

# A BETTER WAY: PRIORITIZE & OPTIMIZE

“Creating an immersive, information-rich experience...is key to converting potential customers into loyal shoppers.

—ECOMMERCE INSIDER  
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What do you do when you have to slog through product listings of 4 million SKUs? For one of the top five internet retailers, the answer was a team of 60+ people in-house working on product titles, descriptions, ensuring images were attached, videos were attached, and that images were optimized for mobile devices. In addition to the in-house team, a whole host of agencies assisted the retailer. And even with this manpower thrown at the issue, the retailer still only got to less than 2% of the 4 million SKUs.

Today with Content Analytics, this retailer has a snapshot of the entire product catalog, and a roadmap to tackle the work. The retailer now knows exactly what needs to be done to optimize their product catalog and the order to prioritize the tasks. The process is repeatable, so that the retailer can constantly re-check and re-prioritize, even on a daily basis.

How is Content Analytics able to do this? The company has developed web crawlers for dozens of retail sites that crawl the sites daily so that the retailer can look at a fresh copy of the catalog.

“We have a huge budget for our online catalog,” noted the head of Marketing, “but the question is, where do I start and what order do I do it in?”

Now the retailer can look at issues that hurt the click-thru rate like a lack of reviews, broken links, lack of images, specifications, and the elements that consumers need to make a decision.



With a more complete and accurate product catalog, the retailer now sees an increase of 15% more traffic to those product pages that are optimized, taking the consumer one step closer to the shopping cart.

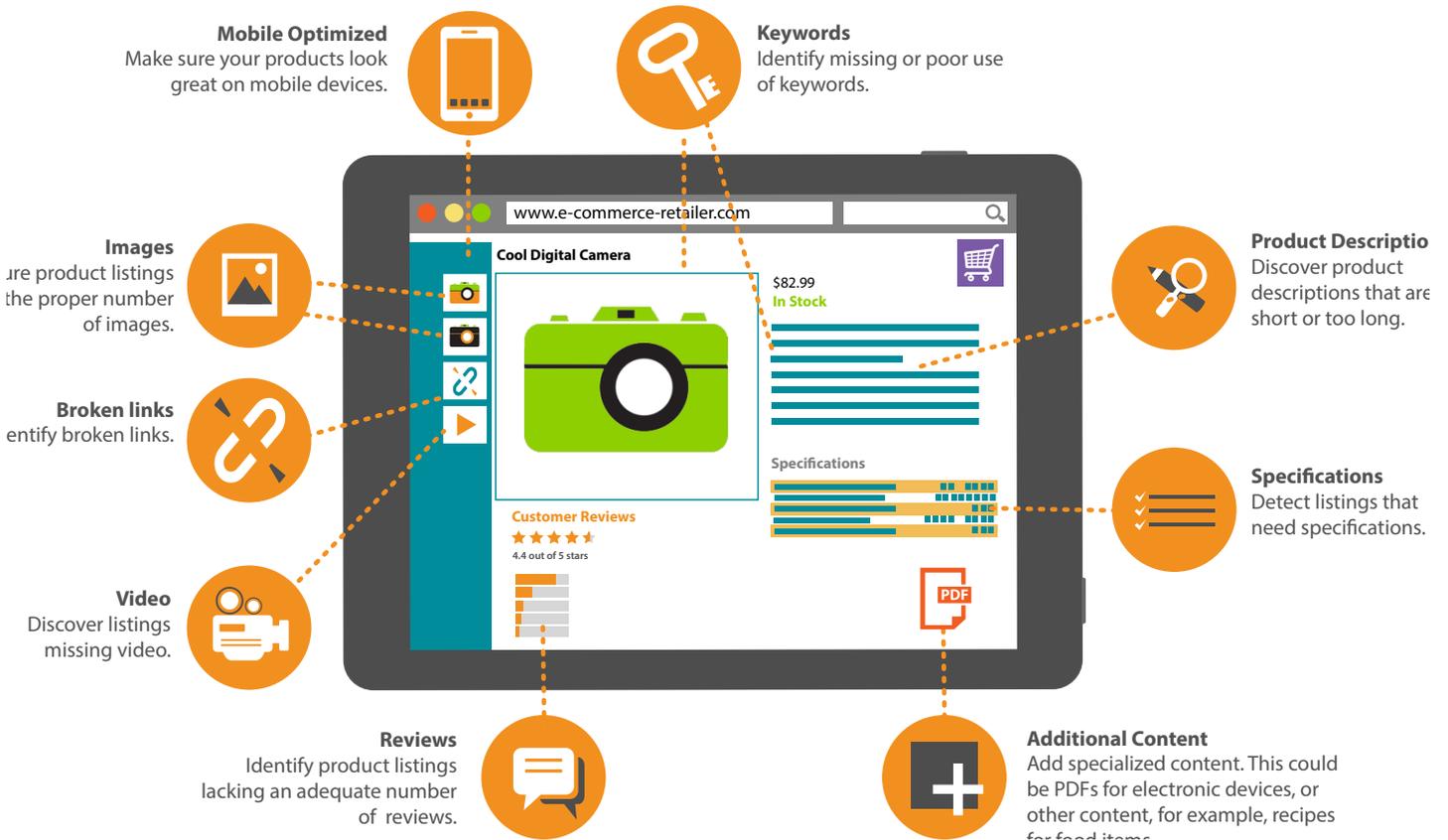
The analysis has also improved the relationship between brands and the retailer.

“For months and months we tried to get vendors to improve their product listings,” noted the eCommerce lead, “but nothing happened.” It was easy to see why.

Without specifics, the brands themselves didn’t know what to do and where to start. Now with Content Analytics, the retailer can take a list to the supplier and say, “Here’s what we need, and here’s the order to do it in.”

Today the supplier’s response? “We’re on it.”

## RETAIL SOLUTIONS



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