



# **Report** Shoppable Content for Conversion Optimization

Learn how to increase AOV, ROI, and conversion rates with shoppable content



# Report: Shoppable Content for Conversion Optimization

Conversion optimization is fundamentally a system for increasing the percentage of visitors that convert into customers. How can Shoppable Content play a role? In this report we'll show you how Shoppable Content can reduce the number of clicks in the purchase process, can simplify the shopping experience for consumers, and how publishing more content quickly can create a more personalized experience, which also drives conversion. So how does shoppable content achieve this?

When examining shoppable content as a conversion optimization strategy, we must evaluate the purchasing path of traditional content. Traditional content is anything that includes your landing pages, editorial content, lookbooks, style guides, gift guides, and can also include catalogs, magazines, videos, and images.. Let's compare traditional content to shoppable content journeys:

## TRADITIONAL CONTENT



## SHOPPABLE CONTENT



Say you're viewing a landing page with beautiful images, editorial content and it really connects. You see products featured in an image, but nothing happens when you hover or click. Most of the time, these pages link through with a call to action, that says something like "Shop Now" — which drives to a category or search "grid" page. Consumers then have to search for that specific product on your website, which is sometimes quick — but more often than not isn't that easy. In the worst experiences, they go back and forth between the lifestyle shot and various PDP pages trying to see if the product matches.

Traditional content lacks the ability to retain consumer attention when they have to navigate elsewhere to find more product details. They're encouraged to leave the experience they're looking at to find more information about the products they're viewing. Reducing the number of steps in the shopping process leads to an accelerated purchasing path.

## HOW SHOPPABLE CONTENT INCREASES CONVERSION RATES

A leading fashion retailer launched shoppable content on the Syndeca platform and saw a 308% increase in their conversion rate. They wanted a solution that would allow them to streamline the purchasing path and enable products to be shopped in one click. They were seeking a solution that would empower them to deploy multiple pieces of shoppable content quickly such as lookbooks, catalogs and Instagram feeds to showcase their best content. Their aim was to elevate their brand story and to better connect with their consumers and inspire purchase. Consequently, they successfully enhanced the UX design by reducing the number of friction points and created a sleek, interactive experience for their customers. [Download the case study here.](#)

A luxury department store used shoppable lookbooks in their weekly digital lookbooks program. Upon launch, they saw an immediate revenue lift by 64%. They wanted a solution that would enable them to deploy their shoppable media faster. Because they were tight on internal resources, they needed a shoppable content platform that could produce highly interactive digital lookbooks each week. The digital lookbooks program served as a way to display beautiful product and lifestyle imagery juxtaposed with creative content to educate and inspire their consumers each week. [Download the case study here.](#)

## Stunning visuals with the *right* Shoppable Content

*"Creating an easy to follow and cohesive journey from homepage to checkout is one of the most important factors when looking at bounce and conversion rates, as a study by EyeQuant showed websites that adopt a cleaner look (more white space, bigger images, less text etc.) saw significantly less bounce rate and higher conversion rates than those that had a more complicated website."*

Lifestyle imagery, and less text has proven to enhance the experience for customers and increase conversion rates. We've already started seeing this trend on the gallery layouts of Instagram and Instagram Shopping. In fact, *"Visual information gets to the brain 60,000 times faster than text, and 90 percent of information transmitted to the brain is visual."*<sup>1</sup>

The right shoppable content solution, however, allows users to minimize details that aren't relevant to them and magnify product imagery along with their details that appeal to them. It should be a tap-to-view-more browsing experience that prevents the text from overpowering the viewing experience.

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1 <https://sleeknote.com/blog/visual-storytelling>

## The right Shoppable Content doesn't force you to leave

The right shoppable content solution not only makes the products shoppable, but it makes it easier to view and add products to cart without forcing you to leave the experience. Say you're looking at shoppable content and an indicator such as a hotspot icon or a tag appears over a product, signaling that there are more product details available for that product. The right solution won't force you to leave the experience upon clicking on the product to see more details. It should allow you to continue browsing through the shoppable content experience, easily hopping from one product to the other. As a user taps on one product and moves to another, they can tap to expand and tap to minimize product details, in a simple, yet elegant way.

## The right Shoppable Content solution allows you to produce more at scale with zero coding

Marketers are regularly launching multiple promotions at once and need a shoppable solution that would allow them to deploy multiple experiences faster for different campaigns. The right shoppable solution offers no-code publishing and a unified brand experience. Ideally, it's one that doesn't involve building a separate subdomain for, is embeddable on the brand's website, trackable and manageable without having to rely on internal IT resources to manage. The right shoppable solution empowers marketers to work autonomously and to launch their campaigns faster.

## Consumers expect fewer clicks to purchase

*"The majority of global consumers (52%) expect to be able to find what they need from a company in three clicks or less, according to a report from Salesforce. But companies are coming up short of consumers' expectations, as just 40% of shoppers can generally accomplish their task that quickly, which can mean missed sales opportunities for e-tailers."<sup>2</sup>*

Before shoppers can begin even thinking about adding products to their carts, they must be able to view more product details to learn more. Consumers expect to see product details quickly and easily, however brands are lagging behind in offering this capability to their end-users in various channels.

## Too many steps results in higher cart abandonment rates

Less is usually more when it comes to conversion optimization. This was a key point made by Marketing Experiments. A respondent describes their conversion optimization strategy:

*"Our conversion funnel from Cart Start to Purchase confirmation was a disaster. Too many steps, too much abandonment, and not enough messaging within the funnel to help the customer navigate. We did some thorough analysis on our purchase funnel. We identified all the major drop-out points (abandonment) and identified steps that could either be eliminated, skipped or consolidated. Our purchase funnel went from 12 steps down to six. We still have some testing and optimizing to do."<sup>3</sup>*

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<sup>2</sup> <https://www.businessinsider.com/shoppers-want-to-shop-in-just-three-clicks-2019-6>

<sup>3</sup> <https://marketingexperiments.com/e-commerce-marketing/7-tips-improve-ecommerce-conversion>

**CUSTOMER EXPERIENCE DRIVES SALES**

In a transaction-based business, sales are driven by good customer experience.

**ANNUAL REVENUE INCREASE PER CUSTOMER**



SOURCE MEDALLIA ANALYSIS

HBR.ORG

A great shopping experience means fewer steps to purchase. Shoppable content reduces the number of steps in the purchasing process to help shoppers find what they're looking for faster and inspire purchases.

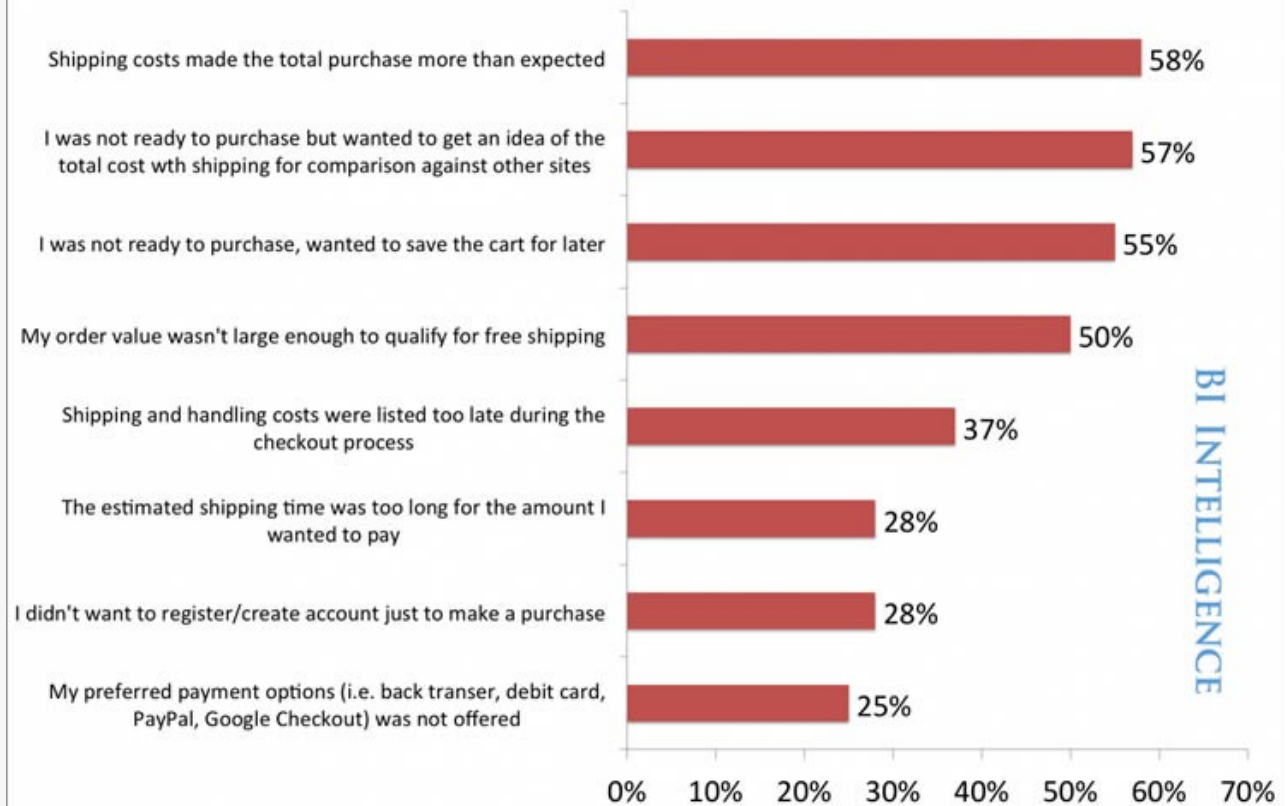
When you deliver a better experience to your shoppers, the more likely they are to increase their average spend. According to Forbes, "Customers Who Have Excellent Experiences With Brands Spend 140% more."<sup>4</sup>

ConversionXL found that a persistent shopping cart is a solution for comparison shopping and customer retention.<sup>5</sup> 57% of shoppers abandon their carts to perform comparison shopping. Consumers use their add-to-cart function as a way to save items they're doing comparison shopping for. The

problem with using traditional content, is that consumers don't even get the opportunity to add items to their cart. Shoppable content, however, gives consumers the opportunity to add the items they're viewing directly to their carts, resulting in a simplified and seamless shopping experience.

**Top Reasons For Abandoning Shopping Cart**

*% Among U.S. Online Shoppers (June 2014)*



Source: UPS/comScore

BI INTELLIGENCE

<sup>4</sup> <https://www.forbes.com/sites/jiawertz/2019/04/17/customers-who-have-excellent-experiences-with-brands-spend-140-more/#374ff9312794>

<sup>5</sup> <https://conversionxl.com/blog/increasing-ecommerce-conversion-rates/#persistent>



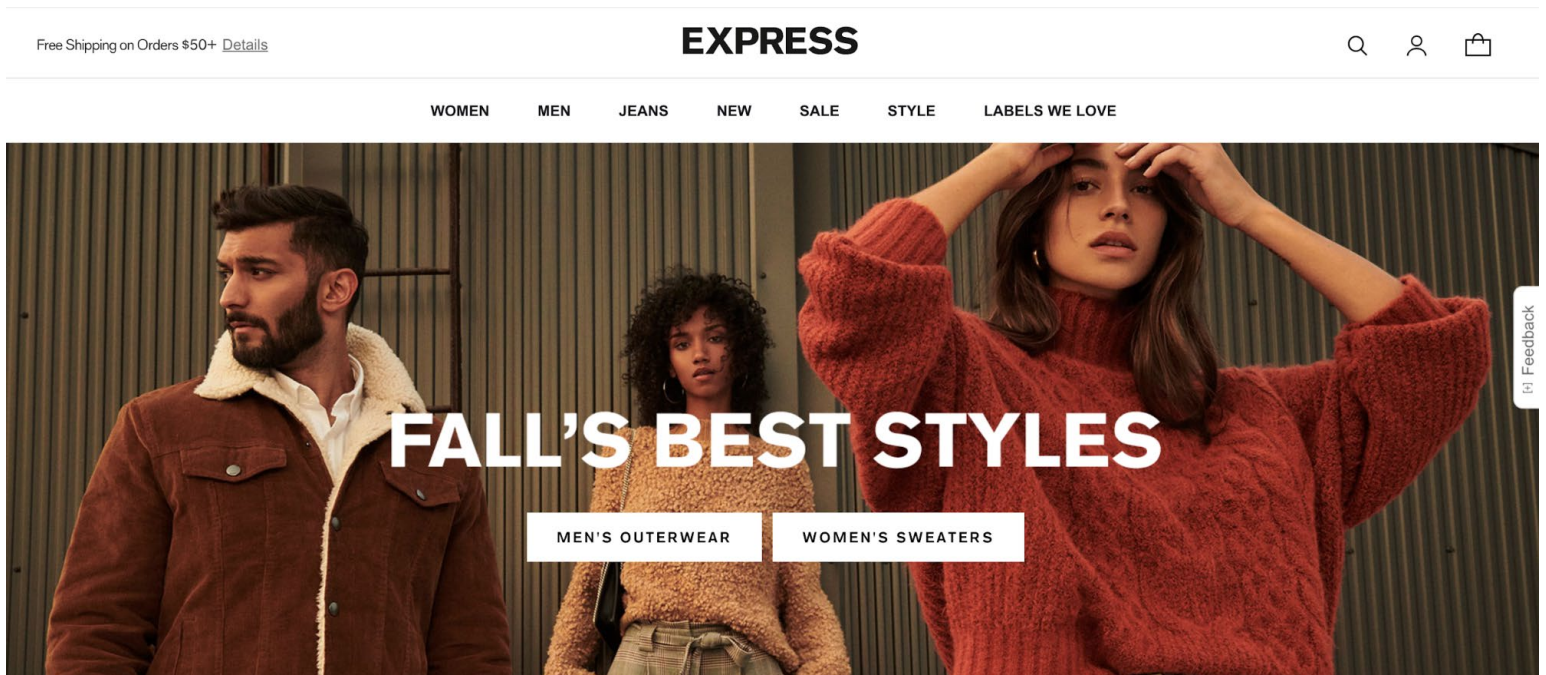
## How does shoppable content shorten the path to purchase?

Shoppable content simplifies the path to purchase by connecting products to consumers faster and enabling the add-to-cart feature across all channels. Shoppable content gives the opportunity to make products purchasable, eliminates the need to search for items and reduces the number of clicks to reach the checkout process.

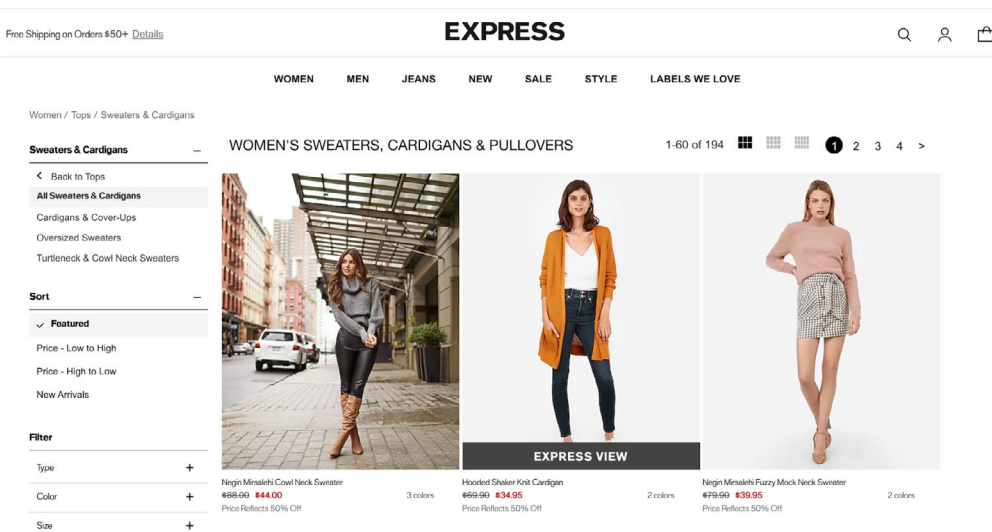
### Shoppable images and Shoppable landing pages

Marketing promotions typically feature a banner showcasing models wearing the seasonal outfits. Ironically, many ecommerce sites, make it difficult for consumers to find the items featured in their promotional banners because the images aren't shoppable.

Take Express's example. This is Express's home page. Notice the sweaters and pants the women are wearing in the homepage banner:



I click on the women's sweaters button and I'm taken here:



I don't see the sweaters worn in the homepage banner anywhere on this page. Okay, I give up. Onto something else.

This is a common problem consumers face when navigating through brand websites, where they see these beautiful banners of models sporting amazing outfits, but they have no easy way of finding them on the site. By incorporating shoppable images, you can see more ROI on your marketing banners by making it easier for consumers to find what you're promoting on your site.



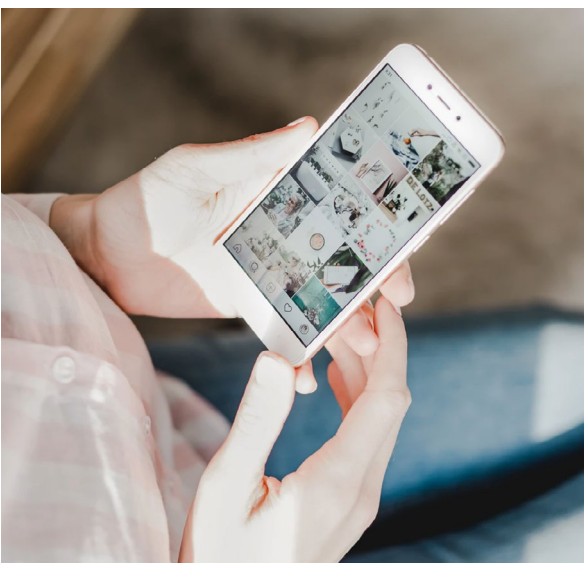
### Shoppable Video

Shoppable video is a critical element for brands in order to remain competitive. Brands invest in producing high quality video ads for TV and online, and are making this medium more shoppable. Products are highlighted throughout the video to indicate the shoppable items. This video ad shortens the path to purchase by not forcing the users to leave the experience and search for the products in a new window. They can add items to their bag directly from the video experience.



### Visual Search—Scan and Shop

Athleta has a scan and shop feature that allows customers to scan items online or in the catalog and pull up product details on their app. Before, customers would have to type in a number of search terms on the site in order to find the product they're viewing on traditional content.



### Embeddable UGC Instagram Shopping

Consumers are now being heavily influenced by Instagram and social media for purchases than ever before. In fact, "UGC can improve conversion rates 6.4% for clothing, 2.4x for jewellery, 1.7x for footwear and 1.6x for products in beauty and consumer electronics verticals."<sup>6</sup> By embedding UGC content on your website, consumers have immediate access to other consumers who promote the brand's products. This capability eliminates having to search for the brand's profile on Instagram and brings the promotional products to consumers faster.

<sup>6</sup> <https://www.clickz.com/ugc-is-the-key-to-instagram-success-study/25558/>

## Shoppable content encourages better storytelling and increase sales

*“The more value and information you can provide your customers, the more likely they are to buy from you (as opposed to a competitor that does not offer as much).”<sup>7</sup>*

The way to stand out against the competition is to provide value to your customers. Brands do this powerfully when they can tell stories, solve solutions, educate, and inspire their customers through their content. With shoppable content, marketers and copywriters get to focus on developing creative copy to inspire purchases and demonstrate results by making their content transactional.

*“This emphasis on storytelling helped Raven + Lily increase online sales by 150% over the last two years. One of the biggest changes they made was telling more stories about the products they sold and the women who made them. It’s these women who make Raven + Lily special, and telling their stories would communicate that to customers.”<sup>8</sup>*

As we bring this all together, shoppable content is the new form of visual storytelling for ecommerce. It connects brands to consumers in more meaningful ways, simplifies the purchasing path, and enhances the user-experience. The better the experience, and the fewer number of steps to purchase, the higher the AOV, conversion rates, and customer retention rates.

Contact Syndeca today to learn how you can shorten the path to purchase and create more engaging experiences for your customers.

REQUEST A DEMO

LEARN MORE

<sup>7</sup> <https://www.bigcommerce.com/blog/conversion-rate-optimization/#ways-to-boost-your-ecommerce-conversion-rates>

<sup>8</sup> <https://www.crazyegg.com/blog/storytelling-ecommerce/>