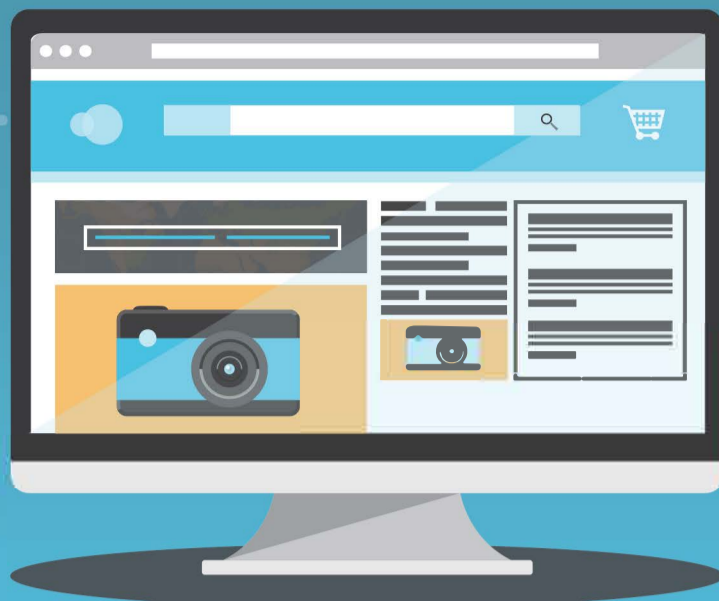


# GREAT PRODUCT CONTENT → SALES



## THE NUMBERS ARE IN.

An investment in accurate, complete, and rich product content pays off in increased sales. Who says? Shoppers.



**88%**

of shoppers research online before they buy.

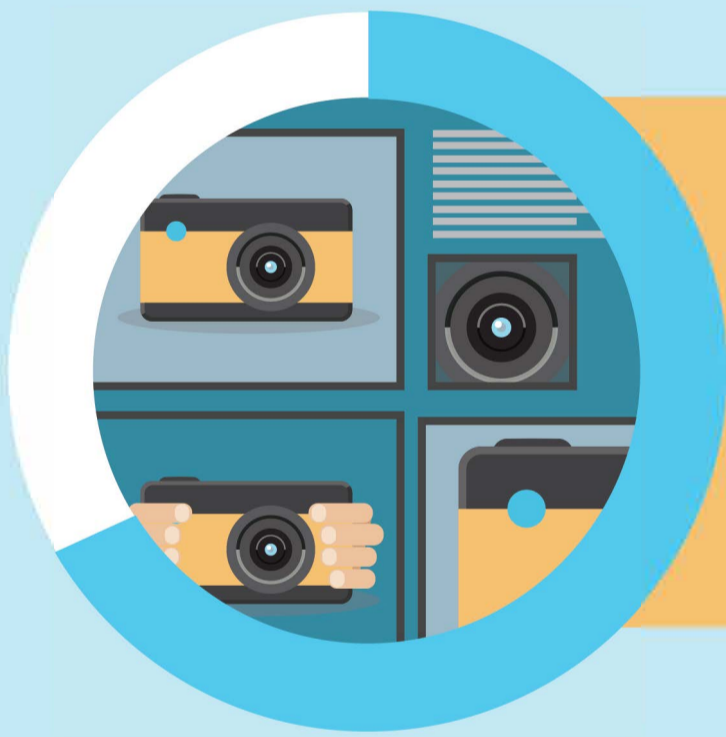
**73%**

of shoppers say that detailed product content is the No. 1 reason they click “Buy.”



**67%**

of shoppers consider product images “very important” when it comes to making a buying decision.



Shoppers hit “play”, with a

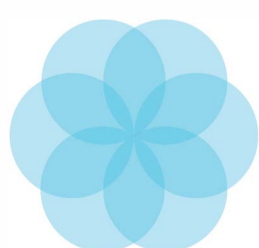
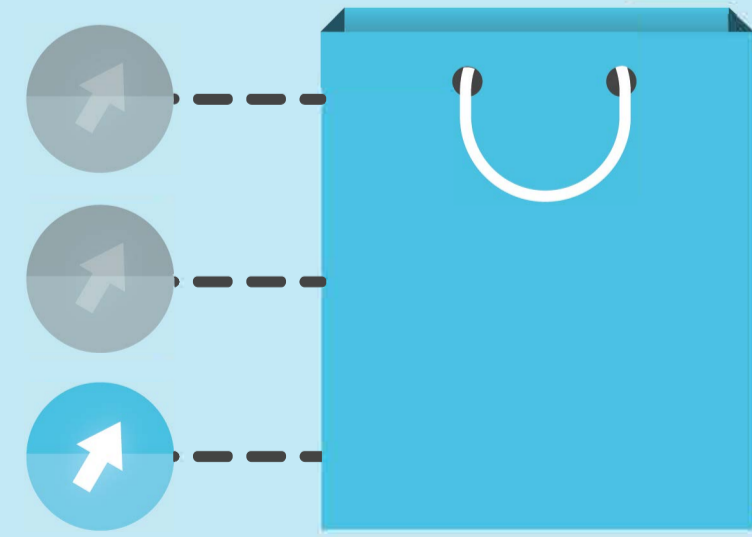
**68%**

higher order value for product pages that feature videos.



**1/3**

of shoppers buy from a different company than expected because of information they found online.



**SALSIFY**

#### SOURCES:

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