

THE INFORMED PURCHASE JOURNEY

Four ways that your product information can fail your customers

...and one way it can help them buy from you.

THIS IS DAN. HE WANTS A NEW BIKE.



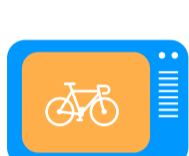
DAN HUNTS FOR INFORMATION.

The Self-Education Phase

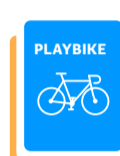
Everybody's talking: On average, shoppers use 10.4 sources of information to make a decision.



He notices the bikes around him.



He sees a TV ad.



He picks up a brochure.



He googles information about bikes. On your website, too.



He reads reviews and ratings.



He asks friends and family for their experiences.

DAN'S A BIKE EXPERT NOW. HE KNOWS WHAT FEATURES HE WANTS AND HOW MUCH HE WANTS TO SPEND.

Customers are information kings: 61% of retail managers believe that shoppers are better connected to product information than in-store associates.



He's ready to buy! He shops for product information in all channels.

The Pre-Purchase Phase

Four Product Information Management Fails



Invisible product information

Does the bike have those special combined break and gear shifters? It doesn't say!!!



Inconsistent product information

Catalogue says it's a carbon fork, website says aluminium. Let's hope the call center people know which is right...



Incomplete product information

Too generic. It's the same boring product copy that everybody's got. No reviews. A picture but no zoom function. And no video to help Dan imagine himself racing down the road.



Incorrect product information

Like "frame size: green". Or it says the bike is blue when it's really silver. Or it's in French. (Oui, monsieur. Zeeze zings 'appen!)

One PIM Win



Complete, accurate and rich information across channels

It's the perfect bike! The product information answers all his questions. It confirms: the bike is exactly what he wants (and very cool indeed). Price is ok, too.

Comprehensive product pages perform best. Here's what buyers look for:

- Good-quality images
- Alternative views
- A zoom function
- Peer rating/reviews (such as "comes up big for a size 4")
- Similar products for comparison.

Maybe the bike isn't right after all?

Dan doesn't buy the bike.

He buys the bike. But he returns it later. (Boo.)

He buys it. From you. Now. And he doesn't even think about returning it.

Wooohoo! All sorted.

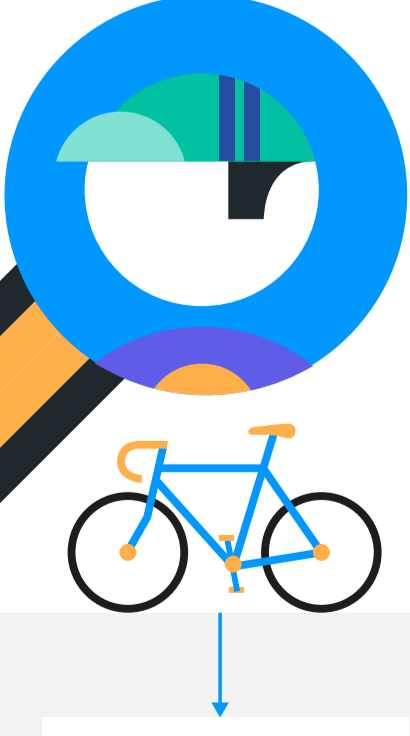
The #1 cause of shopping cart abandonment is poor product information. A third of the people who click away say they didn't have enough information to make a purchase decision.

A competitor gets a chance to make the sale!

Danced enough? Now think about a possible cross-sale.

Returns kill retail margins: 40% of all fashion purchases, and 15% of electronics purchases are returned. The average return cost per package is \$13.

The Purchase Phase



Helmet?

New brake pads in a few months?

The Post-Purchase Phase