

CASE STUDY

The perfect tools for product page conversion

How one hardware brand's focus on product imagery boosted sales revenue and market share



The customer

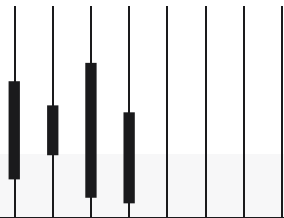
This hardware brand has developed an industry-leading reputation for manufacturing durable and efficient tools for professional construction. With a global presence and storied history of innovation, the brand delivers solutions that lead to safer, more productive job sites all over the world.

The challenge

When it comes to driving conversion and loyalty, high-quality product images are key. With no way to analyze or monitor its own product images, the brand had no insight into whether its product detail pages (PDPs) were optimal—or whether they featured brand-approved imagery in the first place. The brand tried to remedy the problem by manually auditing key SKUs, but the approach was time-consuming, inefficient and difficult to scale. The brand needed a better way to monitor SKUs and deploy brand-authorized images, with a way to measure the impact of those changes.

The solution

PriceSpider's Brand Monitor solution leverages sophisticated crawling technology to ensure accuracy, consistency and quality across the digital shelf—protecting brand value and giving customers confidence in what they're purchasing. The brand chose Brand Monitor to replace manual SKU audits, increase data accuracy, pinpoint unauthorized product images and easily identify retailer partners that needed updates. Then, using the reporting dashboard in PriceSpider's Where to Buy Shoppable solution, it noted a measurable uptick in sales that could be directly attributed to PDP improvements. Using Brand Monitor in tandem with Where to Buy Shoppable solutions, the brand found it easy to pinpoint areas for improvement while immediately measuring their products' efficacy on the digital shelf.



\$1m revenue increase

11.6% sales volume boost

12.5% purchase count increase

The results

With Brand Monitor, the hardware manufacturer optimized its product images and replaced manual SKU auditing processes, boosting buyer confidence and brand consistency over the long term. The impact was immediate. Not only did the brand increase conversion rates, leading to a \$1 million increase in revenue, it also drove an 11.6% sales volume increase from Where to Buy-featured retailers.

When shoppers have a better idea of what they're buying, it leads to more sales, fewer complaints and far less returns. With the right solution in place and manual product page audits no longer acting as a blocker, the brand deployed an updated PDP image strategy across all online retailers to drive high-impact sales lifts.

Discover how PriceSpider's commerce platform gives you complete control of the customer journey.

