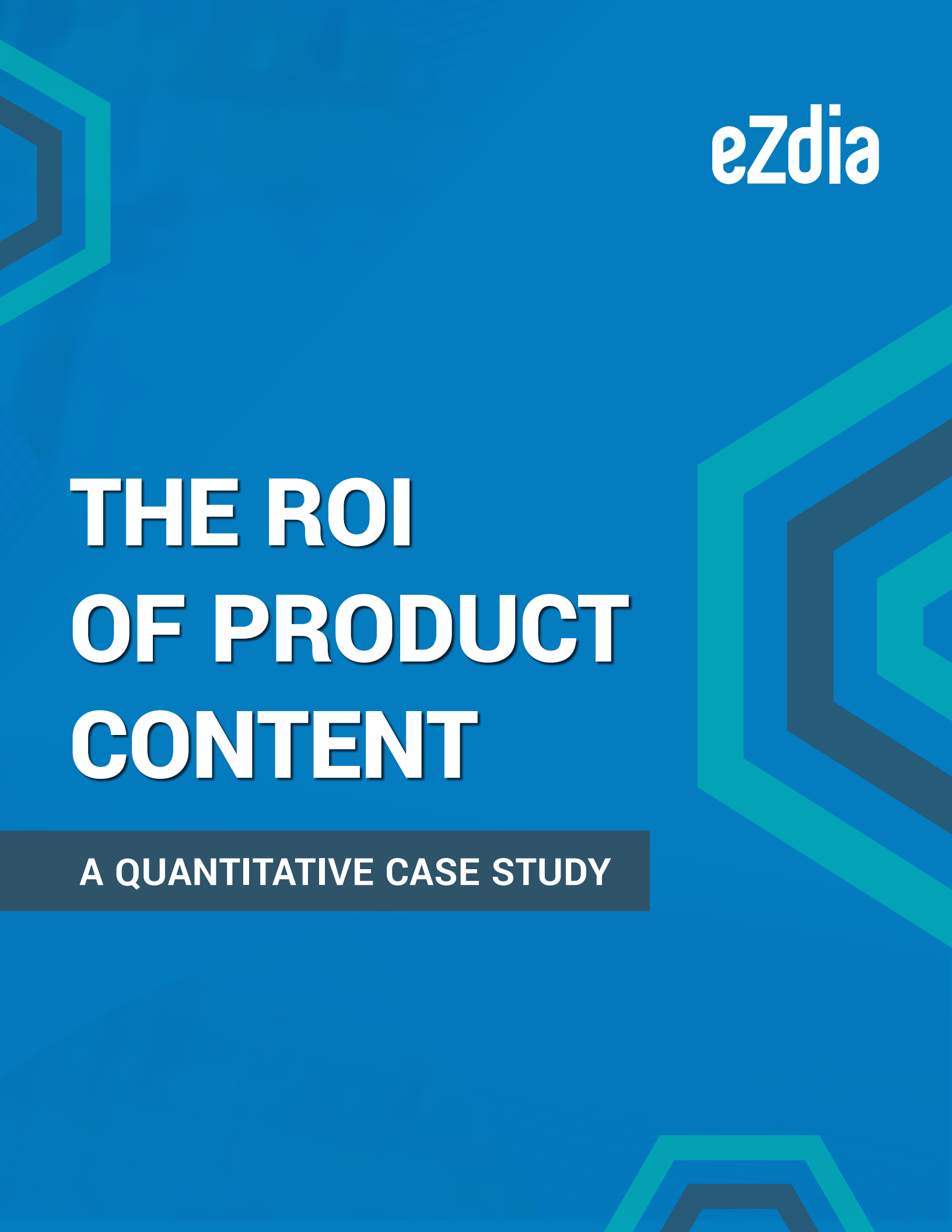




ezdia

THE ROI OF PRODUCT CONTENT

A QUANTITATIVE CASE STUDY

The ROI of Product Content:

A quantitative Case Study

Abstract

Product Content is the eCommerce equivalent of a retail Sales Rep. The product content sits at the center of the customer experience, and the process of content optimization can improve any eCommerce site's success.

No products ever get purchased if the product content fails. eCommerce content has to work hard in order to attract, engage, and ultimately convert the site visitors into customers. Few sites today have grown beyond presenting manufacturer-supplied content that, at best, appears on multiple sites across the internet and, at worst, lacks optimization to maximize eCommerce sales.

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Product content, like everything else in eCommerce, is a competitive endeavor. A successful content strategy is one that centers around a buyer's purchase journey and the information they need to consume in order to purchase.

The examples presented in this Case Study demonstrate examples of how enhanced content strategies can generate incremental revenue. Rich product descriptions, keyword-optimized headlines and copywriting that proactively address and overcome likely objections, are all examples of profitable content techniques. Ultimately, a competitive content strategy can drive more traffic, improve the ability to convert visitors, and lower the cost to acquire customers across all acquisition channels. From paid search to email programs, optimized product content, like a good sales rep, closes more business, making eCommerce more profitable.

Measuring the Return on Product Content

Overview

In this document we outline four different content tests and the results we measured. In every case, the methodology isolates the incremental benefit of content and exclusively measures success based on the impact on eCommerce site profitability. The examples include both paid and organic acquisition channels and attempt to show the consistent impact of competitive product content to deliver to the bottom line.

Content Measurement Strategies

eZdia uses a technique called Return on Content Spend (ROCS) which measures the incremental return on a content investment. By using a Test & Control test design, we compare the impact of content to a similar group of products as a control group.

The ROCS methodology uses page-level analytics in order to measure the total impact of the content changes and then compares the before and after results. The analysis focuses on incremental sales but includes measures like visibility, engagement and conversions by acquisition channel. ROCS is expressed in terms of the content's performance beyond that of what's observed with the control group.

Content Strategy

Every test began with a competitive content analysis in order to determine how to best target the new content in order to intersect a specific customer buying journey. While the ultimate content strategy differed by client, the writing style was consistent across all the tests. eCommerce product content is written using an “informational style” that is optimized for maximum credibility instead of the typical promotional copy where the claims can be discounted by a potential buyer.

Paid Search Product Content

While most companies focus on a bidding and keyword strategy to advertise their products, eZdia focuses on the landing page as a strategy that makes the ad spending more efficient by driving up the conversion rate.

“Product content drives better user engagement, improved conversion rates and lower customer acquisition costs.”

Paid Search & Conversion Rate

In our post-pandemic world, eCommerce is the fastest growing sales channel in most organizations. That has resulted in a flood of investments into paid search. Larger budgets means more aggressive bidding and has made profitable growth more difficult through paid channels. Product content can improve the paid search ROAS simply by improving the conversion rate.

We built product page content for a global electronics eCommerce site. We tested two different content strategies. The first product group got enhanced with at least 150 words of product descriptions and feature/benefit bullets. The second product group got even more content with at least 200 words on the product page.

The key success metric for both groups was the conversion rate (Transactions / Sessions). During the test period, the pages eZdia rewrote saw an overall conversion rate from 2.7% to 3.1% (a 13.4% improvement). The control group of similar products (and the site overall) saw a decline in conversion rate during that same period. The control group's conversion rate dropped by 27.3%. Thus, the net improvement for the product pages with enhanced content was an incremental 40%.

“ **Conversion Rates up 40%** ”

For a site that averages about \$200 per order, a 40% improvement on a 2% conversion rate translates into an increase in revenue-per-session of \$1.60. This clearly had massive benefits for the client's ability to grow their paid search ROAS.

Conversion Content & Paid Search

A healthcare supplies company struggled with a disappointing conversion rate and was finding it difficult to make its paid search program profitable. **eZdia** determined the program would be profitable if we could simply close a higher proportion of visitors.

We built a strategy designed to leverage customer reviews. We harnessed the credibility of a customer review to overcome likely objections. The idea was to anticipate reasons we might lose the sale and proactively raise that concern only to bat it down by highlighting the reviews that effectively overcame that objection.

Termed Conversion Content, **eZdia** added a single paragraph that sat immediately below the traditional product description and above the unfiltered reviews. We did this for a set of 200 product pages while isolating another 200 product pages as a control group. After the content was published, we focused the paid search campaign on all 400 pages in order to accelerate the time it would take to reach a conclusion.

The results were very clear. While the control group began at 0.95% and grew to a 1.1% conversion rate, the pages with the Conversion Content grew from a 1.0% conversion rate to a whopping 3.6% after the content took hold.

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**Conversion Rate
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Category Pages Optimized for Organic Search

We were engaged by a nationwide delivery service that wanted to optimize their product category pages for high-volume search terms that targeted buyers at the “mid-funnel” stage of their purchase journey. A mid-funnel search typically involves keywords that suggest the shopper is a serious buyer but hasn’t identified the specific product they intend to purchase. We optimized about 300 category pages where we wrote 200 of targeted content that sat at the bottom of the page beneath the category product listings.

“ Sales Up 138% and a 51% increase in Conversion Rate ”

The results were obvious very quickly. Overall the categories with enhanced content saw sales more than double (up 138%) while the control group was essentially flat (up 1%). The growth in sales was a combination of more organic traffic to the site, but the test pages saw their conversion rate increase by 51% even while the control group’s conversion rate fell marginally.

Product Page Content drives SEO success

We were engaged by a large technology company that specifically asked **eZdia** to optimize product pages for organic search. We researched and rewrote about 300 manufacturer supplied product content optimizing headlines, bullets and descriptions to at least 200 words of eCommerce content.

Organic results don't typically happen immediately and require time to mature. During this time, the search engines measure how well visitors engage with the content. Once the search engines collect enough positive data the products' rank improves over time. After about three months we set out to analyze the landing page-level results.

After removing the growth that the control group saw, we calculated that the **eZdia** product group generated an incremental \$6.25 per page--every day, and that benefit was just the organic benefit. The client estimated that the **eZdia** content delivered an incremental \$4,500 per SKU over a two-year horizon.

The client saw this organic benefit as significantly more profitable than any paid search investments they were making. While paid search was delivering 20x ROAS, after calculating the return on content spend, we measured a 60x ROCS as measured exclusively from the organic results.

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**A return 60 times
higher than the
cost of content**

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Conclusion

Product and Category Content is every eCommerce site's primary way of connecting what it wants to sell with the people prepared to buy. Product content strategies can have a significant impact on overall site profitability. Sites should consider testing content techniques to determine how content optimized can drive eCommerce sales growth.

About eZdia

eZdia helps companies build profitable eCommerce product content strategies. eZdia's services include content research, validation and content creation services designed to acquire, engage and convert visitors into customers. eZdia's clients include Amazon, Walmart, Lowe's, and other eCommerce sites.