Optimising the Offsite Discovery Journey
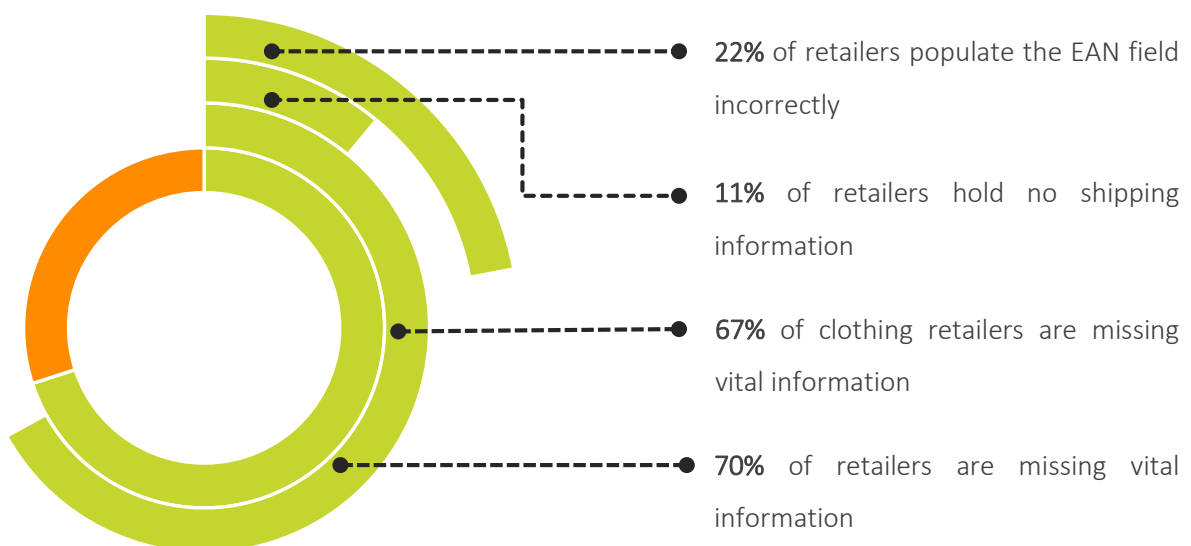
IntelligentReach

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Introduction

The offsite product discovery journey is a vital part of ecommerce and something brands and retailers must not only track, but also optimise towards. Augmenting product content for offsite marketing channels is the main part of this and is the most important strategy to increase traffic and revenue. As an example, Intelligent Reach conducted testing with Lenovo, the world's largest PC manufacturer, and was able to increase traffic **3X** purely by optimising the product feed being sent to Google Shopping.

A survey conducted by Intelligent Reach on prospects and clients showed that only **30%** of retailers had complete, accurate and attribute rich product data being transmitted to external channels, and the remaining **70%** were missing out on a lot of traffic and sales because of poor quality product data. Clothing retailers were most likely to have missing data considered vital by their consumers.

22% of retailers populate the EAN field incorrectly

11% of retailers hold no shipping information

67% of clothing retailers are missing vital information

70% of retailers are missing vital information

The survey demonstrated that almost all retailers who didn't have a tool in place for managing offsite content were only sending across titles, categories and product information found on their website without any strategies in place to optimise that data for the channel consuming it.

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The problem with this is that most retailers will create product titles that reflect their brand, or assume the consumer already has knowledge of the type of products they sell.

This example of Hurley shorts helps visualise the problem – it's clear from the image that they are shorts, but just looking at the title (and because they are on Nike's website) one would probably assume they are trainer shoes.

Hurley Alpha Trainer Plus

CHOOSE SIZE   Size Guide

Channels like Google, unfortunately, don't ingest information from images yet, so this product would perform worse than a title that contained information such as "shorts". It's important that product data is simplified, using terms that people use to search for products.

It's also important not to optimise titles in this way for all channels. For marketing channels that don't use titles and product content for SEO, i.e. retargeting ads, you can use more brand specific titles to better reflect who you are.

There are 6 core strategies that should be employed to enrich product data for offsite SEO:

- Enriching product data & category mapping
- Considering alternative words for products
- Adding core product information to the title
- Testing and optimising product images
- Ensuring products have competitor information
- Optimising product data for specific channels

Enriching Product Data & Category Mapping

Miscategorised products or those with no partner category mappings will have limited visibility. This and other supplementary information provided in the product feeds are used by partners to index and categorise products to return in search results.

The more information provided, the more relevancy your product has in search results; so the more chance it has of appearing. This means it ranks higher in the results (bidding is only one factor that drives results, relevancy is far more important to any partners' search results). Additionally, unless you set categories for your product, consumers filtering on the partner's site by category won't find it.

Adding Core Product Information to the Title

Most retailers use the onsite product information for offsite channels too. The example below from an electronic retail site shows why this doesn't work. The title of the product is "HP 15-BS625TX 15.6-inch Laptop" which gives search engines little knowledge of the product to be able to surface it.

$888

HP 15-BS625TX 15.6-inch Laptop

Fortunately, it has a model number and a brand, but adding information such as operating system, RAM and hard drive space gives more information that could be searched and indexed. The added upside to having this information visible also means that consumers clicking on the ad are more likely to be higher converting buyers as they know more about the product.

Considering Alternative Words for Products

It's important to ensure that the ways in which people search for products are considered, especially when expanding into new markets and for CBT (Cross-Border Trade). The below example from Havaianas AU website shows that adding the keyword "Thongs" to the title would increase traffic by 12,000 per month.

Adding related (but lesser known) terms "Flip flops" and "Jandals" to the title would add another 5,000 hits per month, increasing visibility by 40%, and because fewer retailers bid on these terms in Australia, they have a generally cheaper cost per click (CPC).

havaianas®

Tributo Black
$ 30.00

1 Size:
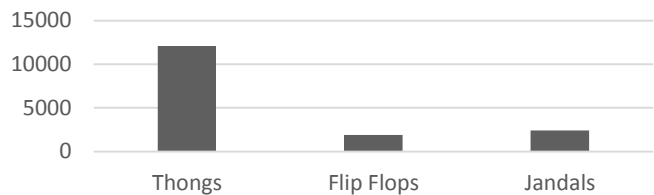
Harvesting keywords using the retailers own site, and using AdWords Keyword reports are two important sources to help enrich off-site data.

Avg Monthly Searches

Ensuring Products Have Competitor Information

If retailers sell similar products from different brands or manufacturers, then a powerful strategy is needed to ensure your products have competitor information (model numbers, etc.) in the product feeds that go out, so they show when people are searching for competitors' products.

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An example of this is Lenovo who sells a similar product to HP (Yoga/Spectre X360). During the HP marketing campaign for their product, Intelligent Reach was able to increase Lenovo's product visibility by inserting keyword terms related to HP Spectre X360 in the Google product feed. This got a **167%** increase in traffic for this product over the campaign.
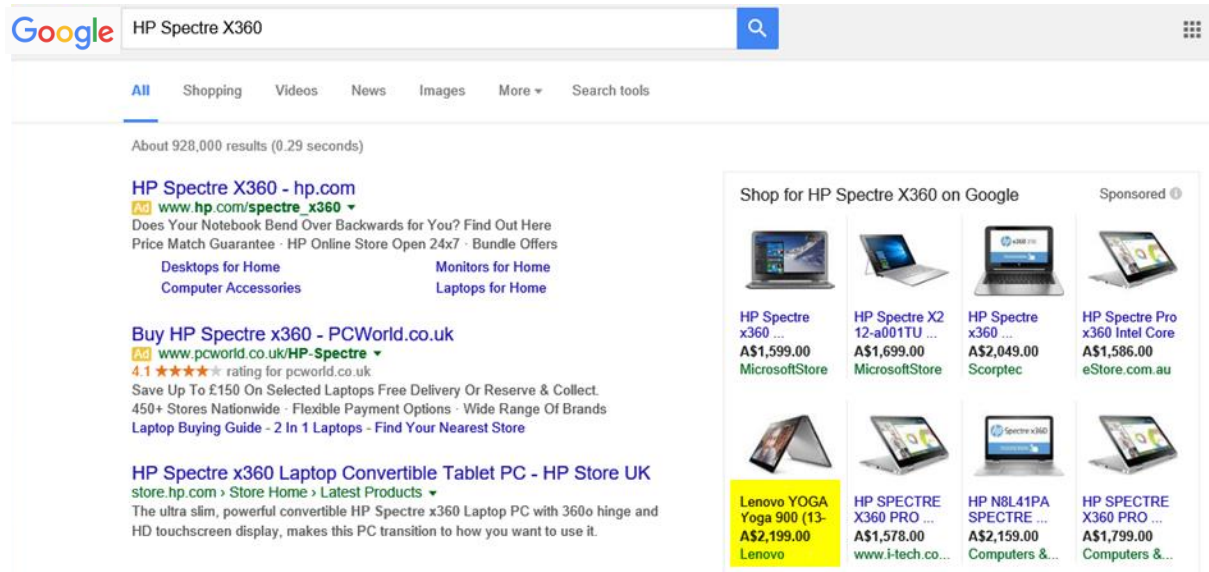
Testing and Optimising Product Images

Images, especially for fashion, play the most important part in deciding whether a consumer clicks on an ad. To increase CTR (Click-through rate) of relevant buyers, it's important that retailers show the right image.

If retailers have multiple images (i.e. shots with a model wearing the clothes, shots with just the clothes, etc) then they should test each to see which converts. Intelligent Reach was able to get a **25%** increase in CTR for a high-street clothing retailer by using different imagery.

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Optimising Product Data for Specific Channels

Each channel that you send product information to will have their own way of indexing products for search and display. It's crucial that time is spent optimising data for specific channels to reach their potential.

Examples of this include:

- **Google Shopping:** optimising "Product Type" to add related keywords to the product.
- **Amazon:** using keywords and bullet points to highlight key features and search terms.
- **eBay:** using "Item Specifics" to highlight all information, and use eBays names for the attributes, so that they show up as filtering options when consumers filter search results on eBay.

The Importance of Testing

So far, we have discussed core strategies to optimise product data, but it's vital when attempting optimisation that you test the optimisations on a subset of products (A/B Testing) and compare the expected outcome to make sure that the changes are positive before applying them to the full set of products.

![IntelligentReach logo] **IntelligentReach**
Your Products. Discovered.
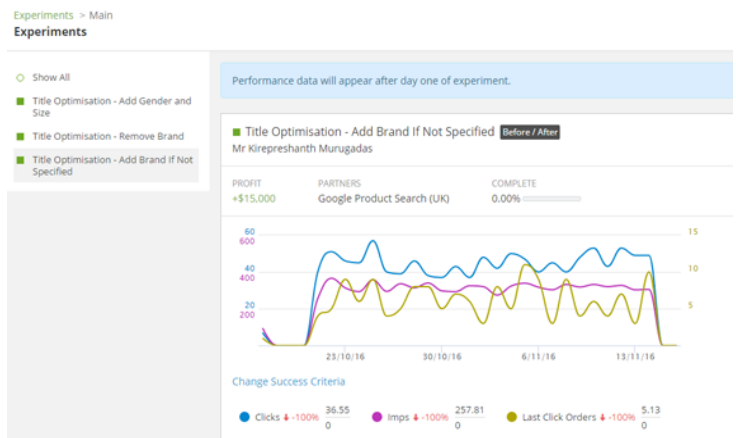
Benefits of Optimising Your Product Discovery Journey

Optimising product data is the most vital part of performing at scale across all touchpoints. The better it is, the more likely shoppers will see your product ads and click-through.

In addition, ads will appear more frequently to the right consumers, at the right time and in the right place, increasing conversions, traffic and ultimately revenue.

- Accelerate Time-to-Market
- Improve Product Exposure
- Increase Product Ad Conversion
- Increase New Customer Acquisition
- Maximise Return on Ad Spend
- Reduce CPC & Campaign Costs

About Intelligent Reach

Intelligent Reach optimises the product discovery journey with augmented product data and scientific testing that drives conversion and revenues. By using our Experiments Module you can understand what is most relevant to your buyers' search intent and visualise the impact on your KPIs, reduce wasted ad spend and increase product visibility.

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