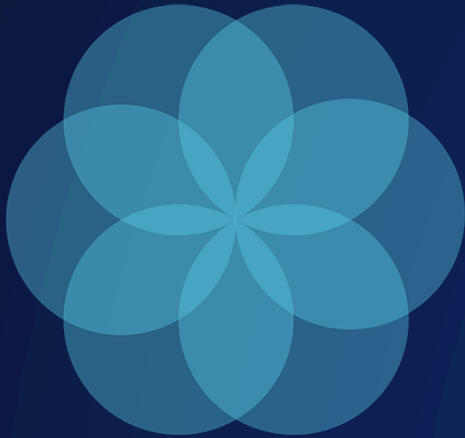
- Connect to any source and apply analytics to data and content to boost a products:
  - Findability
  - Buyability
  - Scalability
- Better experiences encourages trust and drives loyalty

Summary

- A market overview to encourage buy-in and justifying your investment
- A framework to help you know if you're on the right track
- Encouragement-- only 43% of your competitors believe in product content.
- PX is your differentiator