

The Informed Purchase Journey

Four ways that your product information can fail your customers

...and one way it can help them buy from you.

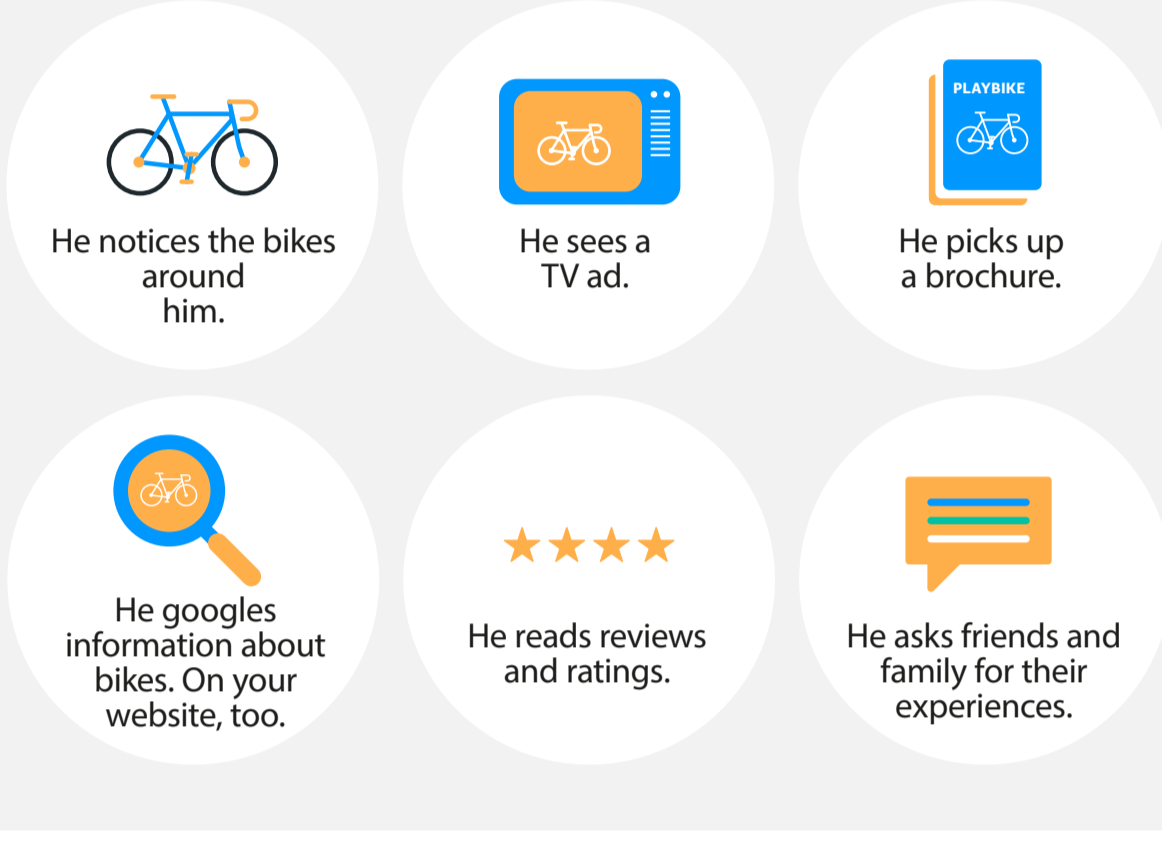
This is Dan.
He wants a new bike.



Dan hunts for information.

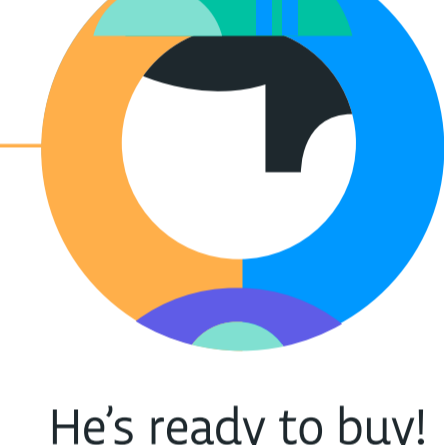
Everybody's talking: On average, shoppers use 10.4 sources of information to make a decision.

The Self-Education Phase



Dan's a bike expert now.
He knows what features he wants and how much he wants to spend.

Customers are information kings: 61% of retail managers believe that shoppers are better connected to product information than in-store associates.

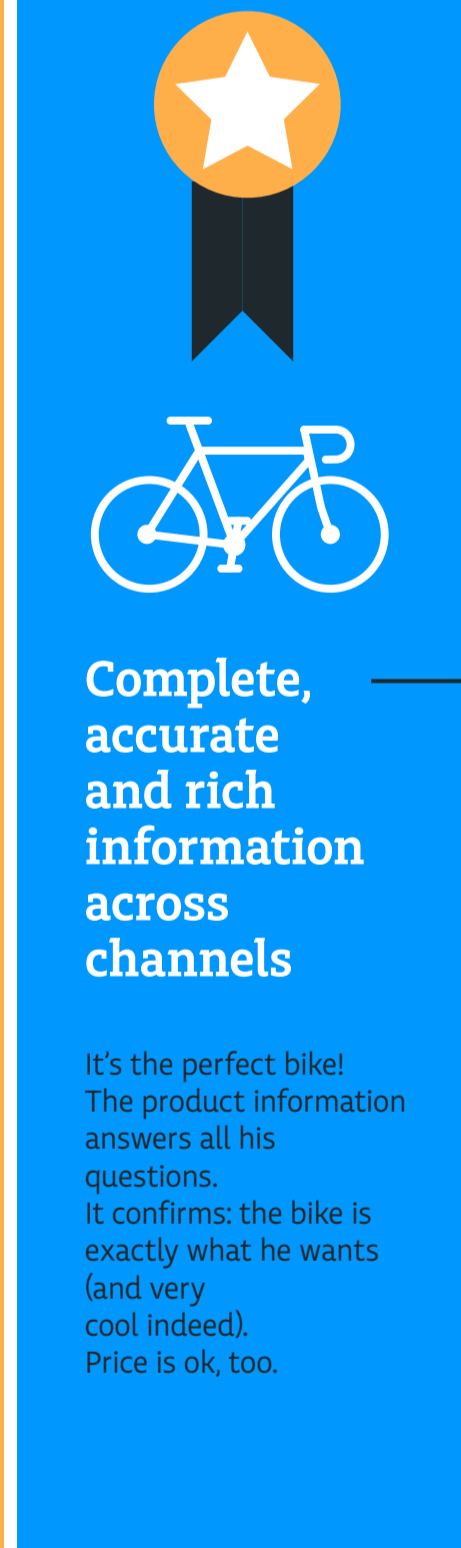
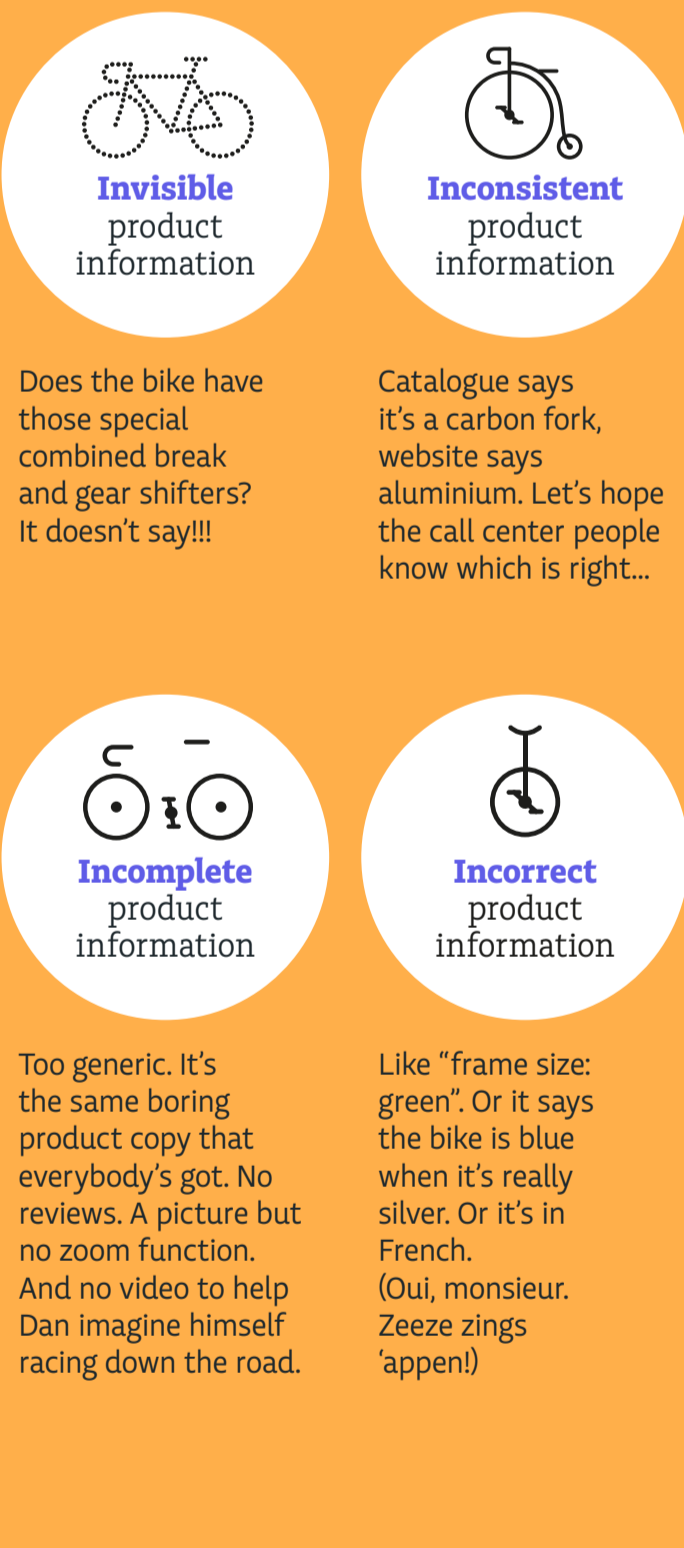


He's ready to buy!
He shops for product information in all channels.

The Pre-Purchase Phase

Four Product Information Management Fails

One PIM Win



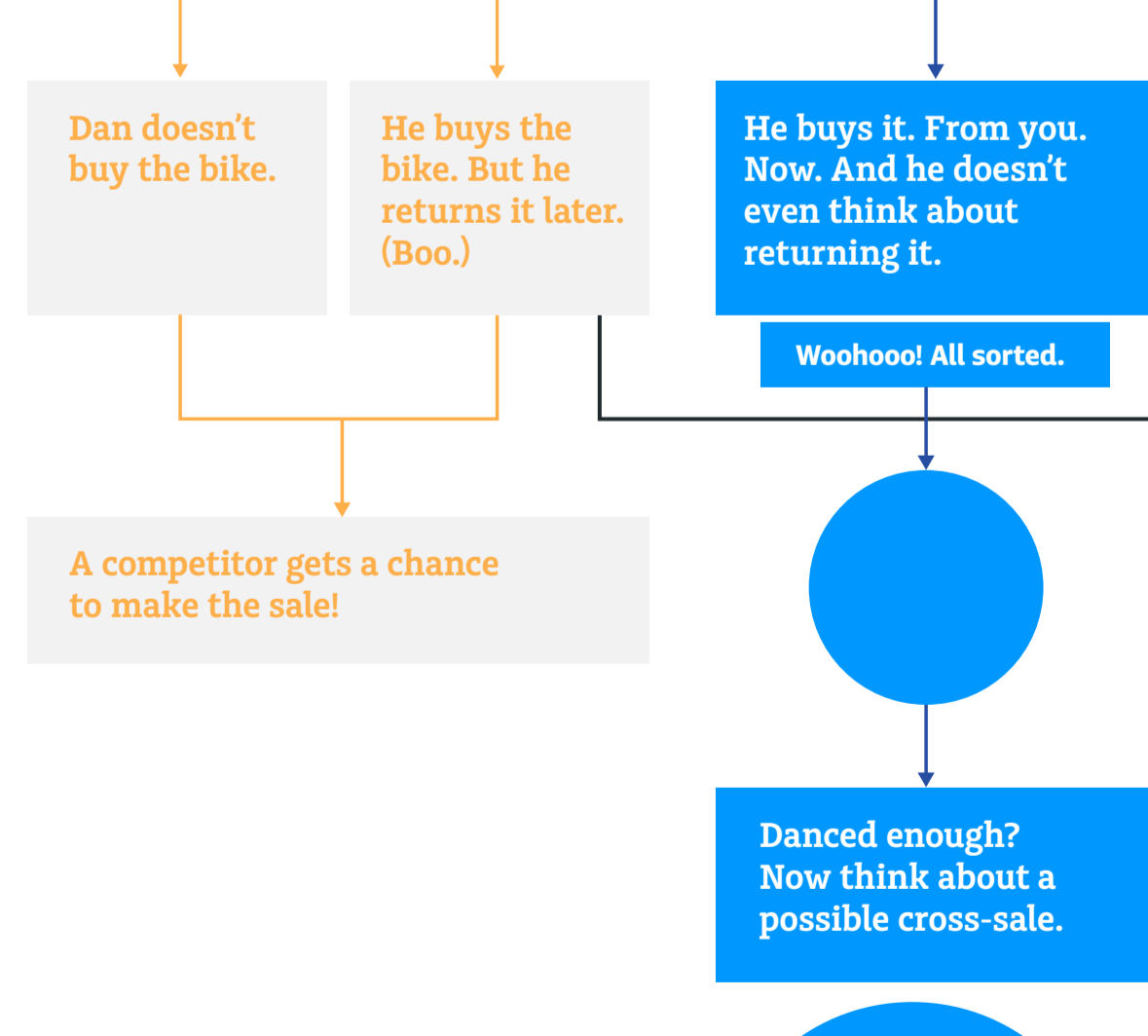
Comprehensive product pages perform best. Here's what buyers look for:

- Good-quality images
- Alternative views
- A zoom function
- Peer rating/reviews (such as "comes up big for a size 4")
- Similar products for comparison.

Maybe the bike isn't right after all?

The #1 cause of shopping cart abandonment is poor product information. A third of the people who click away say they didn't have enough information to make a purchase decision.

The Purchase Phase



Returns kill retail margins: 40% of all fashion purchases, and 15% of electronics purchases are returned. The average return cost per package is \$13.

The Post-Purchase Phase

