



eCommerce Best Practices:
Optimizing Online Advertising &
Product Content



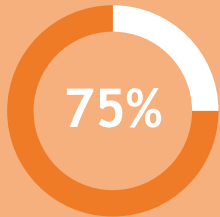
The need to optimize your eCommerce content has reached a critical inflection point



53% increase in grocery app usage due to COVID-19



53% L'Oréal Q1 E-Commerce growth



75% of grocery store app users were very or extremely satisfied with their experience



>50% \$660bn ad spend will be online for the first time

SKIM's eCommerce Webinar Series:

eCommerce Success Strategies Amidst Disrupted Consumer Behavior

*Three execution strategies to increase
eCommerce engagement and conversion*

OPTIMIZE ONLINE
ADVERTISING &
PRODUCT CONTENT



OPTIMIZE ONLINE
ASSORTMENT &
PRICING



OPTIMIZE OMNICHANNEL
SEARCH & PURCHASE





Liz Kadrach

Global lead for online
shopping environment
research

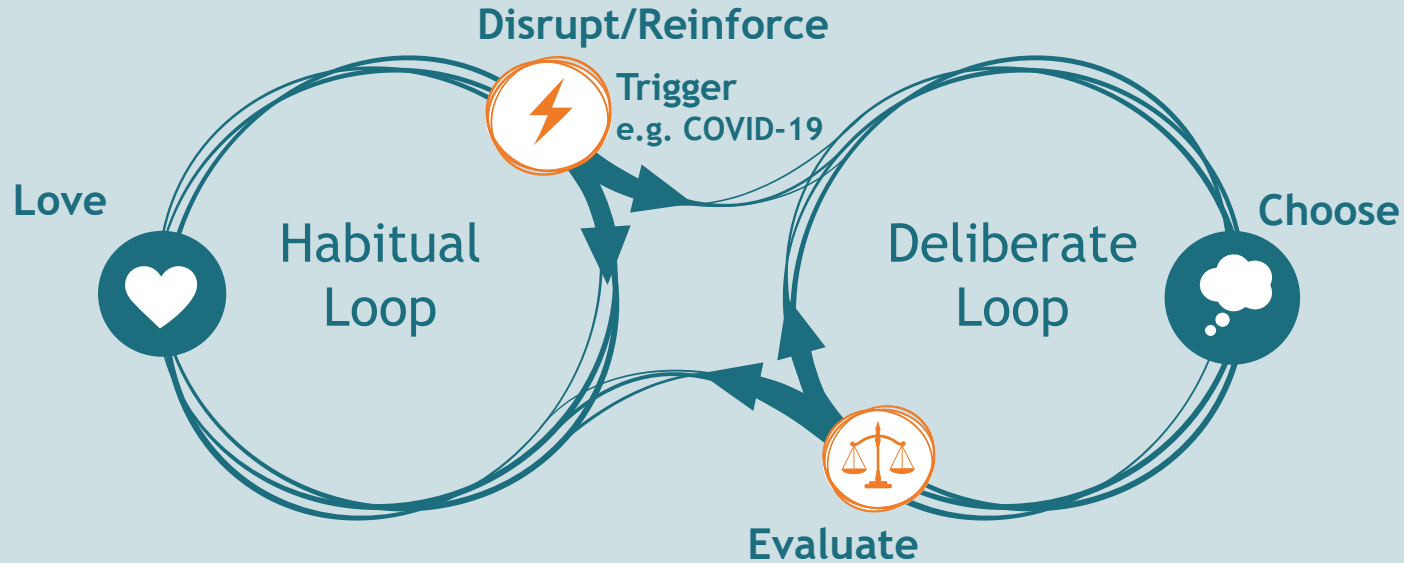


Mike Mabey

Global lead for
eCommerce and
omnichannel strategy

Habits are being disrupted, new choices made, now what?

SKIM Habitual-Deliberate Decision Loop





eCommerce
platform



Replicated
Website
Shopping
Environment

Digital
content
optimization

Ad and
design
impact

Assortment,
price &
bundle
optimization

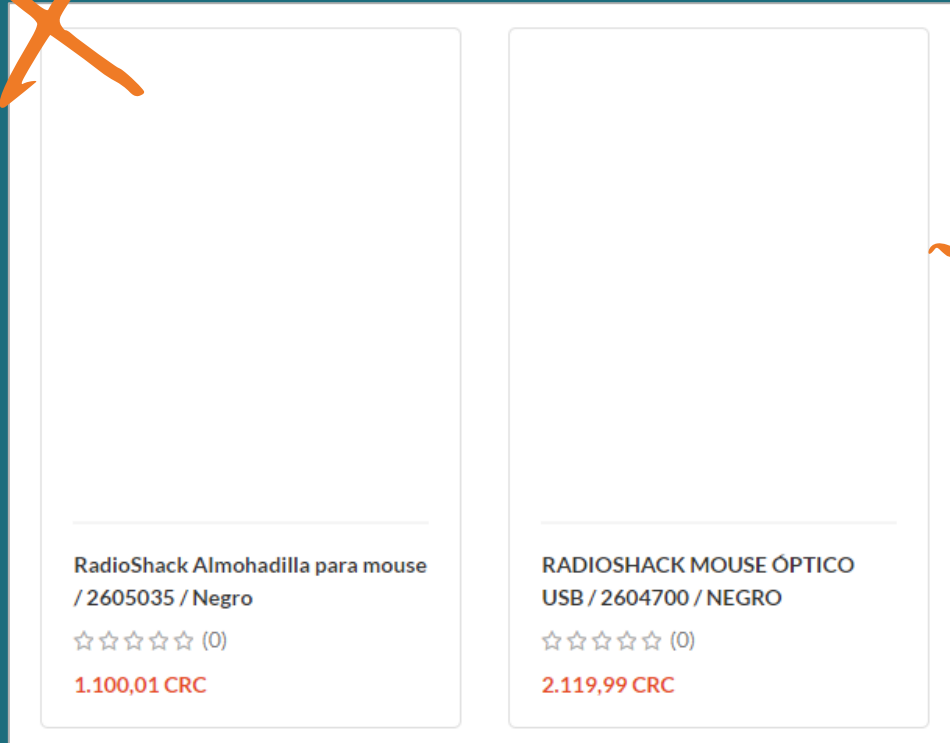
Omnichannel

Journeys &
hierarchies

Channel
optimization

Category &
partner
strategies

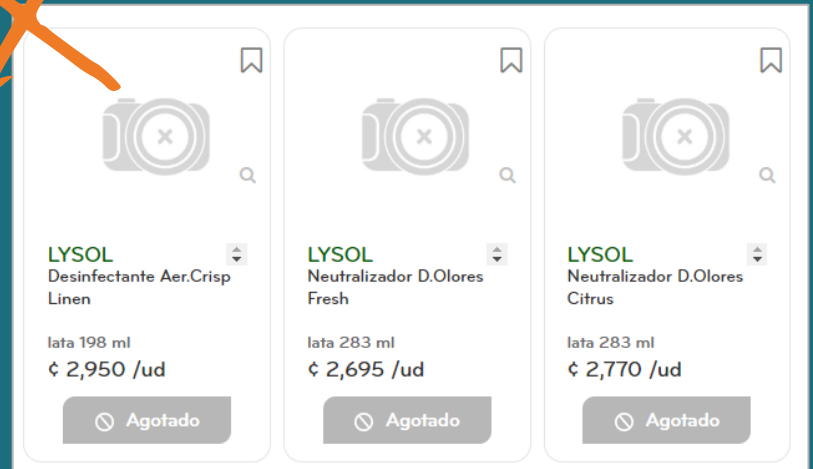
Does your brand's online content fit today's world?



Two empty product cards are shown side-by-side. Each card has a large orange 'X' drawn over its top half, indicating a missing image. The bottom half of each card contains product information.

RadioShack Almohadilla para mouse / 2605035 / Negro
☆☆☆☆☆ (0)
1.100,01 CRC

RADIOSHACK MOUSE ÓPTICO USB / 2604700 / NEGRO
☆☆☆☆☆ (0)
2.119,99 CRC



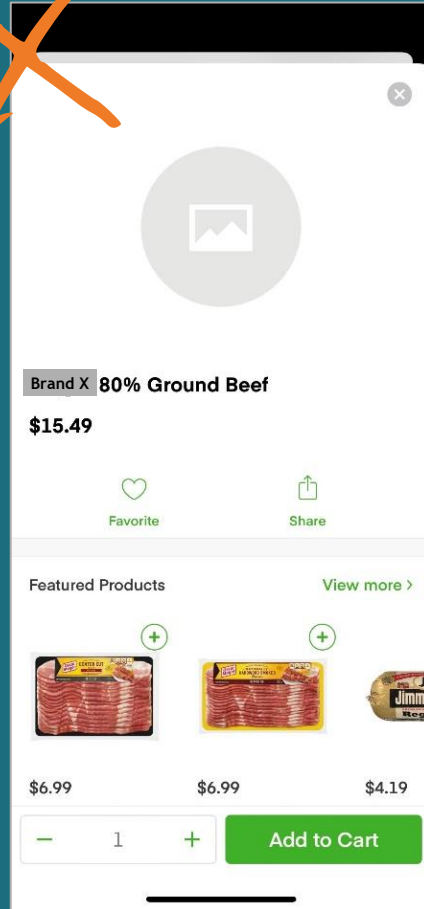
Three product cards for LYSOL disinfectant are shown side-by-side. Each card has a large orange 'X' drawn over its top half, indicating a missing image. The bottom half of each card contains product information.

LYSOL
Desinfectante Aer.Crisp Linen
lata 198 ml
¢ 2,950 /ud
Agotado

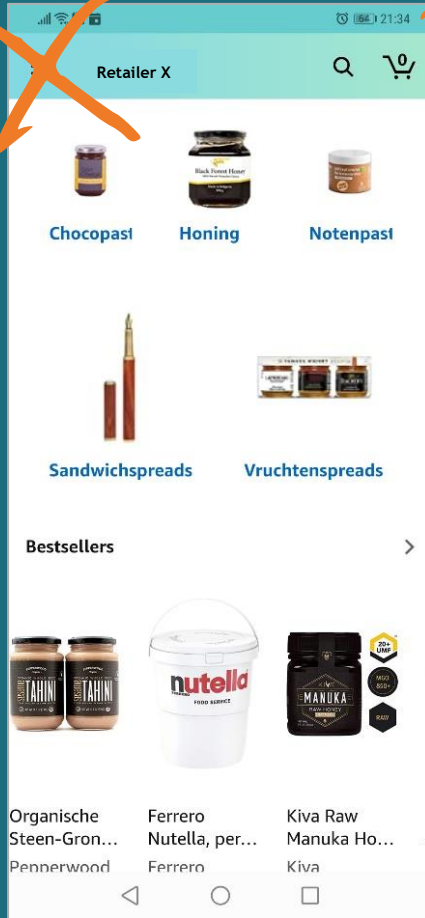
LYSOL
Neutralizador D.Olores Fresh
lata 283 ml
¢ 2,695 /ud
Agotado

LYSOL
Neutralizador D.Olores Citrus
lata 283 ml
¢ 2,770 /ud
Agotado

Does your brand's online content fit today's world?



Does your brand's online content fit today's world?



eCommerce content: 2 key areas to master...



**BREAK THROUGH
THE CLUTTER**
with Stopping Power




**LAST MOMENT TO
INTERACT**
Convert shoppers to buyers
with engaging content













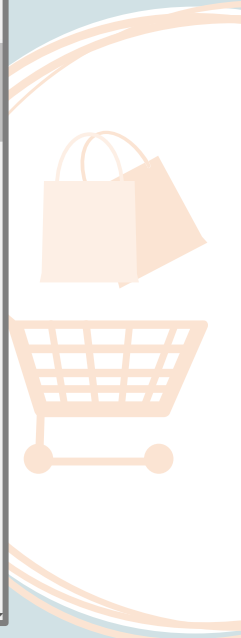
eCommerce content: 2 key areas to master...

Condition Used



Ad feedback ©

 <p>VitaFusion Multi-Vite Gummy Vitamins for Adults ★★★★☆ ~ 5,378 150 Count (Pack of 1)</p>	<p>Best Seller</p>  <p>NatureWise Vitamin D3, 5,000 IU (1 Year Supply) for Healthy Muscle Function, Bone Health, and Immune Support Non-GMO in Cold-Pressed... ★★★★☆ ~ 15,059 \$14⁹⁹ (\$0.04/Count) ✓prime FREE Delivery Wed, May 6 360 Count</p>	<p>IMMUNE HEALTH*</p>  <p>50 mcg (2,000IU) Vitamin D3 by Nature's Bounty, Supports Immune Health & Bone Health, 2000IU per Serving, 350 Softgels ★★★★☆ ~ 760 \$13⁹⁹ (\$0.04/Count) \$14.99 Save 5% more with Subscribe & Save ✓prime FREE Delivery Wed, May 6 350 Count</p>	<p>HEALTHY ENERGY*</p>  <p>1000 mcg Nature's Bounty Vitamin B-12 1000 Mcg, Supports Energy Metabolism 200 Coated Tablets ★★★★☆ ~ 1,691 \$13⁶⁵ (\$0.07/Count) \$14.99 Save \$4.64 with coupon ✓prime FREE Delivery Sun, May 3 200 Count (Pack of 1)</p>	 <p>VitaFusion Men's Gummy Vitamins, 150 Count, Multivitamin for Men ★★★★☆ ~ 4,246 150 Count</p>	 <p>NutriFlair Liposomal Vitamin C 1400mg, 180 Capsules - High Absorption, Fat Soluble VIT C, Antioxidant Supplement, Higher... ★★★★☆ ~ 2,075 \$19⁹⁹ (\$0.11/Count) Save 10% more with Subscribe & Save ✓prime FREE Delivery Sun, May 3 180 Count</p>	<p>Best Seller</p>  <p>New Centrum MultiGummies Women 50+ (90Count) Multivitamin/Multimineral Supplement Gummies, with 100% DV of Vitamins... ★★★★☆ ~ 1,458 \$11⁹⁹ (\$11.99/Count) \$14.99 Save \$3.00 with coupon Save 5% more with Subscribe & Save ✓prime FREE Delivery Sun, May 3 90 Count (Pack of 1)</p>
 <p>Nutricost Vitamin C with Rose Hips 1000mg 240 240 ★★★★☆ ~ 740 \$18⁹⁹ (\$0.08/Count) \$26.99 Save 5% more with Subscribe & Save ✓prime FREE Delivery Thu, May 7</p>	<p>Best Seller</p>  <p>Vitamin K2 + D3 with Organic Coconut Oil for Better Absorption 2-in-1 Support for Your Heart, Bones & Teeth Vegan Certified, GMO & Gluten Free... ★★★★☆ ~ 5,173 \$19⁹⁹ (\$19.95/Item) Save 5% more with Subscribe & Save ✓prime FREE Delivery Sun, May 3</p>	<p>DACHA Nutrition Natural Liposomal Vitamin C - Immune System & Collagen Booster, High Absorption Fat Soluble VIT C, Buffered 1200mg, Anti Aging... ★★★★☆ ~ 3,730 \$17⁹⁹ (\$17.95/Count) \$24.99 Save 5% more with Subscribe & Save ✓prime FREE Delivery Sun, May 3</p>	<p>Nature Made Extra Strength Vitamin D3 5000 IU (125 mcg) Softgels, 180 Count for Bone Health! (Packaging May Vary) ★★★★☆ ~ 3,511 \$739 \$94.99 \$14⁷² (\$0.08/Count) \$26.99 ✓prime FREE Delivery Wed, May 6 180 Count</p>	<p>Nature's Bounty B-Complex with Folic Acid Plus Vitamin C ★★★★☆ ~ 1,672 \$739 \$94.99 ✓prime FREE Delivery Sun, May 3 150 Count (Pack of 1)</p>	<p>Nutrivine Liposomal Vitamin C 1600mg - 180 Capsules - High Absorption Ascorbic Acid - Supports Immune System and Collagen Booster ... ★★★★☆ ~ 2,223 \$21⁹⁹ (\$0.12/Count) \$26.99 Save 5% more with Subscribe & Save ✓prime FREE Delivery Sun, May 3</p>	<p>Sponsored</p>  <p>Vitamin C Gummies with Zinc for Immune Support Booster Supplement for Adults Kids, Immunity Support System - Gluten Free, Organic, Vegan... ★★★★☆ ~ 166 \$34⁹⁹ (\$0.29/Count) FREE Shipping</p>



eCommerce content: 2 key areas to master...



→ BREAK THE CLUT
THE CLUT
with Stoppin



Today's online content focus



Advertising



Product
Content



BREAK THROUGH THE CLUTTER



LAST MOMENT TO INTERACT



Today's online content focus



Advertising



Product
Content



BREAK THROUGH THE CLUTTER



LAST MOMENT TO INTERACT





Best Practices in eCommerce Advertising



Use contrasting colors



Use a pattern breaking element



Ensure products and branding are key focus



Shopping Behavior

Shoppers in categories with less brand loyalty tend to shop more at the top of the page - if your product isn't making it to the top consider paid product placement or sponsored products





Best Practices in eCommerce Advertising



Use contrasting colors



Shopping Behavior
Shoppers in category
making it to the top

Target Menu

You're shopping (closes at 9pm): **Austell**

Ad

Kleenex Disposable Hand Towels Single Sheet Paper Towels - White - 6pk/60ct
Kleenex
★★★★☆ 582
\$17.99
Due to high demand, item may be unavailable or delayed
Sold out
[See Similar Items](#)

Full Sheet Paper Towels - 1 Roll - Up&Up™
Up&Up
★★★★☆ 160
\$0.99
Due to high demand, item may be unavailable or delayed
Shipping not available
In stock at Austell
Not eligible for Order Pickup

amazon prime

Deliver to Elizabeth - Atlanta 30306

Over 1,000 results prime

Ad

Sponsored

Pacific Blue Select Centerpull 2-Ply Paper Towels (Previously branded Preference...
★★★★☆ 28
\$49⁴⁸ (\$8.25/Roll)
Save more with Subscribe & Save
 prime FREE Delivery Wed, May 6

Sponsored

Disposable Guest Towels Paper Napkins - Soft, Absorbent, Airlaid Linen-Like Bath...
★★★★☆ 6
\$26⁹⁹
 prime FREE Delivery Sun, May 3

Filter by brand



Ensure products and branding are key focus

the page - if your product isn't





Best Practices in eCommerce Advertising



Use contrasting colors



Ensure products and branding are key focus

The screenshot shows a grid of dog treat products. The top row includes 'Milk-Bone Biscuits Gravy Bones 19oz', 'Good 'N' Fun Triple Flavored Pork, Beef, and Chicken Kabob - 4oz', and 'Milk-Bone Mini's Biscuits Flavor Snacks Canister 36oz'. The bottom row includes 'DreamBone Rawhide Free Twist Sticks with Real Chicken Dog Treats - 50ct', 'Nylabone Natural Medium Nubz Chicken Flavored 12ct', and 'Nutro Feed Clean Mini Bites Beef & Hickory Dog Treats - 8oz'. A banner for allergy relief products (Allegra, Nasonex, Xyzal) is positioned between the rows. A grey arrow points from the Milk-Bone Mini's product to the allergy banner.



Shopping Behavior
Shoppers in categories
making it to the top of

of the page - if your product isn't
ts





Best Practices in eCommerce Advertising



Shopping Behavior

Shoppers in categories with less brand loyalty tend to shop more at the top of the page - if your product isn't making it to the top consider paid product placement or sponsored products





Best Practices in eCommerce Advertising



Describe a tangible benefit to your shopper, clearly and concisely



Be mindful of a dynamic eCom environment



Ensure the ad looks “safe” - shoppers aren’t clicking on something that looks spam-y





Best Practices in eCommerce Advertising



Describe a benefit to the shopper, clearly and concisely



Make the ad look like a benefit to the shopper - shoppers aren't clicking on anything that looks spam-y





Best Practices in eCommerce Advertising

De
t
sho

COLOROX

**Kills 99.9% of
viruses & bacteria***

Shop now ▶

**Easy to
dispense**

COLOROX

*Staphylococcus aureus, Influenza A2 virus. Use on hard, non-porous surfaces.

d looks
ppers
ng on
at looks
spam-y





Best Practices in eCommerce Advertising



Describe a t
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Today's online content focus



Advertising



Product
Content



BREAK THROUGH THE CLUTTER



LAST MOMENT TO INTERACT





Best Practices in eCommerce Product Content

Conventional Pack Shot



vs.

Hero Image



Shopping Behavior

Shoppers in categories with more brand loyalty tend to scroll more to find their brand of choice - this provides an opportunity to disrupt this habitual shopping trip and grab the shopper's attention with your product content





Best Practices in eCommerce Product Content

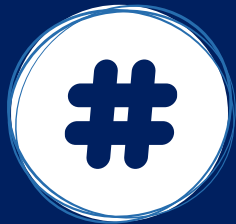


Showcase iconic product attributes

i.e. contour of a bottle, unique packaging



Clearly display branding / logo



Communicate a quantitative measure

i.e. size, quantity, puzzle pieces



Consider global and retailer implications



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Best Practices in eCommerce Product Content



Show
product
i.e. a
unique



Content
quality
measures
i.e. s
pieces



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Shoppers in categories with more brand loyalty tend to scroll more to find their brand of choice - this provides an opportunity to disrupt this habitual shopping trip and grab the shopper's attention with your product content





Best Practices in eCommerce Product Content



Show product

i.e. content unique pieces



Communicate quantity measure

i.e. size, quantity, puzzle pieces





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Best Practices in eCommerce Product Content

**Search
Results Page**

Brand	Variant	Quantity/Size	Price
	Advanced Hand Sanitizer	12 fl oz	\$2.99 (\$0.25 / fl oz)

**Product
Detail Page**

Communicate additional relevant info / benefits succinctly

*Family owned
company*

*Ships within 24
hours and arrives
within 10 days*

*Video detailing science
behind disinfectant's
strength*



BREAK THROUGH THE CLUTTER



LAST MOMENT TO INTERACT



How to develop Ad Best Practices for your product

Good



A concept test that utilizes MaxDiff for a quick read on which ad or key image is most appealing



Better



Unspoken, a swiping exercise that incorporates reaction time, gives a better feel of which ads or key images are attention grabbing

Best



DigiShop, a website replication tool, allows consumers to interact with the search results / product detail page or ads and evaluate the content as a whole

Best



Worst



How to develop Ad Best Practices for your product

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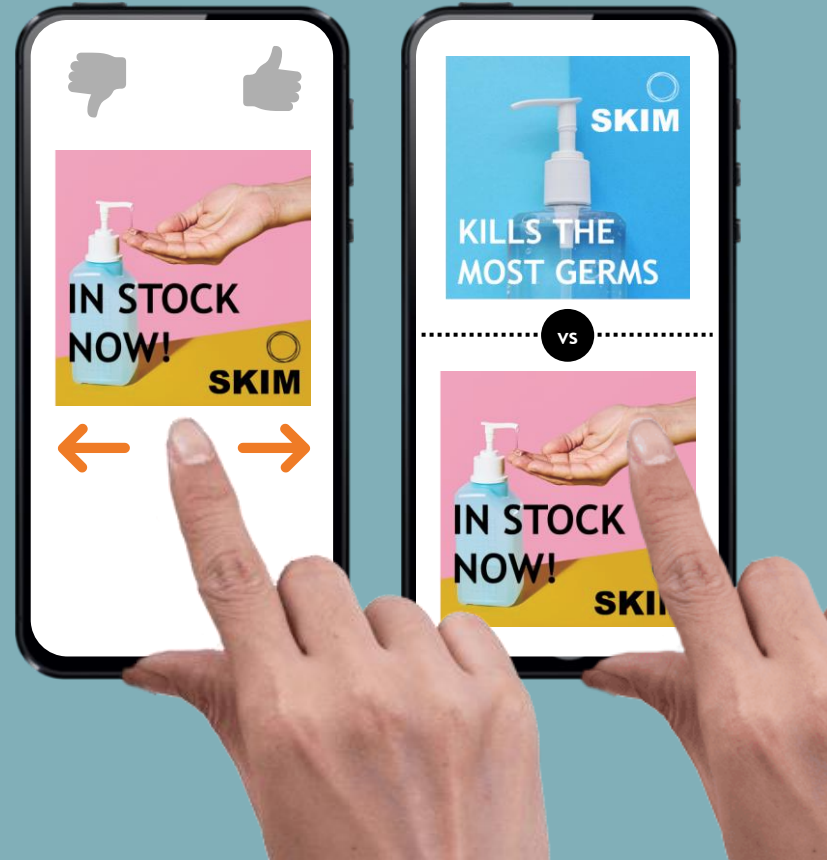


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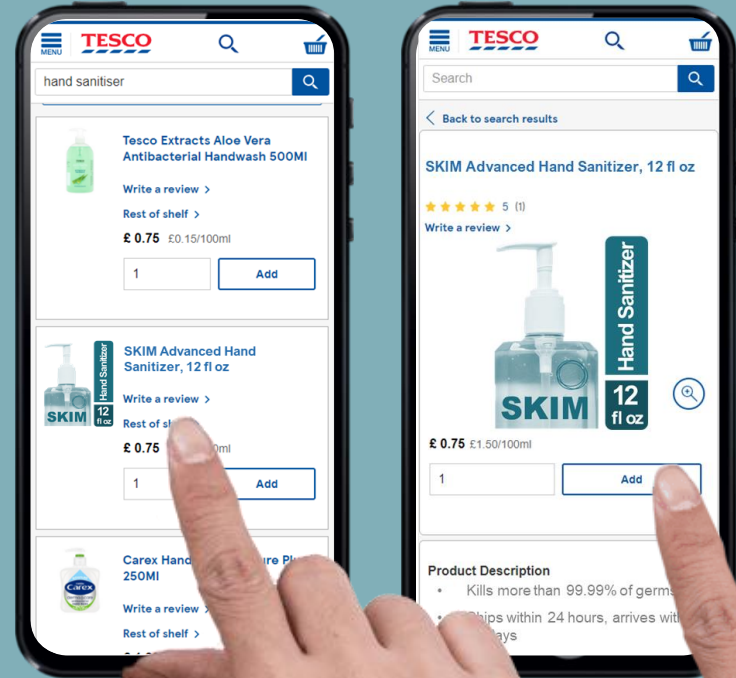


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Best Practice takeaways

BREAK THROUGH THE CLUTTER

LAST MOMENT TO INTERACT



Advertising

- ✓ Contrasting colors
- ✓ Pattern breaking element
- ✓ Focus on products and / or branding

- ✓ Clear & concise benefit
- ✓ Supports social distancing
- ✓ Looks “safe”

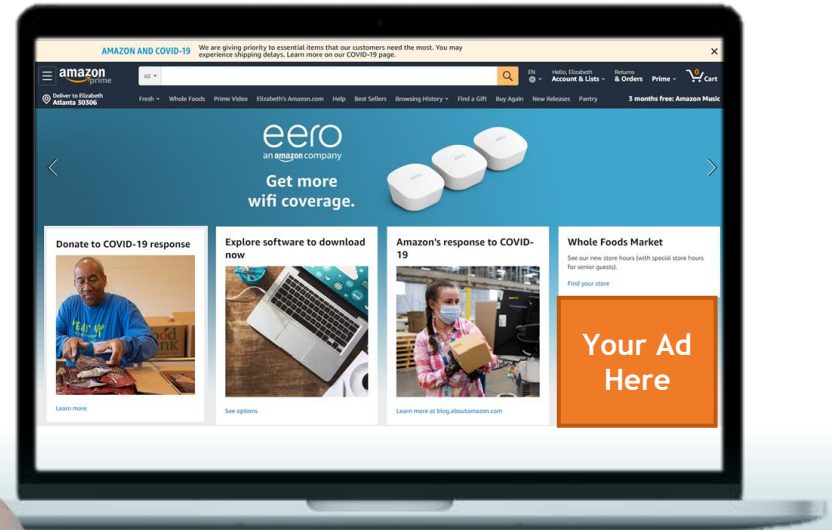
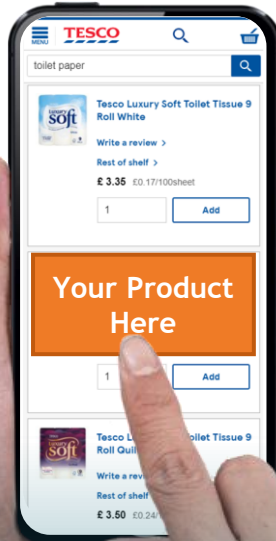
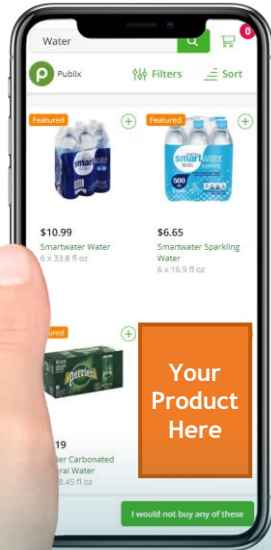


Product Content

- ✓ Iconic product attribute
- ✓ Clear branding and quantity
- ✓ Global and retailer implications

- ✓ Maximize space on search results page
- ✓ Product detail page has a concise summary of additional product benefits

DigiShop: Replicated website shopping environment research



- ✓ Behavior-based testing, observing online activities, choices, click throughs and searches
- ✓ Confidential, highly realistic online shopping environment
- ✓ Modify & test various aspects of product images, context, pricing
- ✓ Flexible, from A/B tests to conjoint, to replicate online shopping from search to purchase

SKIM's Digital Research Toolbox

Shopper Journey

Uncover and optimize key omnichannel shopper touchpoints to better influence online and offline behavior



DigiShop

Optimize digital content, ads and pricing to boost online conversions via replicated web and app environments, e.g. Amazon, tesco, etc



UNSPOKEN®

Optimize claims and pricing with mobile, implicit-based insights and global benchmarks



Social

Maximize the ROI of social media ads and content by measuring effectiveness in replicated social media feeds



Price Explorer

Quickly and confidently test new products pricing and options via a mobile testing environment in 5 days



Online Subscriptions

Maximize revenue per use for subscription services via replicated web and app environments



Push

Increase impact and engagement of push notifications. Implicit-based testing in online app and mobile environment



*Understand, predict and influence consumer decision behavior
with online and mobile-first research solutions*

Questions?

Two questions to leave you with...

1. When was the last time you audited your product's online content?
2. Does your team have guidelines for developing optimized content? If so, are these guidelines up to date with our rapidly changing world?

Thank you for listening and stay safe
Mike and Liz

skimgroup.com/contact



Want more inspiration?

Follow us online as we continue this series designed to help you understand the short- and long-term impact of COVID-19.

We'll be sharing additional theories, best practices and tips on how to navigate the new normal, including a deep dive into decision-making, and proven revenue management strategies built on decades of decision behavior expertise.

Our goal is to provide inspiration and answers to common questions we're receiving to help you now and in the recovery period.

skimgroup.com/covid19

