

A PUBLICATION OF NETSPHERE STRATEGIES

MAKING ECOMMERCE
CONTENT
REIGN SUPREME

A GUIDE TO HELP BUSINESS USERS CREATE GREAT CONTENT
USING SMART TECH TOOLS



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CHAPTER ONE

RATINGS & REVIEWS

SOCIAL PROOF

USER-GENERATED CONTENT VIA RATINGS & REVIEWS

There are a slew of benefits that come from letting your customers do the talking. Product ratings and reviews aren't a new idea, but they're still (and always should be) considered a must-have on any eCommerce website. By including a customer review solution, retailers can:

- **Give customers a voice.** Whether it's a positive or negative product review, shoppers feel empowered when they're able to sound off.
- **Give their customer-service representatives extra support.** Product reviews serve as a platform for unhappy customers who want to vent just as much as they serve as a place for businesses to understand customer wants and needs and respond to negative reviews.
- **Establish a greater sense of trust and authenticity.** By reading reviews written by peers, shoppers can get an extra boost of confidence regarding a purchase that they might be on the fence about.
- **Develop fresh, unique website content.** Search engines provide a higher level of relevance to sites that include a customer review solution due to the frequency of recurring fresh content.
- **Deliver better product descriptions.** Online retailers know a lot about their products, but sometimes, purchasers might have insight that the seller didn't think of when putting together the product description.

PRODUCT SPOTLIGHT

YOTPO'S SUITE OF RATINGS & REVIEWS SOLUTIONS

Yotpo is a plug-and-play social reviews solution for eCommerce websites, which allows shoppers to read and write social reviews, get automatic reminders to write reviews and even take advantage of review loyalty programs. Yotpo also provides analytics reports, giving online merchants actionable insight to improve their merchandising strategies.

- Yotpo announced the launch of a premium product suite that gives small businesses the tools to compete, allows users to create a meaningful presence on social media, drive quality traffic to their stories and, ultimately, increase sales. Two prominent features include Google search integration and Community Q&A.
- Currently used by more than 65,000 online stores.
- Yotpo's solutions help businesses provide verified customer reviews, which is critical especially for smaller online merchants when competing with the industry's larger retailers.
- According to Yotpo, authentic testimonials generate the fifth most traffic, lowest bounce rate, most page views and longest visitor time on site for eCommerce retailers, driving better quality traffic and increased customer engagement than other social and search sites, like Facebook, Google, Yahoo and Bing.
- Yotpo's solutions are also customizable from an aesthetic perspective, helping businesses continue to deliver a consistent experience for online shoppers.



According to a survey conducted by Dimensional Research, 90% of respondents who read online reviews reported that positive reviews influenced their decision to make a purchase.



“SEARCH ENGINES **LOVE** USER-GENERATED CONTENT.”

– YOTPO

INDELIBLE IMAGES CROWDSOURCE CONTENT WITH CUSTOMER PHOTOS

In a whitepaper published by [Olapic](#), a company focused on visual content, the editors there brought to light the flood of customer photos that are being taken every day. They stressed the eCommerce benefits that can come from taking advantage of all of those selfies and pics shared on Instagram. Here are a few highlights from that whitepaper:

1. On average, Olapic clients see a 4.6% conversion rate when customer photos are displayed on a product detail page and a 9.6% conversion rate when visitors interact with these photos.
2. Research from L2 Think Tank shows that while 93% of prestige brands have an Instagram profile and 54% link from their websites to that profile, only 14% have integrated Instagram photos into their websites.
3. 2.25 billion picture-taking devices will be sold in 2014. Smartphones, as a percentage of picture-taking devices sold, exceeded 50% for the first time in 2013.
4. 54% of adult Internet users in the United States have posted original photos or videos online, 47% have reposted photos or videos online, and 17% are Instagram users.
7. 500 million photos were shared per day in 2013 while 1.8 billion photos are being shared per day in 2014. That's 75 million per hour, 1.25 million per minute and 20,833 per second.
8. Top brands have millions of customer photos on Instagram alone, like Nike, which has more than 27 million, and Disney, which has more than 16 million.
9. 63% of U.S. consumers trust customer photos more than brand or retailer photos.
10. 54% of U.S. consumers and 55% of U.K. consumers have postponed or decided against a purchase due to unhelpful product photos.
11. 32% of U.S. consumers have returned a product because it didn't look like the photos they found online while shopping.
12. 32% of U.S. consumers would be more likely to buy a clothing item if it was "modeled" by a fellow customer.
13. When shoe brand New Balance linked consumer photos to its products, the company increased conversation rates by 39%.
14. Via a Twitter campaign, the brand White House Black Market received more than 1,500 photos in less than one month. The company's hashtag volume increased 40% every two weeks.

PRODUCT SPOTLIGHT OLAPIC'S PHOTORANK ALGORITHM TOOL

Olapic, a visual commerce platform for collecting, curating and showcasing customer photos on eCommerce websites, announced its new Phtorank algorithm tool to help brands identify and display customer photos that have the most potential to drive conversions in an eCommerce environment.

To illustrate the rising prevalence of crowd-sourced photography, Luis Sans, co-founder and CTO of Olapic, was quoted saying, "With almost 2 billion photos being posted online daily, brands have an over-abundance of powerful and authentic visual user content."

But finding in-house resources to gather and manage incoming photos can be a challenge. Once submissions start arriving, a dedicated staff member will be responsible for labeling, categorizing and choosing photos to use.

To offload some of the responsibilities that come with crowdsourcing, Olapic's algorithm solves the hurdle of selecting which photos will be most effective in driving sales. It does so through the use of Olapic's proprietary engine, which analyzes photos based on more than 45 visual and contextual factors, ranking them by their expected conversion power.

According to Olapic, "results show Phtorank-selected photos perform seven times better than those selected randomly and between two and three times better than those selected based on basic features, such as color or captions."



“Customer photos are the most authentic and compelling brand assets available today.” Olapic

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UNTIL RECENTLY, FEW BRANDS UNDERSTOOD THE TRUE DEPTH AND BREADTH OF THE CUSTOMER PHOTO OPPORTUNITY, BUT AS MORE AND MORE OF THEM BEGIN TO INCORPORATE PHOTOS INTO THE ECOMMERCE EXPERIENCE, REAL, MEASURABLE RESULTS ARE PROVING THAT VISUAL COMMERCE IS CHANGING THE WAY WE SHOP. – OLAPIC

EXPERIENCE MGMT

LET BUSINESS USERS DELIVER GREAT CONTENT WITHOUT RELYING ON I.T.

Technology evolves about as quickly as the second hand moves around its dial. But as technology speeds up, businesses, too, must do their best to keep up at the same pace. The challenge, however, revolves around the ever-growing duties of eCommerce development staff. As IT departments are rained down on with new responsibilities and requests, marketing team members must wait patiently for content management support. As they wait, the growth of their online stores is inevitably stymied.

When business users are granted the use of intuitive tech tools, changes to online stores don't have to stand in a queue, waiting for development teams to find the time to address them. Reducing the time to market will inherently increase competitiveness.

Furthermore, when marketers are given development control and are able to create campaigns from the ground up, they're able to take more ownership of the overall marketing environment. In that same breath, when marketers have hands-on control of development tasks, they can better react to consumer sentiment coming through social channels – and they can do it in real time.

PRODUCT SPOTLIGHT

LIVECONTEXT FROM COREMEDIA

LiveContext, is a next-generation digital engagement application deeply integrated with IBM WebSphere Commerce. For WebSphere Commerce business users, LiveContext changes the way they work, improving speed to market with websites changes, campaigns and promotions. According to [CoreMedia](#), LiveContext can help marketers in the following ways:

- 1. Stunning Design Elements and Exciting Layouts:** LiveContext provides business users with a catalog of visually appealing design elements – including slide shows, carousel views, tabs, and more, in addition to a variety of layout options. And, because CoreMedia LiveContext separates content from presentation, content can be re-used and quickly reformatted in a variety of styles and layouts.
- 2. Responsive and Adaptive Design:** To help businesses address the growing importance of smart, Internet-enabled mobile devices, LiveContext provides built-in responsive and adaptive Web capabilities as a foundation for building modern, effective user experiences.
- 3. Blended Information and Product-Aligned Storytelling:** Content created and managed in LiveContext can be combined with real-time product information to enhance every aspect of the shopping experience. Stories can be constructed around virtually any product or collection of products in IBM WebSphere Commerce.
- 4. Immersive, Rich Media:** Since visual presentation is the top factor affecting a consumer’s purchase decision, companies must make their Web stores aesthetically appealing and visually engaging. LiveContext makes it easy to manage, edit and integrate a wide variety of rich media content types, including images, PDFs, binary files, style sheets and sophisticated page layouts.
- 5. Incremental Approach and Validated Application:** Shifting approaches – from transactional to experiential – is not something that can happen overnight. CoreMedia partners with companies to minimize their level of risk with an evolutionary “grow-as-you-go” approach that lays a sustainable foundation for future growth. Companies also benefit from a fully productized, deeply integrated and officially IBM validated application and the option of a fixed-price, fixed-scope deployment offering.
- 6. Flexible, Intuitive Design Environment:** LiveContext empowers business users with an innovative design environment – the CoreMedia Studio. CoreMedia Studio is a dynamic, Web-based interface for the design, creation and delivery of content driven experiences that can be seamlessly integrated into IBM WebSphere Commerce stores.



The businesses that are working to improve their speed to market are the businesses that are finding themselves ahead of the competition.



**“MEETING TODAY’S SAVVY SHOPPERS’
DEMANDS TAKES INNOVATION, CREATIVITY
AND STORYTELLING.”**

**– GLENN CONRADT, VICE PRESIDENT OF
GLOBAL MARKETING, COREMEDIA**

CONTACT NETSPHERE STRATEGIES

TO LEARN MORE ABOUT THE STRATEGIES AND SOLUTIONS THAT ARE BEING ADOPTED BY THE ECOMMERCE INDUSTRY'S MOST SUCCESSFUL BUSINESSES.



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