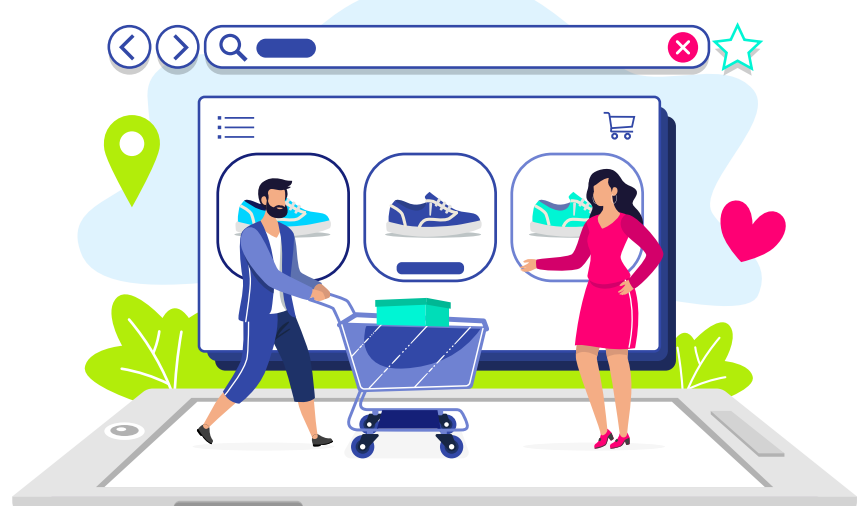


The Digital Shelf at a Glance

The "digital shelf" is the online representation of physical products. In other words, it's the digital portrayal of the store aisle where consumers discover, research, compare, and purchase products. Thus, the digital shelf is where products can be found online, including search results or any other web pages.



Why is it important?

- Global e-commerce sales** are expected to reach **more than \$6.5 trillion by 2023**
- 64%** of consumer packaged goods (CPG) sales growth comes from e-commerce
- 49%** of US consumers buy CPG products online
- 95%** of shopping will be facilitated by e-commerce by 2040
- 77%** of in-store purchases are influenced by digital advertising

What are the components of the Digital Shelf?

- Product assortment
- Product availability
- Images and videos
- Descriptions
- Ingredients
- Instructions
- Ratings
- Reviews
- Pricing
- Promotions

What drives success in the Digital Shelf?

- High-quality, rich product content
- Ratings and reviews
- Rankings
- Digital coupons



5 key areas of the digital shelf you need to optimize

Product content

- 85%** of consumers conduct online research before making a purchase online
- 95%** of consumers say product information is important in making a purchase decision
- 54%** of buyers say a manufacturer has the best information about its product on its own website

1

Search rankings

- 93%** of online activity begins with a search
- 75%** of Internet users never scroll past the first page of search results
- 91%** of traffic is from Google's first page
- 4%** of users click through to the second page
- 1%** goes to the third page

2

Ratings and reviews

- 81%** of consumers trust the advice of friends and family over businesses
- 40%** of millennials say online reviewers are their most trusted source for accurate product information
- 270%** potential increase in conversion rates for pages displaying reviews

3

Mobile strategy

- 52%** of web traffic worldwide is mobile
- 54%** of total e-commerce sales will come from mobile by 2021
- 51%** of smartphone users have discovered a new company or product while conducting a search on their smartphone

4

Price

- 65%** of shoppers look up price comparisons on their mobile device while in a physical store
- 53%** of shoppers said extra cost is the number one reason they abandon carts
- 42%** of consumers would pay more for a friendly, welcoming experience, while
- 52%** would pay more for a speedy and efficient customer experience

5

About Contentserv

Contentserv's software solutions enable manufacturers, brands and retailers to deliver rich, personalized and highly converting product experiences that delight customers, improve time to value and boost ROI.

Learn more at www.contentserv.com