



Conquering conversion on the AI-driven shelf



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Let's talk about your **neglected middle children**

All those PDPs that
don't get enough love
and attention



Our ignored middle children are **costing us money**

- ❑ Lower conversion rates
- ❑ Weaker SEO ability
- ❑ Low compliance

20-30% improvement across an additional **20-40%** of your portfolio would have a huge impact.

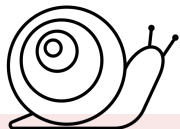


20%



80%

Embedding AI processes in your content workflows can help you **SPREAD THE**



PDP OPTIMIZATION **TODAY**

1-2 hours

And that assumes you already have the right retailer & category specific insights



PDP OPTIMIZATION **TOMORROW**

1-2 minutes

Unlocks the ability to optimize PDPs at the full scale of your portfolio, not just your favorite children

START SIMPLE

Find your next best action through quick conversational insights

The screenshot shows the Profitero Scorecards interface. On the left is a navigation sidebar with icons for various data views. The main area displays a grid of scorecards with various data points, including stock rates, average share of page, and recent reviews. A chatbot window is open at the bottom, showing a user question: "What are my top 5 brands with the most new content compliance issues on Amazon this month?" and a response: "Thinking... To answer this question, I need to identify the top 5 brands with the most new content compliance issues on Amazon for the current month. This requires using the Product Content Data tool to gather the necessary information." Below the chatbot is a text input field with "Hello there!" and a send button. The interface also includes a sidebar for "Countries" (United States) and "Global Prof" (Assortment, Placement, Product, Pricing, Ratings).

GET MORE ADVANCED

Apply AI optimizations based on what works in your category

The screenshot shows the Profitero AI optimization interface for a product. At the top, there are navigation options: "Select", "Refine", and "Generate". The product being analyzed is "Colgate Max Fresh Travel Size Toothpaste with Mini Breath Strips, Cool Mint - 1.0 Ounce". The interface displays the product image, name, and description. The "Product Description" section states: "You can breathe confidently with Colgate Max Fresh Travel Size Toothpaste with Breath Strips and a great Cool Mint flavor. Our unique toothpaste formula is packed with hundreds of mini breath strips and unleashes a powerful rush of freshness for long-lasting fresh breath. Colgate Max Fresh Toothpaste with Breath Strips invigorates your brushing experience and leaves your breath feeling fresh for hours. Plus, it fights cavities and whitens teeth leaving you with a healthy smile. At Colgate, we make products that promote healthy smiles. Not only because having a healthy smile is important to your overall health, but because when you have a healthy smile, you actually smile more - and that's a powerful thing. Smiles are the simplest form of optimism, something we need now more than ever. That's why we're championing optimism - we are committed to creating a healthier planet and working every day to create healthy smiles for all." The "Product Bullets" section lists: 1. Freshness That Lasts for Hours, 2. Packed with Hundreds of Mini Breath Strips, 3. Fluoride Toothpaste to Fight Cavities, 4. Whitens Teeth by Removing Surface Stains, 5. Sugar Free, Gluten Free, 6. Cool Mint Flavor. The "Discoverability" section includes a "Keyword Optimization" section with the text: "Choose any relevant search phrases to include in generation process and use them in selected section. We won't use keywords you excluded by your administrator." Below this are several keyword suggestions: "+ fresh breath", "+ mint gel", "+ advanced whitening toothpaste", and "+ whitening fluoride toothpaste".

Scorecards

Global Country

Countries

United States

Clear All

Global Prof

Assort

Placem

Produc

Pricing

Ratings

United

United States

Profitero Score

43

Goal

What are my out of stock rates by retailer this week?

What is [BRAND]'s average share of page 1 for [KEYWORD] at [RETAILER]?

Summarize recent reviews for [BRAND] products on [RETAILER].

What are our most common content compliance issues at [RETAILER]?

What are my brands' average share of page 1 this month for [KEYWORD]?

Which of my products received the most new negative reviews last month at [RETAILER]?

Which brand has the most image content issues?

For which keywords did [BRAND] perform best at [RETAILER] this week?

Do any recent reviews for [BRAND] products mention packaging issues or damaged products?

What are my top 5 brands with the most new content compliance issues on Amazon this month?



Thinking...

To answer this question, I need to identify the top 5 brands with the most new content compliance issues on Amazon for the current month. This requires using the Product Content Data tool to gather the necessary information.

Hello there!



Save view



Export





Category

Toothpaste

Retailer

walmart_us

Current Product ID

10311739

Product Title

Colgate Max Fresh Travel Size Toothpaste with Mini Breath Strips, Cool Mint - 1.0 Ounce

Product Description

You can breathe confidently with Colgate Max Fresh Travel Size Toothpaste with Breath Strips and a great Cool Mint flavor. Our unique toothpaste formula is packed with hundreds of mini breath strips and unleashes a powerful rush of freshness for long-lasting fresh breath. Colgate Max Fresh Toothpaste with Breath Strips invigorates your brushing experience and leaves your breath feeling fresh for hours. Plus, it fights cavities and whitens teeth leaving you with a healthy smile. At Colgate, we make products that promote healthy smiles. Not only because having a healthy smile is important to your overall health, but because when you have a healthy smile, you actually smile more – and that’s a powerful thing. Smiles are the simplest form of optimism, something we need now more than ever. That’s why we’re championing optimism – we are committed to creating a healthier planet and working every day to create healthy smiles for all.

Product Bullets

1. Freshness That Lasts for Hours
2. Packed with Hundreds of Mini Breath Strips
3. Fluoride Toothpaste to Fight Cavities
4. Whitens Teeth by Removing Surface Stains
5. Sugar Free, Gluten Free
6. Cool Mint Flavor

Discoverability

Keyword Optimization

Choose any relevant search phrases to include in generation process and use them in selected section.

We won't use keywords you excluded by your administrator.

+ fresh breath

+ mint gel

+ advanced whitening toothpaste

+ whitening fluoride toothpaste

AI trained on generic / Amazon-only insights won't cut it

Shoppers search differently by retailer

Walmart shoppers search differently to Amazon Shoppers

KEYWORD IMPORTANCE RANK AT AMAZON & WALMART
1 = MOST IMPORTANT
CATEGORY = SINGLE-SERVE CAPSULES & PODS

	amazon	Walmart*
k cup coffee	25	2
k-cups	4	21

Profitero Source: Profitero Search Optimiser, 2023

Target shoppers search differently to Amazon Shoppers

KEYWORD IMPORTANCE RANK AT AMAZON & TARGET
CATEGORY = PROTEIN DRINKS/MEAL REPLACEMENTS
1 = MOST IMPORTANT

	amazon	TARGET
protein shakes	2	8
high protein shakes	10	81

Profitero Source: Profitero Search Optimiser, Jul, 2023

Go from content compliance to content effectiveness

A household staple company **grew sales 34% and cracked the top 100 ranking** for “Pen” on Amazon using Shelf Intelligent Content PDP optimization

Results

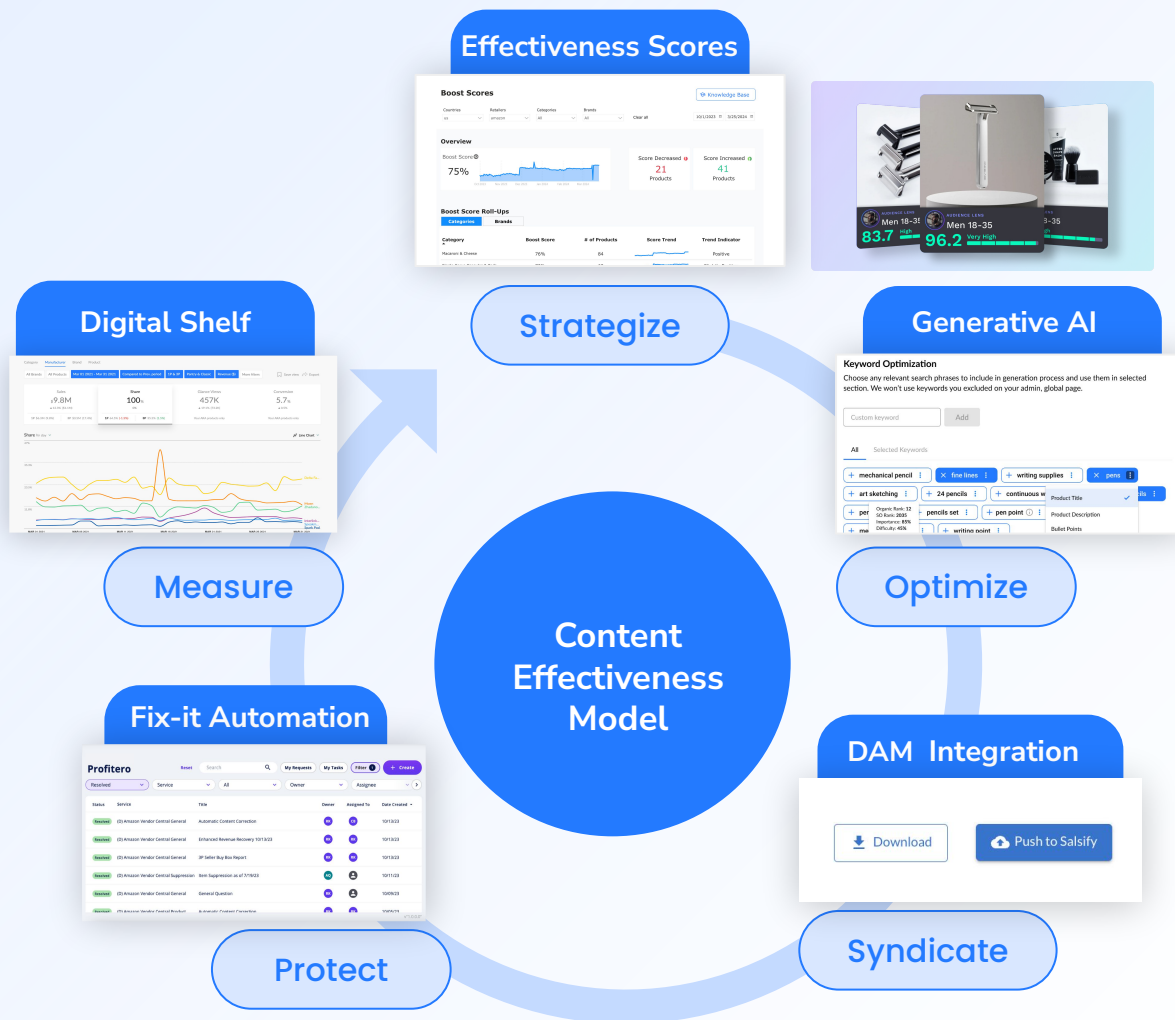
By implementing PDP content recommendation based on category best sellers, the manufacturer’s content team saw:

34%
lift in sales

17%
increase in traffic

Ranked
75th
for top term “pen”
on Amazon for
the first time

AI workflows should be part of a larger content optimization workflow



Key takeaways

- Love your middle children
- Start testing AI for PDP optimization, but do it at the pace that's right for your level of content maturity
- AI is only as smart as the retailer & category intelligence that feeds it
- Think holistically about your content optimization process

Questions?

Don't hesitate to reach out!



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Read our latest research report on how to revolutionize your content with predictive analytics & AI

Thank you!