

# RICH CONTENT DRIVES WEB SALES

## Online shoppers want comprehensive and interactive product content

**W**ith online shoppers craving a richer level of product information and wanting tools that help guide them through the product selection process, retailers need to continually feed this ever-growing demand in order to drive the online prospect to click the Buy button.

For retailers, providing in-depth product information to meet consumer's expectations—while also managing multiple manufacturers' incoming data feeds and other content sources—is no easy task. “One of the biggest challenges retailers face is aggregating content that matters and getting it to the right products on their e-commerce site to convince shoppers to buy,” says Debbie Andrews, vice president of global products for product information provider CNET Content Solutions. “More and more, product content delivery is about digital marketing.”

CNET Content Solutions (CCS) has a long history of delivering data and rich content solutions to the market. With deep roots in data aggregation, normalization and syndication with their DataSource product, CCS has expanded into digital marketing syndication with their ContentCast service. Manufacturers use ContentCast to syndicate their prod-

uct information out to their retail partners through Product Page Inline content, Product Showcases, Logo Programs and Campaign Asset syndication.

For online retailers, ContentCast provides a single aggregation source for up-to-date rich content, mapped directly to their electronic catalog. “The retailer can provide a miniature version of a manufacturer's product catalog and product page detail that is filtered and mapped to the retailer's specific catalog of products,” says Andrews. “This takes the complexity out of integration from a retailer's perspective and gives the manufacturer the brand and messaging consistency they need.”

Many shoppers, however, rely more on information from other trusted sources when making a buying choice. To help retailers satisfy that demand, CCS offers expert product reviews from both CNET.com and GameSpot.com. These reviews are delivered in a real-time script and auto-mapped to the retailer's catalog and product page.

Some online shoppers need to be guided to the right product. “Shoppers don't always know the right replacement cartridge for their printer or how much memory they can upgrade their



URL: [CNETContentSolutions.com](http://CNETContentSolutions.com)

computer to,” Andrews explains. CCS provides hosted Product Finders that make it easy for retailers to provide answers to these questions by navigating a shopper through a series of needs-based questions that narrow down results to a list of products to add to the cart. CCS's Buying Guides simplify product data by highlighting the features to pay attention to and explaining why some features aren't as important.

With online shopping becoming even more standard, online retailers will need to add comprehensive and interactive product content so the buyer has the information he needs to make a confident buying decision. “As product information expands beyond foundational technical specs for navigation, compare and search, retailers are taking a more holistic view of how to use a broad range of content and tools to differentiate themselves and provide an optimal shopping experience for their clients,” Andrews says. “CNET Content Solutions is ready to help retailers make that happen.” ●

# Content matters.

**StoreSite**

XPS 12 CNVTBL i7/2.0 12.5 8GB 256GB W8P

Manufacturer: Dell

Part Number: 11084633

+ cart

**Overview**

Whether you're browsing your favorite blogs in tablet mode, or answering emails and preparing presentations in Ultrabook mode, XPS 12 is built around your life. XPS 12 is the only premium Ultrabook featuring a unique flip hinge design. The hinge is tested to 20,000 cycles. That is equivalent to doing 10 flips per day, 7 days a week for 5.5 years.

# Let us help.

**StoreSite**

Home > Hardware > Systems > Notebooks / Laptops

Dell XPS 12 - Ultrabook - Core i7 3537U / 2 GHz - Windows 8 64-bit - 8 GB RAM - 256 GB SSD - 12.5" TrueLife wide 1920 x 1080 / Full HD - Intel HD Graphics 4000

Manufacturer: Dell

Part Number: 11084633

+ cart

**Overview** Specifications Expert Reviews

The XPS 12 convertible Ultrabook is constructed from durable materials - machined aluminum, bonded Corning Gorilla Glass and carbon fiber - for an experience that's premium in every way.

**Power for your projects and passions**  
With Intel Core processor, this convertible Ultrabook delivers the speed and performance you expect from the XPS family in a sleek new design that's ready for work and play. The XPS 12 convertible Ultrabook is constructed from durable materials - machined aluminum, bonded Corning Gorilla Glass and carbon fiber - for an experience that's premium in every way.

**Superior visibility**  
A 170-degree viewing angle means your 12.5" Full HD (1080p) 400-nit display looks clear and crisp from almost any seat.

**Flexible design**  
Transform your XPS 12 Ultrabook to a tablet with a fluid flip-and-fold motion with its premium flip-hinge design. Have the best of productivity and entertainment right at your fingertips.

Rich Manufacturer Content • Normalized Product Specifications • Images • Videos • Expert Reviews • Guided Selling • User Manuals • Quick Start Guides  
Parametric Search • Product Attributes • Key Selling Points • Intelligent Mapping • Site Navigation • Digital Marketing • Logo Service • Brand Showcase