

What Difference Does a Word Make?

Using the right terms and images has always been a guessing game for ecommerce and marketing teams. The need for accurate, evidence-backed product content has led to the development of our Experiment module, which helps take the guesswork out of the equation by pro-actively looking at content such as product titles, types and images from different angles and measuring the impact it has on KPIs.

What's Been Stopping You?



Guesswork is Unreliable

When optimising content for each channel, take the guesswork out of the equation. Different channels require subtly different content. You shouldn't have to leave it to chance to get it right.



Channel/Partner Specifications

With the rules of the ecommerce game constantly changing, it's difficult to stay on top of what works best for each marketing channel or partner.



Lack of Technology

Alternative technology solutions do not facilitate running simultaneous experiments at scale, inhibiting ad effectiveness and growth.



Scientifically prove what product content will work best on a given channel, based on metric-driven testing and product data optimisation.

Contact **Us**

We optimise the product discovery journey through augmented product data & scientific testing, helping clients to achieve amazing results.

Find out more at team@intelligentreach.com.

Product Content Experimentation

Disruptive, ambitious ideas have always fascinated the business world. In reality, actual progress is most likely being driven by a great many small changes and enhancements. Are customers drawn most to a picture of women's shoes by themselves or on a model? What about the brand or the colour of a dress at the beginning of the title? Which category does a maxi dress work best in?

Product Titles


The title is the single most important attribute of your product content, driving relevant exposure on all your key marketing channels. If your product has an obscure name or colour it decreases its visibility. Would you search 'Vermillion' or 'Red', 'Midnight Blue' or 'Dark Blue'? When creating titles, put yourself in the customer's shoes. What would you search for?

Product Images

Running AB Tests on different imagery allows you to learn what drives engagement, clicks and sales. A good image helps drive conversion. Requirements vary depending on the channel. Think about the model or the placement of the product in the image. AB Tests can help you decide which images work best for which products or channels.

Product Categories

It's important for every product to be placed in a category, but with each channel having its own range of categories, sometimes it's difficult to know which category to use. Intelligent Reach factors in all your product attribute data and key search queries to test which is the most effective. For example, we can run an AB Test to see whether a dress works best in the 'prom dress' category or the 'maxi dress' category.



UK Fashion Retailer

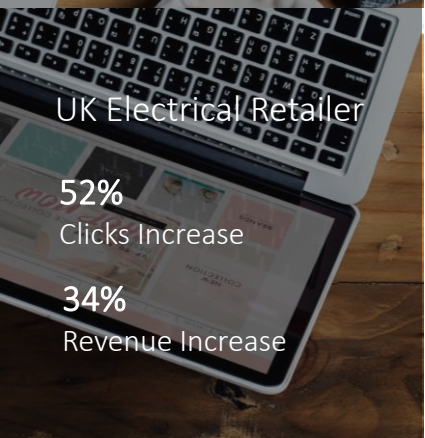
28%
Conversion Increase

70%
Orders Increase



UK Fashion Retailer

25%
CTR Increase WoW



UK Electrical Retailer

52%
Clicks Increase

34%
Revenue Increase

Contact Us

We optimise the product discovery journey through augmented product data & scientific testing, helping clients to achieve amazing results.

Find out more at team@intelligentreach.com.

How we do it

A/B Tests

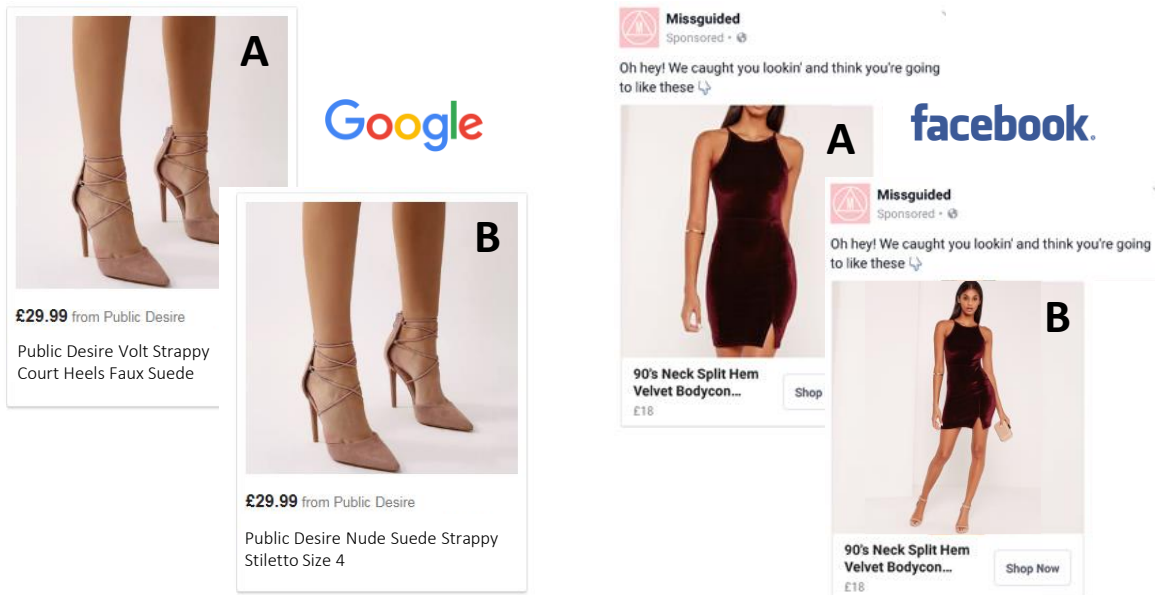
An AB test measures the performance of two groups of product content. The first is the 'control' group and it remains unchanged. The second is modified. These run alongside each other over a period of time and are then analysed in real-time to show which are performing better.

Before & After Tests

A Before and After Test, like the first, examines two groups of data but separately; first, unchanged for a period of time, then modified for another. The two tests can then be compared and analysed.

Channels

The Intelligent Reach platform has over 1400 pre-integrated digital commerce partners available for you to quickly and easily send product information. Content Experiments work across all of these channels, including Google Shopping, Facebook and marketplaces such as Amazon or eBay.



The image displays two examples of A/B testing in digital commerce. On the left, Google Shopping ads for Public Desire shoes are shown. Variant A features 'Public Desire Volt Strappy Court Heels Faux Suede' for £29.99, while Variant B features 'Public Desire Nude Suede Strappy Stiletto Size 4' for the same price. On the right, Facebook sponsored posts for Missguided dresses are shown. Variant A features a '90's Neck Split Hem Velvet Bodycon...' dress for £18, while Variant B features a similar dress with a 'Shop Now' button. Both examples illustrate how product presentation and call-to-action can be tested and optimized.

Contact Us

We optimise the product discovery journey through augmented product data & scientific testing, helping clients to achieve amazing results.

Find out more at team@intelligentreach.com.

The Benefits

Drive real performance through informed decisions

Scientific experiments, unlike guesswork, transform decision-making into a factual, proof-driven process. IR's ability to conduct metrics driven-testing and optimisation of product ads has revolutionised the way retailers and brands drive performance.

Experiment and optimise at scale

Having access to and collecting large amounts of data gives you the ability to drive business growth by running simultaneous, reliable experiments. By managing your product data and experiments in the same platform, you can assess ideas quickly and optimise your product data accordingly, quickly impacting ad performance and driving incremental revenue.

Get a competitive edge by rapidly responding to trends

With rules of the ecommerce game constantly changing, it's difficult to stay on top of what works best on each marketing channel. Experimenting with your product data first will give you a competitive advantage by letting you know what makes the biggest difference, before your competition learns how to capitalise on changing trends.

Success Criteria

- Impressions
- CTR
- Cost
- Avg. CPC
- Click Assists
- Item Price Spent
- Last Click/First Click Revenue
- Last Click/First Click Orders
- Last Click/First Click CoS
- Last Click/First Click AOV
- Last Click/First Click CPA
- Last Click/First Click Conv Rate
- All Conversion Rate
- All Conversions
- All Conversion Value
- Clicks
- Conversions
- Conversion Value
- Cost Per All Conversion
- Cost Per Conversion
- Cross Device Conversions
- Search Absolute Top Impression Share
- Search Click Share
- Search Impression Share
- Value Per All Conversion

Contact Us

We optimise the product discovery journey through augmented product data & scientific testing, helping clients to achieve amazing results.

Find out more at team@intelligentreach.com.