

Blayzer Digital

The Importance of Product Data & How To Leverage It For Success

Adam Miller

Director of Digital Advertising

Introduction

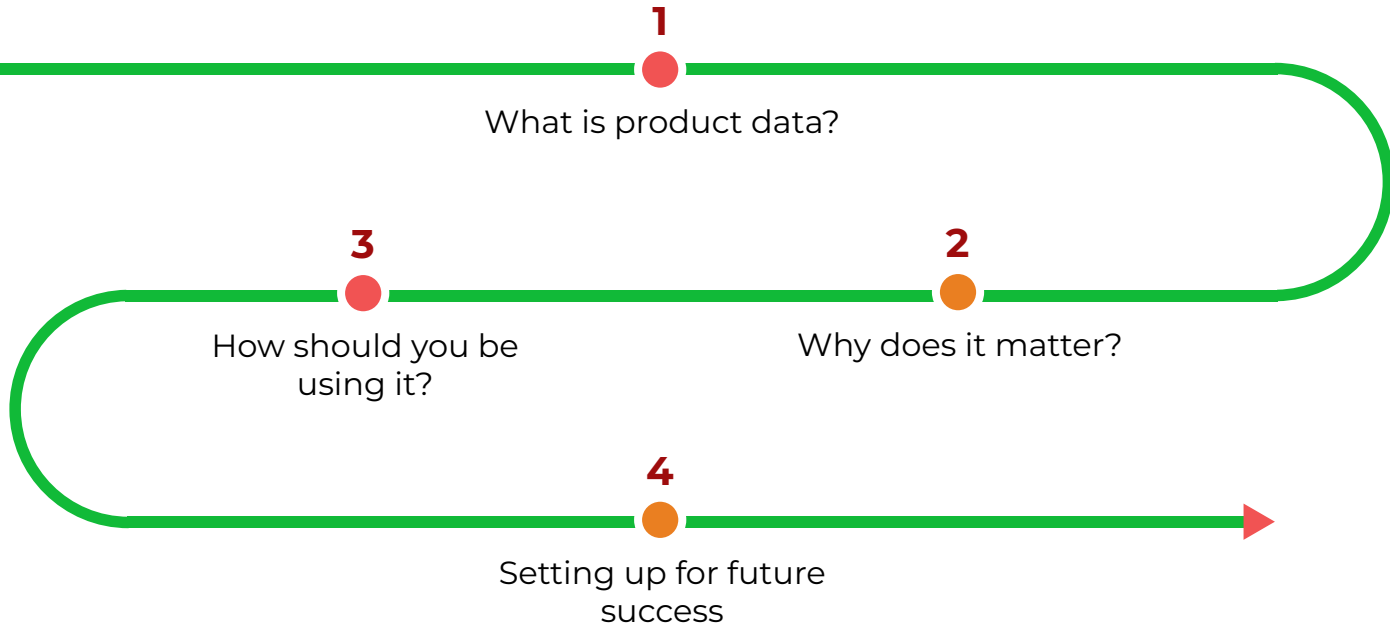


Who am I?

- **Adam Miller** - Director of Digital Advertising at Blayzer
- Specialize in ecommerce advertising



Presentation Outline



What is product data?

Product Data is the attributes that define your product

- Title
- Description
- Category
- Images/Videos
- Pricing
- Product ID
- Product URL

But wait - there's more!

- Inventory Availability
- Brand association
- Ratings & Reviews
- Sizes
- Colors
- Genders
- SKUs, UPCs, GTINs

Why does product data matter?

- Product Data's primary purpose is to provide information that identifies the product to prospective customers as well as search engines
- Product Categories, Titles, Descriptions, Sizes, Colors, and Genders all serve as Search Terms for both Organic traffic as well as for Paid Shopping campaigns
 - If you have a product like "Mens Red Leather Cowboy Boots" your product will display for related search results
 - The more broad your product data - the larger your potential impressions will be, but that comes with far greater competition.
 - Balance your product data early on - ensure it is robust enough to maximize traffic & refine based on the results you see



So how should you be using & optimizing your product data?

● Making data-based decisions!

Evaluate search volume for relevant search terms tied to products

- Utilize Google Search Trends around your products to look for lower competition keywords
- Consider how your users might be searching for products

Evaluate which products you carry provide the highest margin/ROI

- Invest more frontend effort on higher margin items that will generate ROI & provide initial data
- Reinvest ROI into optimizing second tier products

Evaluate the impressions/traffic already generated from products

- Focus on refining traffic for high volume/low conversion products
- Focus on refining product data for low volume/higher conversion products

● Develop templates & formulas based on winning product data & feeds

So how should you be using & optimizing your product data?

- **Utilizing iterations of search terms that are supported by search volume**
 - “Mens Red Boots” vs “Mens Red Leather Cowboy Boots”
 - Respectable search volumes for both, but the latter may be more likely to convert based on the search intention
 - Don’t go with your gut - go with what performs
- **Testing variations of product descriptions & titles**
 - Using color or gender terms in the Product Title for one product feed and testing against another
 - Using iterative search terms in Product Title & Description (as noted above)
- **Everyone has their own ideas & notions about what search terms would be best to target & optimize for, but the data doesn’t lie.**
 - Don’t be afraid to test out iterations of product descriptions & titles - just be sure to annotate & track your feeds as well as the results

Developing your product data

Where do I begin??

- Look for low-hanging fruit - manufacturer supplied information, product specs & attributes etc.
- Search for your products - see what is out there already & snoop on the competition
- Highlight brand messaging & unique selling points
- Highlight use cases for your product

Leverage AI Writing Tools

- AI Writing is here & will only evolve - don't be late to the party
- Develop & test prompts for your products & product categories that you can use as a baseline
- Mastering inputs & prompts for AI can cut down on the load of creating all these iterations of product feeds, but should always be edited and framed into your brand voice

Good Ole Fashioned Copywriting

- While AI writing tools have seen massive adoption sometimes you need a professional
- Highly technical, niche or prohibitive products require far more attention to detail to comply with rules, regulations, and a more particular customer base
- Utilizing dedicated writers affords that level of detail in addition to handling technical SEO elements

Where do we go from here?

● **Developing & Distributing Rich Product Content**

- Consumers demand for high quality video & photo of products continues to increase - both while they are in discovery or shopping mode as well as when they are considering & comparing products. Look for opportunities to utilize user-generated content wherever you can!

1

Creating high-quality product videos & photos are critical in the ecommerce journey and is an opportunity to provide a higher level of detail about the product, highlighting use cases and earning trust.

Incentivize your customers to provide photo & video assets in reviews to improve the trust factor.

2

It is also an opportunity to earn higher quality scores & organic rankings for products with video assets.

Consider how users might research in-market products - YouTube, Instagram & Tik Tok shouldn't be overlooked as opportunities to win search.

Lean On Your Customers

- Earning reviews is an incredibly important piece of your product data & making sure you have systems in place to capture and highlight those reviews for any and all platforms you sell through makes an impact.
- 95% of shoppers read online reviews before they make a purchase
- Make sure you have automations for capturing these reviews on active platforms & be diligent in monitoring & responding to reviews - ESPECIALLY the negatives.
- Flipping a negative review not only can save a customer - it can turn them into an advocate while earning the trust of other shoppers when they see your customer care.
- Leverage User Generated Content - you've worked hard to earn your reviews so why not show them off?
- Highlight top reviews on social media, product pages, and in customer communications - ask for photos & videos of your customers using your product to really beef up your listing pages.



Where do we go from here?

As ecommerce expands into the Omnichannel era retailers & manufacturers have unparalleled access to big name sales channels without the previous barriers of entry.

- Being able to list products on Amazon, Walmart, Ebay and more from your centralized data hub (inventory managers, websites, etc.) provides a new path to scale.
- Unfortunately, not all platforms operate the same way and we will need to adjust our product data accordingly - both in ensuring we have all the necessary information for each platform, and also consistent information available to customers wherever they might be shopping

Best Practices For Omnichannel Product Data

Provide Quality & Consistent Product Data

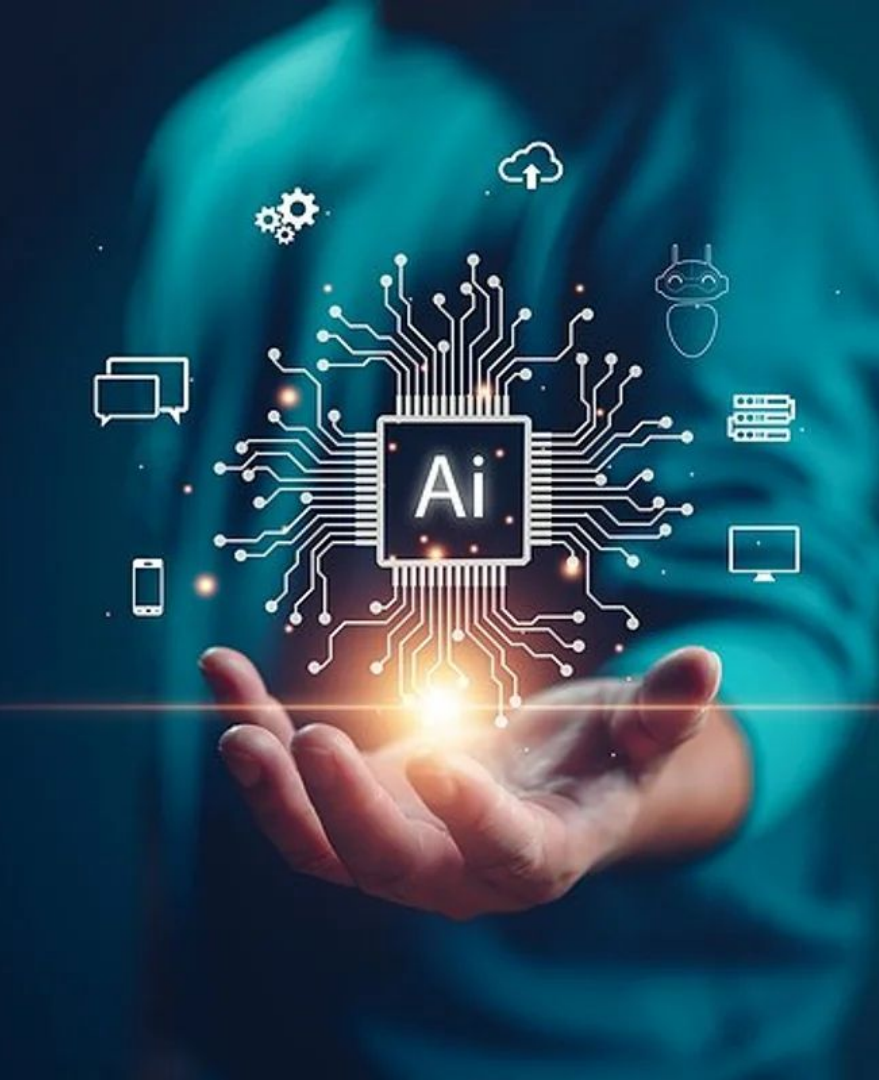
- Omnichannel Data should be consistent across all channels
- Your customer should receive the same information whether they are shopping on your website, on an app, in-store, or on any other listing platforms

Create Data Integrations

- Omnichannel ecommerce requires a more sophisticated data flow between online & offline channels as well as inventory management, order fulfillment, and customer databases.

Maintain Data Integrations

- Not only do these systems need to be architected & implemented, but also maintained & monitored.
- Shoppers expect real-time inventory, pricing & shipping information - especially as the demand for faster fulfillment and in-store/same-day pickup or shipping grows.



Preparing for the future of AI

As chatbots, databases, and management systems continue to evolve with increasing AI integrations it is important for ecommerce brands to roadmap the future of these consumer interactions.

- Consider the questions your consumer might face when considering & comparing products on your site. Will X product do Y for me? Is X product good for Y use?
- “Which sleeping bag would be best for an overnight camping trip in the winter?”
- “Is this product compatible with another?”
- Think about what systems you might need to be in place to manage your data across all platforms & channels - the more you can streamline the faster you can scale

Preparing for the future of AI

- **If you do business in multiple countries or continents you will need to have accurate data converted for the respective countries.**
 - Normalize your data to ensure it's in a consistent format. This might involve converting measurements to a standard unit, currency conversion, or standardizing date formats. Normalized data is easier for AI systems to process.
- **Securing Data & User Privacy**
 - Address data privacy and security concerns. Ensure that your data handling practices comply with relevant regulations (e.g., GDPR) and that sensitive customer data is protected when used by AI systems & in active marketing
- **Ensure Accessibility**
 - Beyond data privacy policies & practices mandated in your market your ecommerce site should be accessible & compliant with ADA rules and regulations. This can be a mountain of work when handled manually as opposed to utilizing software & AI.
 - The same goes for translating content - if you offer products outside of the US you need to be sure the investment you made into your product data isn't being eroded by shoddy translations.

Preparing for the future of AI

Building AI-Ready Frameworks

Invest in the necessary infrastructure to support AI initiatives. This includes robust data storage, processing power, and AI software tools. Cloud-based solutions can offer scalability and flexibility.

AI Algorithm Selection

Choose AI algorithms that align with your specific ecommerce goals. Common AI applications in ecommerce include recommendation engines, natural language processing for customer inquiries, and demand forecasting.

Training Data Sets

Prepare training data sets for machine learning algorithms. These datasets should be representative of your product catalog and customer behavior. The quality of training data directly impacts the performance of AI models.

Continuous Learning and Improvement

AI is not a one-time implementation; it requires continuous learning and improvement. Regularly update and refine your AI models as new data becomes available and as customer behavior evolves.

Preparing for the future of AI

User Feedback Integration

Incorporate user feedback into your AI systems. This feedback can help refine recommendations and product search results, improving the overall customer experience.

Performance Metrics

Establish key performance indicators (KPIs) to measure the effectiveness of your AI initiatives. Track metrics such as click-through rates, conversion rates, and customer satisfaction to assess AI's impact on your business.

AI Governance

Develop governance policies and practices for AI. Ensure transparency, fairness, and ethical use of AI in your ecommerce operations.

Conclusion

The Inextricable Link Between Product Data and Ecommerce Success

- In the complex tapestry of online retail, product data stands as the linchpin that holds together seamless customer experiences. The precision of data, its influence on personalization, discoverability, and customer satisfaction, underscores its role as a driving force behind success.

Continuous Innovation in the Omnichannel Landscape

- As technology evolves and customer expectations continue to rise, brands must remain at the forefront of innovation. By harnessing the power of product data and consistently refining their strategies, brands can thrive in the dynamic and ever-evolving omnichannel landscape.

