

# A guide to capitalising on enriched media and enhanced product content to drive conversion

---

Over the past year, there has been a transformation in the way we interact with products we love, shop and conduct many of the routine transactions of life.

This has accelerated the migration to digital technologies at a phenomenal scale and speed. In fact, research states that the pandemic accelerated the shift to online shopping by as much as five years.

With a 27% increase in online shoppers due to the pandemic shopper behavior and demand patterns have changed.

While brick-and-mortar stores are no stranger to engaging shoppers with branded displays and flashy signage, online retail offers brand a world of opportunities to show off products in new and exciting ways.

With ecommerce growth showing no signs of stopping, it's essential for brands to prioritise the digital experience to keep up with industry trends. There are endless ways to market a product online, but when listing your products on a major online retailer, a brand's most accessible and effective option is rich media content.

With rich media being added to more and more retailers, and more and more shoppers doing their research online, it's never been more critical for brands to get in on rich media. The largest online retailers encourage their brands to add rich media to their item pages, because they know it works! Amazon has reported a 5 – 20% sales lift on pages featuring their form of rich media, A+ Content.

Shopper interest in rich media is perhaps the most evident with product videos. It's not a secret to anyone: video content has revolutionized how we use the internet. Studies have shown that 50% of users look for a video about a product they're interested in before making a purchase.

So, if a shopper doesn't see a video to watch on your item page, they may move on to a different product or retailer to find what they're looking for!

## 27%

Increase in online shoppers due to the global pandemic

## amazon

has reported a

## 5-20%

sales lift on pages featuring their form of rich media, A+ content

**NielsenIQ**  
**Brandbank**

**Contact us**

**Telephone:** 0330 555 33 44

**Email:** [enquiries@brandbank.com](mailto:enquiries@brandbank.com)

# A guide to capitalising on enriched media and enhanced product content to drive conversion

---

## What is rich media?

Rich media, also called enhanced content or A+ content, can be described as anything that goes beyond basic images, descriptions, and specifications on an ecommerce item page. This can include anything from video to 360-degree photography, to interactive tours and downloadable documents.

## How is rich media different than basic content?

Basic content is text driven and focuses on features and benefits. Whereas enriched content prioritises creating a mood or feeling over clarifying particulars.

Retailers implement rich media in different ways, but all with the same goal: to increase sales by improving shopper engagement and conversion.

Let's look at some of the benefits of rich media and why you should work to add this high-quality content to your item pages:

One important job of rich media is giving shoppers the information they need to feel confident about clicking add to cart. Enriched content including video, 360 photography, and interactive elements can virtually put your product into shoppers' hands in a way traditional ecommerce content cannot.

Rich media also gives brands more control over the content on their item pages. With the tools to go beyond basic descriptions and images, brands can inform shoppers of key differentiators and important selling points in a memorable and engaging way.

Remember, it's not just online shoppers that can view the rich media on your item listings! ROPO shoppers (Research Online Purchase Offline) are an ecommerce audience becoming more known to brands and marketers. These shoppers look for product information about the items they're interested in online before making their purchase at a brick-and-mortar store. Providing engaging, high-quality content on your retailer's online listings can convince these shoppers to choose your item from the in-store shelf!

# A guide to capitalising on enriched media and enhanced product content to drive conversion

## Is enriched content right for your product pages?

When it comes to online shopping, a product page represents the product on the shelf. Create a full, dynamic view of your product, and you will increase shopper satisfaction and sales. Enriched content works toward these goals in numerous ways, but it also has its downsides.

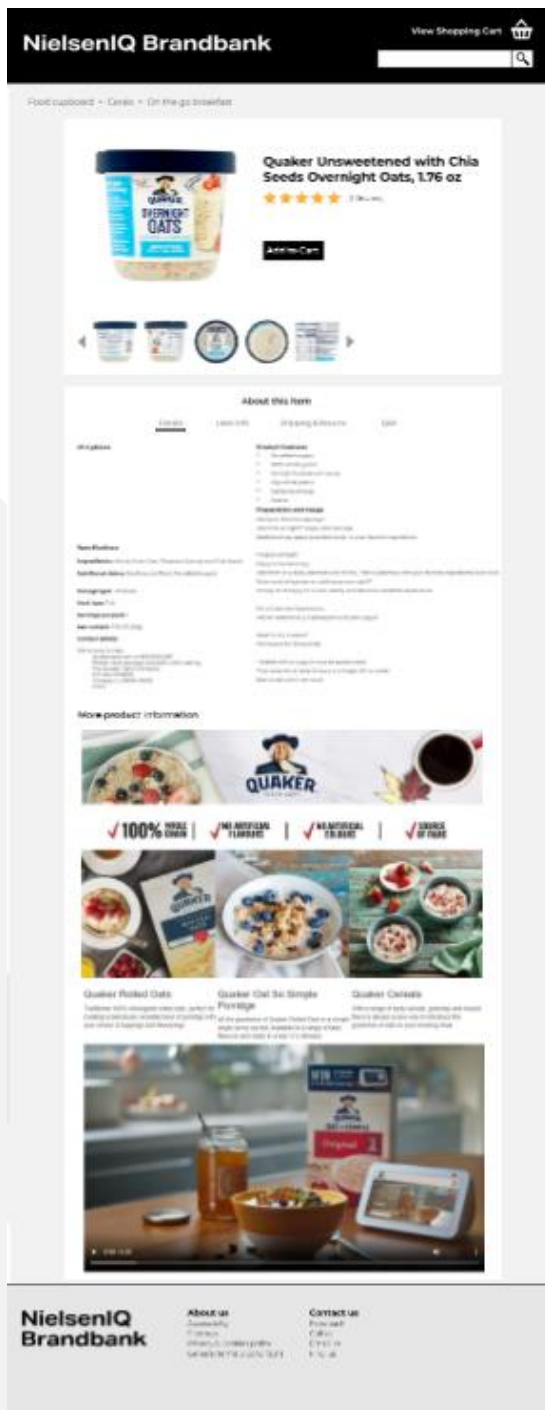
- **It makes an impression:** Retailers carry millions of products in each category so standing out is a must. Images and videos offer shoppers an exciting look at your product. Compelling visuals tell stories quickly and feel relevant to today's shopper.
- **It's interactive:** Enriched content invites shoppers to interact with a product. As they scroll through carousels or hover over hotspots, shoppers feel a sense of discovery and build a richer connection to a product.
- **It's mobile-friendly:** Enriched content has been designed to look great on mobile devices. Images scale to the correct size and content is reorganized to fit smoothly onto the smaller screen. Even the interactive modules work on mobile devices.



# A guide to capitalising on enriched media and enhanced product content to drive conversion

## Getting started with rich media

Where do I start with rich media?



Adding engaging content to your product listings doesn't have to be complicated! Many brands have existing photo and video content that they can add to their listings on retailers that support rich media. A little enriched content can go a long way, and something is better than nothing, so be sure you're using all of the resources at your disposal to provide an excellent experience for your shoppers!

In many cases, good rich media content can be created by remixing and repackaging your existing content to fit the many different forms of rich media. Remember, not every shopper is the same, so presenting the same information via multiple channels and formats can be great for engaging shoppers with different content preferences!

## What rich media should I prioritise?

The most widespread and popular forms of enriched content by far are **product videos** and **feature sets** (also called **A+ Content**, additional marketing images, or simply "enriched content").

**Product videos** are fairly self-explanatory: they are video content that a shopper can choose to watch right on your product page. Naturally, product videos can come in many forms, usually limited only by file size or length.

Product videos are a great place to re-use existing brand content like commercials or video advertisements, but product videos created exclusively for your item pages can be very effective as well.

As explained earlier in this eBook, video content has completely changed how the majority of people use the internet, and online shopping is no exception. It's important to give shoppers the content they're looking for, as there are certainly plenty of videos available to watch covering competing products.

**NielsenIQ**  
**Brandbank**

## Contact us

**Telephone:** 0330 555 33 44

**Email:** [enquiries@brandbank.com](mailto:enquiries@brandbank.com)

# A guide to capitalising on enriched media and enhanced product content to drive conversion

What rich media should I prioritise?

**Feature sets** consist of written copy and additional images with greater formatting flexibility than a product page's default product description and images. Called A+ content by Amazon, this form of enriched content gives sellers the freedom to showcase a product's most compelling features and key differentiators in a customised and attention-grabbing format.

The feature set is the most widely recognised form of enriched content. This custom arrangement of images, headlines, and body copy is present on so many item pages that many shoppers have come to expect to see these additional images as they scroll down the page.

Because they are made up of just arranged headlines, text, and images, feature sets/A+ content are one of the easiest forms of enriched content to create. While feature sets are a great place to use lifestyle photography and action shots, they can also be effective when simply arranging a brand's logos, graphics, and standard product images with eye-catching headlines.



## we keep it real



**Made for each other**  
When real fruit combines with crunchy, whole-grain flakes, something delicious happens. But don't just take our word for it—try Special K Red Berries and Special K Banana to get your fruit fix.

**Go nuts**  
Wake up to the toasty taste and satisfying crunch of Special K cereals made with real nuts including Special K Chocolate and Almond, Special K Vanilla and Almond, and Special K Cinnamon and Pecan.

**Goodness you can see**  
Real food tastes great. That's why we make our cereals with real ingredients you love like raspberries and crunchy oat clusters. Taste what we mean with an irresistible bowlful of Special K Raspberry and Special K Fruit and Yogurt.



Special K Breakfast Cereal Variety Pack (Pack of 3) | Special K Probiotics Breakfast Cereal, Berries, 10.5oz | Special K Red Berries Cereal in a Cup, 2.5 oz, (12 Cups) | Special K Original Cereal, Value Pack, 18 oz (Pack of 6)

**NielsenIQ**  
**Brandbank**

**Contact us**

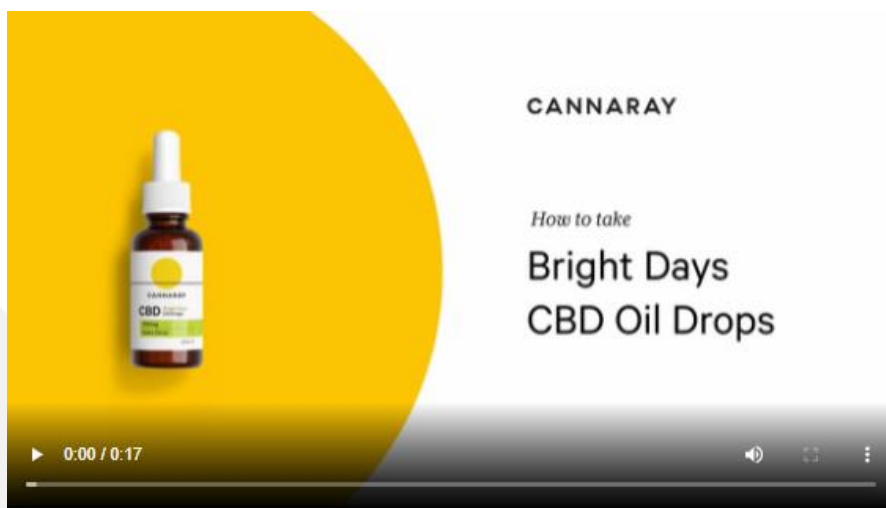
**Telephone:** 0330 555 33 44

**Email:** [enquiries@brandbank.com](mailto:enquiries@brandbank.com)

# A guide to capitalising on enriched media and enhanced product content to drive conversion

How should I prioritise creating assets for enriched content?

As we've covered, many forms of enriched content can be assembled from existing brand assets to make creating it much easier. But if your brand doesn't have existing assets to use, or if you'd like to create new assets for your item pages, here are a few tips and suggestions for getting started:



A **white background video** is a product video made for online retailers, showcasing the item's features against a neutral background. White background videos are easy to create, and a great way to add video to your item pages without the large production cost that comes with other forms of video. Some retailers even create their own white background videos to showcase products using the retailer's branding.

**Lifestyle images** are photos of an item in-use or against a real-life background that evoke a brand's values while showing off a product's features. Some retailers allow lifestyle images as part of an item page's default product photography, but they truly shine when used as part of feature sets/A+ content to catch the shopper's eye and convey a brand's intended emotions. Because lifestyle images tow the line between product photography and more traditional kinds of photography, it's a great way to get creative while showcasing your product.



Find the Right CBD Product for You

	Bright Days Oil Drops 10ml	Night Time Oil Drops 10ml	Bright Days 30 Capsules	ummies 30 Pack
Product Image				
Strength	High Strength	High Strength	Popular Strength	Popular Strength
Dosing	50mg CBD per 1ml of oil	50mg of CBD per 1ml of oil	50mg CBD per capsule	50mg CBD per gummy
Usage	Squeeze dropper underneath tongue	Squeeze dropper underneath tongue	Take two capsules with water	Chew, Chew, Chew!
Flavor	A citrusy fresh ting from morning to night	Your evening wind-down routine	Added immunity boosting ingredients	On-the-go juice, truly delicious
Ingredients	Zesty lime and aromatic juniper	Minty fresh peppermint	Lift flavored	Natural juu orange
Shipping	Yes	Yes	Yes	Yes

**NielsenIQ**  
**Brandbank**

**Contact us**

**Telephone:** 0330 555 33 44

**Email:** enquiries@brandbank.com

# A guide to capitalising on enriched media and enhanced product content to drive conversion

---

## Your checklist to get started today:



### Research popular forms of enriched content for your category

- While product videos and feature sets / A+ content are universal, best practices for your category might include interactive product tours, comparison tables, FAQ sections or others. If competitors are lacking enriched content like video, that's a great opportunity to help your items stand out to shoppers.
- Think about implementing search optimised content that's SEO compatible within a feature set to help drive discovery.



### Create or assemble your assets

- Using existing brand materials like photography and video ads is a great way to get enhanced content onto your item pages quickly and easily.
- If you don't have existing assets, or want to feature new assets for ecommerce, there is no shortage of creatives offering excellent product video and photography creation.



### Find the right enhanced content tools and specifications for your retailer

- Some retailers offer built-in tools for building and submitting enriched content, some require you to upload using third-party APIs.
- Every retailer's required specifications for rich media assets are different. While you can usually reformat your assets fairly easily to match retailer requirements, look out for rules about the type of video content or images that are allowed.



### Upload your enriched content

- After you have your assets in order for adding enriched content to your retailer of choice, all that's left to do is create your rich media modules and submit for publishing.

---

# NielsenIQ Brandbank

## About NielsenIQ Brandbank

NielsenIQ Brandbank is the leading provider of digital product content solutions enabling more than 52,000+ brands and 700+ retailers and wholesalers across the globe in over 39 countries. NielsenIQ Brandbank empowers clients to deliver the best shopping experience by giving them the ability to capture and share rich digital product content on all channels seamlessly.

NielsenIQ Brandbank's end-to-end solutions connect shoppers to the most up to date and relevant digital product content making consumer goods more discoverable and engaging.

For more information please visit: <https://nielseniq.com/global/en/landing-page/brandbank/>

---



## About WhyteSpyder

WhyteSpyder has more than a decade of experience helping brands win online. We combine expert ecommerce strategy and consultation with precise software solutions to make it easy to save time, save money, and sell more. WhyteSpyder's software and service solutions are specialized to help brands accelerate their business on Walmart.com.

WhyteSpyder is a proud member of Ascential plc's Digital Commerce Group, providing our Walmart and content expertise to Ascential partners and clients.

[Click here to learn more about WhyteSpyder and our SKU Ninja software platform!](#)

---

**NielsenIQ**  
**Brandbank**

## Contact us

**Telephone:** 0330 555 33 44

**Email:** [enquiries@brandbank.com](mailto:enquiries@brandbank.com)