

# Whitepaper: Creating the Perfect Product Detail Page

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# Preface

Pimberly is a world leader in Product Information Management (PIM) & Digital Asset Management (DAM) software for complex technical products, delivering market leading AI and automation.

In this whitepaper, we delve into how to optimize product pages and boost conversion rates. We start by reviewing tips on how to enrich your data and digital assets for product page SEO to ensure the right customers find your products at the right time.

You'll learn how you can create a seamless experience - from discovery to post-purchase - to build trust, drive customer satisfaction, and improve loyalty

Our goal is to enable you to enhance the product page experience with different types of content to increase cross-sell and upsell opportunities.

To learn more about Pimberly, head to the end of the whitepaper for more about us and some other relevant reads.

Thanks, and we hope you enjoy the read.

# Executive Summary

In order to attract more viewers and convert them to customers, eCommerce businesses need to knock their product detail pages out of the park. These pages include a host of specific product information that customers need to make a purchase decision, including main features and benefits, customer reviews, and comparisons with similar products. They should also include the bits of information customers want before committing to a purchase.

To help you showcase your products in the best possible way and convert more browsers into buyers, we've put together a guide to creating the perfect product detail page, including how PIM can help you do this consistently across all your sales channels. We'll start by bringing you up to speed on PIM and product detail page fundamentals. After that, we'll run through all the components you need for the perfect product detail page: optimization, product descriptions, digital assets, navigation, delivery & returns, and more.

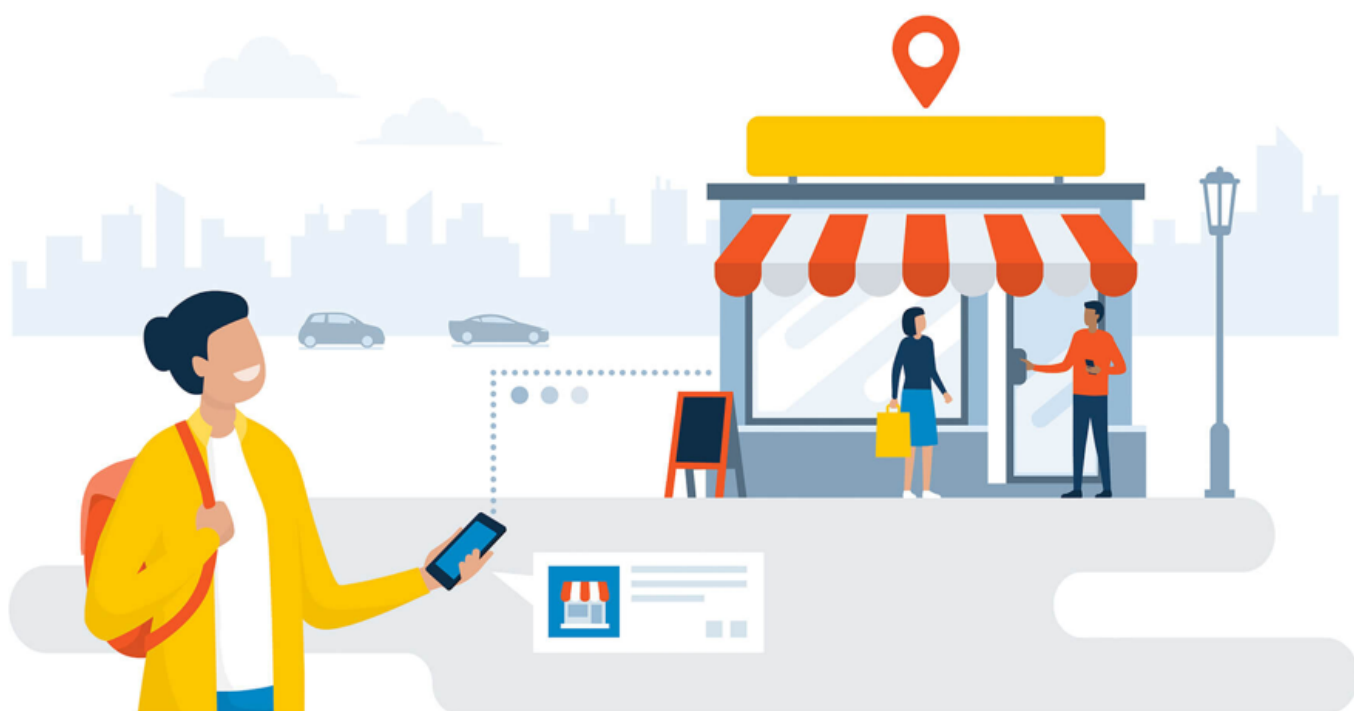
Finally, we'll explain how a powerful PIM solution like Pimberly makes it easy to keep all your product information up to date and optimized across every channel, so you can achieve your eCommerce goals year-round. We'll illustrate how the all-in-one Pimberly system enables marketing and sales teams to capture vast amounts of data, build perfect product detail pages, and create exceptional customer experiences.

This is a 20-minute read, so grab a coffee and get comfortable – let's get this eCommerce lesson started.



# Introduction

The goal of a product detail page is to showcase products in the best possible light and give customers all the information they need to make an informed purchase. If they've landed on your product page, it's the equivalent of someone walking into a physical store.



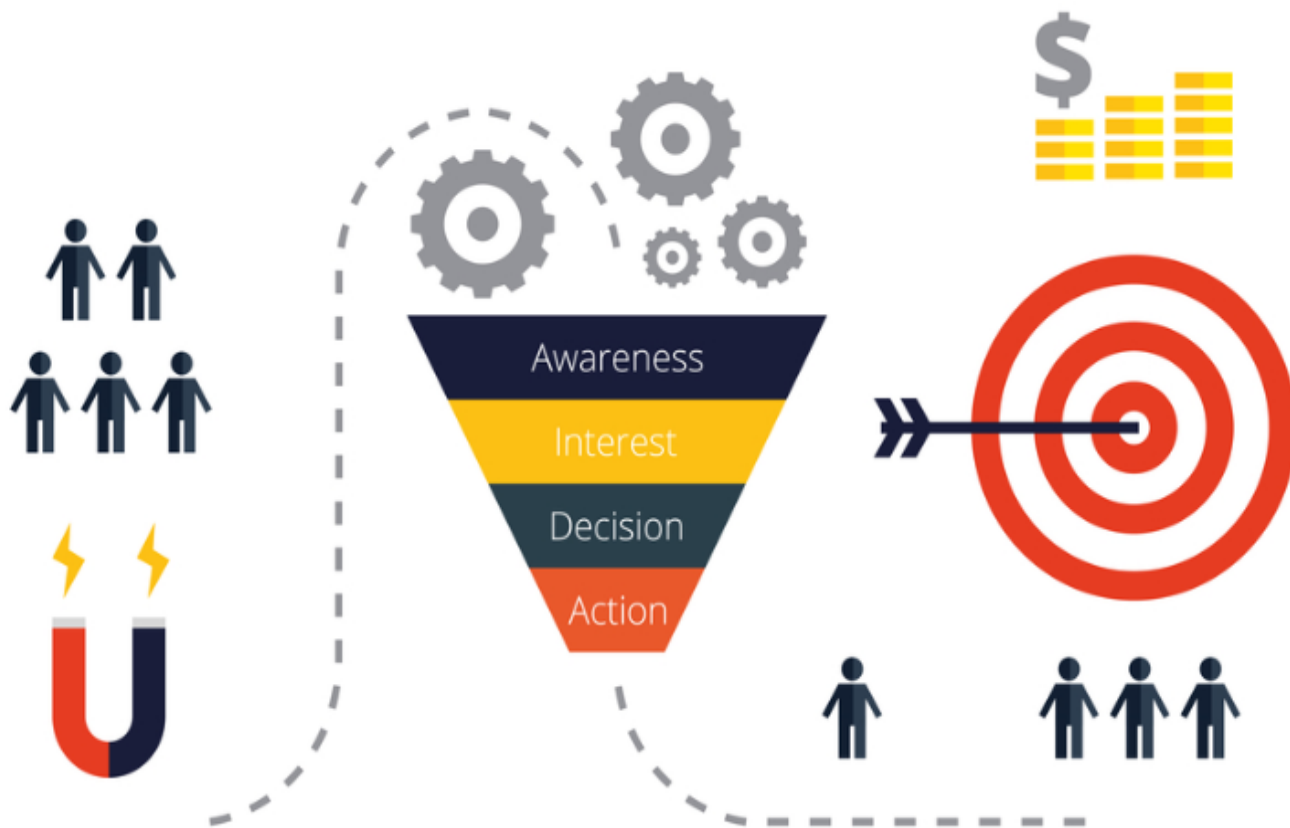
In other words, they'll have a very high buyer intent, so you need to use all the real estate at your disposal to turn browsers into buyers. You want to display information in a way that quickly gives customers a full view of the product, what they'll get from buying it, and how quickly they can receive it.

Easier said than done, right?

Ultimately, the quality of your product data defines the quality of the customer experience and around

98% of shoppers will abandon a purchase if product information is inaccurate.

If you design a product detail page poorly with inaccurate product data, you'll end up with poor conversion rates. It's like putting a great product in bad-quality packaging - it won't instill confidence and may leave them feeling frustrated and disappointed. But, if you get it right, your conversion rates can skyrocket.



When product detail pages resonate with your customers, **conversion rates increase**.

When browsers spend more time on your product detail page, conversion rates increase. Furthermore, you want them to spend long enough on your page to make a buying decision. (Purchase probability is at its highest after a customer spends 50 seconds or more on the page.<sup>1</sup>)

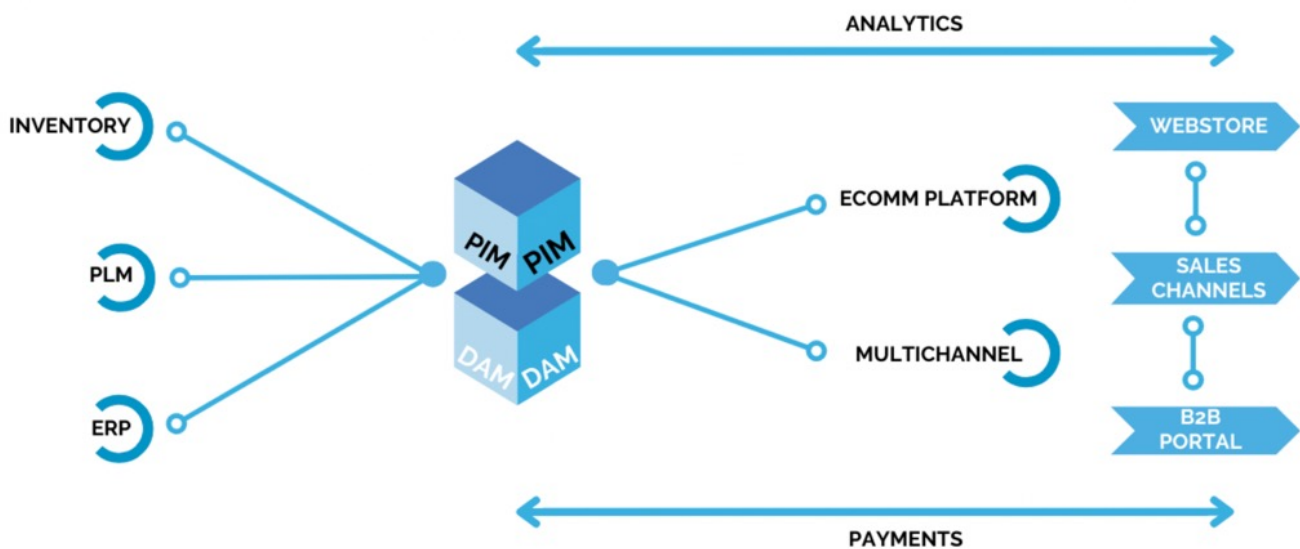
When product descriptions, digital assets, navigation,

and product recommendations give customers confidence, conversion rates increase (and so do average basket sizes).

All in all, eCommerce businesses have to strike a balance between optimizing for SEO and conversions. Think of what Google wants and think about what your customers want. It is possible to have great SEO, an exceptional customer experience, and high conversion rates – if you have outstanding product detail pages. PIM can help you achieve that.

# 1 What is PIM?

PIM, or Product Information Management, is a centralized system that serves as a product data hub. Brands, distributors, manufacturers, and retailers use PIM systems to gather, store, enrich, and directly publish their product data across all their sales channels with ease and efficiency.



PIM is inclusive of all areas of product data management, such as:

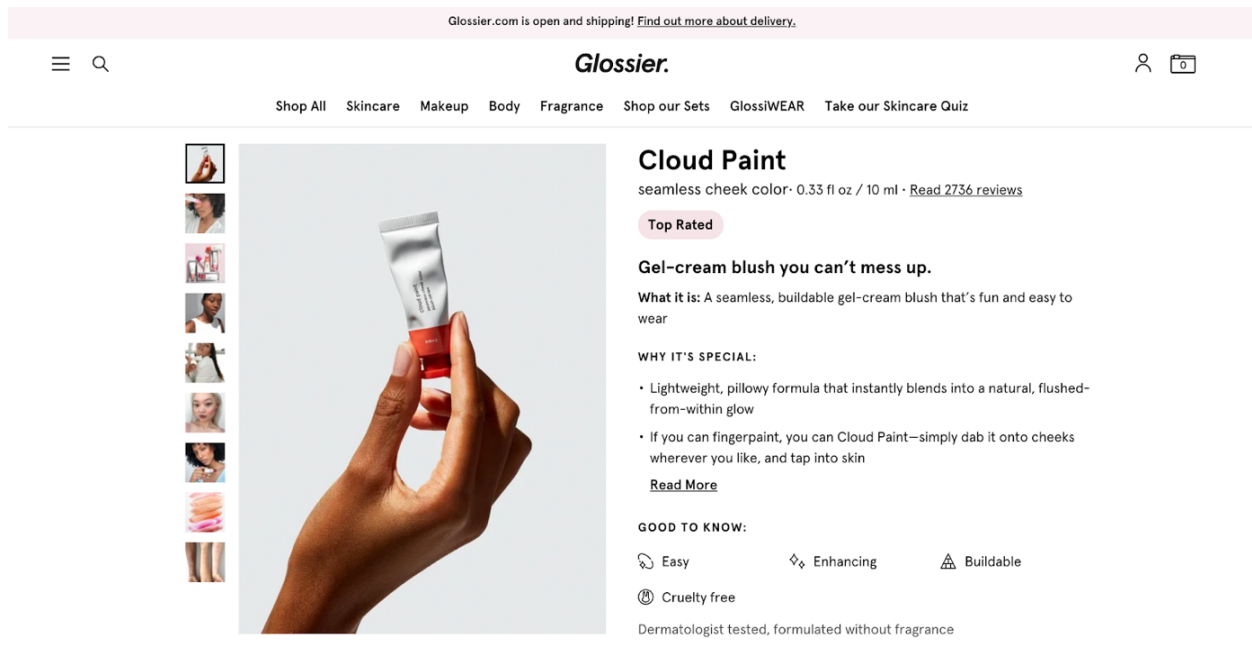
Key product attributes – Size, fit, color, washing instructions, SKU number

- **Marketing data** – Meta data (SEO) like descriptions, keywords, titles
- **Technical specs** – Measurements, sizing, materials used
- **Taxonomies** – Relationships, categories, product tags
- **Localized data** – Product data in different languages, currencies, local sizes and measurements
- **Digital assets** – Any media format including images, videos, sizing charts, animations, etc.
- **Sustainability & traceability data** – Net environmental impact, materials used, resources saved, carbon emissions

Pimberly makes it simple to gather all your product information – from an unlimited number of data sources, external or internal, in any format (text, image, video, PDF, animations, audio files, sizing charts etc.) All this is then stored, managed, enriched, and distributed from one single location. The system serves as a single source of truth to ensure customers, team members, and suppliers always receive totally up-to-date and accurate product information (for instance, on your product detail pages).

With a world-class PIM system, you can give your customers immersive online experiences they'll love. We make it easy to open new sales channels, enter new geographical markets, and overall extend your brand reach.

## 2 What is a product detail page?

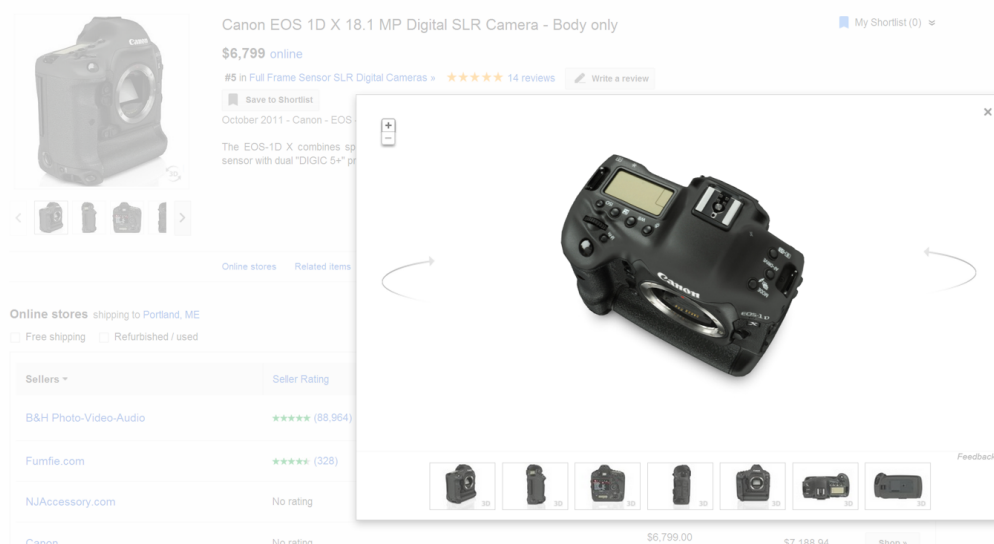


A product detail page is a dedicated page on an eCommerce site with details of a specific product. It provides specific information on the product including main features and benefits, social proof in the form of customer reviews, comparisons with similar products and prices. Essentially, it should provide customers with all the information they need to make a purchase. It should also include the information customers want to see, such as user-generated content, and how-to videos so they know they'll be able to get the most from their purchase.

The information on your product detail page should address any objections your customers have about

buying the product and eradicate any hesitation they might have about clicking "buy now". It should instantly grab the visitor's attention and should use language they can relate to (this is where it's useful to look at customer reviews to understand the way they talk about your products).

Product detail pages must include digital assets such as video and imagery. Good practice would be to offer enhanced capabilities like zoom, 360°, and 3D views. These are used to replicate the views that a customer would get in store – another way to help them decide if it's the right purchase for them.



The better and more in-depth data on your product detail pages, the higher the conversions. For example, listings with the enhanced viewing capabilities outlined above can increase conversion rates by up to 40%.<sup>2</sup> In the current eCommerce environment, customers want to get information as quickly as possible. This is where a live chat functionality can be super handy. It bridges the gap between a physical store interaction and eCommerce. If customers do have any questions, they can be answered on the fly, which can lead to conversion rates increasing by up to 20%.<sup>3</sup>

Overall, the purpose of a product page is to get people to buy from you, so you should be thinking of

psychological triggers that will convince customers that they must absolutely own what you're selling. Creating a sense of urgency can massively help in this respect. For instance, low stock notifications, or a countdown timer for same day dispatch.

You should also be thinking of creating upsell and cross-sell opportunities, and position them in a way that will give the customer the chance to enjoy their online purchase. Think things like "batteries not included" and make it easy for them to add some to their basket. Alternatively, you could use "you might also like" recommendations to showcase higher-value products to the one they're looking at to boost average order values.

### 3 The importance of a perfect product detail page

Why is it so crucial to develop an amazing product detail page? Well, ultimately, they're the pages on your eCommerce site that lead directly to a transaction. That's why it's vital to mirror the in-store experience. A great product detail page can create the same experience as picking up a product, taking a look, reading the label, asking for more information from a shop assistant, and comparing it to other similar items before deciding to buy.



The product detail page comes at a crucial part of the buyer journey: discovery. Browsers will come across images on search then decide whether to visit the page – a key stage that will impact your Click-Through Rates (CTRs) and conversions. If this is done well and customers have all the information they need, they'll be more likely to move on to the conversion stage of the buyer journey.

To optimize for this discovery phase, use all the 'real estate' available to you on Search Engine Results Pages (SERPs) and social media to give browsers a

clear idea of what to expect if they click through to your product detail page. That includes but is not limited to:

- Keywords (including longtail & LSI)
- Meta titles
- Meta descriptions

The average eCommerce conversion rate across all industries is only 2.68%. This is why it's so vital to have powerful, optimized product detail pages.

## 4 What does the perfect product detail page look like?

The perfect product detail page will vary depending on your industry, brand, the product itself, and also the device the product detail page is being viewed from. But, a variety of key components should be included, such as a product description and price, imagery, a clear Call to Action (CTA) that sits above the fold of the page. These are the basic elements we expect to find on a product page.



You can take things to the next level with things like social proof which we referred to earlier. Previous positive customer reviews help browsers form a stronger bond with your product, especially when you include personal details of the person leaving the review, such as size, height, age, and gender. If you do this, make sure your privacy policy clearly outlines how you're going to be using this data.

Taking your [product detail page](#) from *plain to perfect* will depend upon the quality, relevance, and presentation of these components.

Most eCommerce companies see Amazon as the gold standard when it comes to having detailed product detail pages. Use an Amazon product detail page – [like this one for their Echo Dot](#) – as a benchmark for all the key components that should be included on your product detail pages:

- **Price** – Include the price, keeping in mind different tax laws based on the location of the business and/or buyer
- **Description** – Most product detail pages include both a short and extended version to give customers the choice of how much information they view

- **Images** – High-quality product imagery is crucial when selling online, so include different viewing options, zoom capability, etc.
- **Videos** – Video content keeps customers on-page longer (which is an important SEO ranking factor) and also gives viewers an experience similar to seeing products in person

- **Delivery and returns** –

Showing this information early on is crucial to decreasing cart abandonment. Be sure to make it very clear how customers can return products if needed and how much delivery will cost

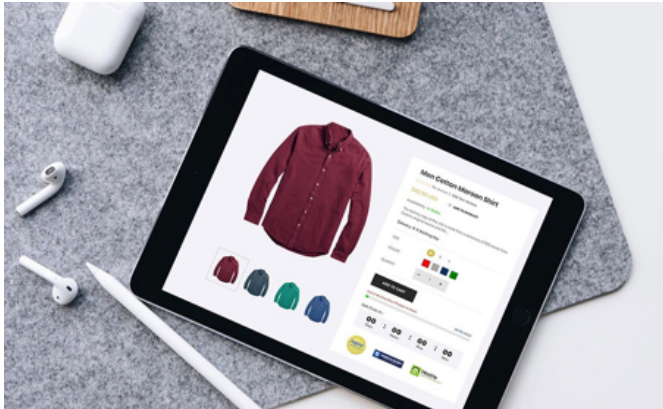
- **Delivery date estimator** – This can reduce cart abandonment rates, as customers have a better idea of when their purchase might arrive

- **Stock levels** – If an item has low stock, adding this information can create a sense of urgency

- **Sustainability credentials** – If your product/company has specific sustainability credentials, or your products have been ethically made, be sure to call this out so customers can consider that in their purchase decision
- **Different product options/recommendations** – If varieties of the product are available, be sure the options are listed (size, color, fit, etc.) You can also display related products, like kits or bundles, to boost average order values
- **Customer reviews** – One of the most important parts of the product detail page. Showcase reviews from past purchasers, and include personal detail (e.g. for fashion: height/body type, size/color purchased, etc.) to help browsers relate to the reviewer. User-generated content also contributes towards your site authority, improving SEO rankings.



# 5 Creating the perfect product detail page



As the leading experts in the Product Information Management (PIM) space, Pimberly has produced this comprehensive whitepaper to creating the perfect product detail page.

Keep in mind there may be a need for multiple product detail page variations for the same product, especially if selling across different geographies and demographics. These variations may include color, size, fit, use case, age, gender, ethnicity, language, measurements, and more.

All of this will contribute to the overall product experience, which is key in converting browsers to buyers. The aim is to deliver the right products, in the right format, at the right time.

Read on to learn our top product detail page tips and tricks to delight your customers and boost conversion rates.

## Optimization

It'll be impossible to generate eCommerce demand if nobody is discovering your products online – that's why SEO is crucial when optimizing your product detail pages.



Product detail pages are key in driving organic traffic to your eCommerce site, especially if they contain keyword-rich descriptions, optimized digital assets, and meta titles and descriptions that resonate with your audience and their needs. It's important, therefore, to strike a balance between what customers need to see and what search engines such as Google need to see in order to rank your product detail pages higher.

Let's run through some of the most important considerations for good eCommerce SEO4:

- Keywords
- Product descriptions
- Digital assets
- Snippets
- FAQs
- Mobile optimization
- Site structure
- Reviews and user-generated content (UGC)
- Penalty reduction
- Collaboration

## Keywords

Keywords make up the backbone of any solid eCommerce SEO strategy. With Pimberly, you can easily organize your keywords and ensure they're relevant for each product by connecting to your SEO tools such as SEMrush, Ahref, Ubersuggest and Google Autocomplete. That optimization – especially on your product detail pages – will increase visibility in search.

## Product descriptions

Reader-friendly, keyword-rich (including longtail and LSI), and relevant copy is an important SEO ranking factor. The better your product descriptions, the longer users will spend on the page – which sends positive signals to search engines.

## Digital assets

Managing digital assets across a wide range of products and sales channels that have different requirements is made simple with Pimberly's integrated DAM. Having proper alt-tags, optimal file sizes, and more will ensure you aren't getting



penalized by Google, and all this is easily managed within your PIM.

## Snippets

Getting highlighted in a Google snippet – that box of text at the top of the SERP that answers your query – is the holy grail of SEO: a featured snippet receives approximately 8% of all clicks.<sup>5</sup> Pimberly stores all your keywords, optimized product descriptions, images, and videos for each product in snippet-friendly formats to give you the best chance of winning that coveted search real estate.

## FAQs

Having an FAQ section benefits you twofold. Firstly, it's a great resource to offer customers who are looking for that extra layer of information and reassurance before making a purchase. Secondly, it's a great opportunity for you to target more search terms you know customers will be looking for, which will in turn massively boost your SEO efforts.

## Mobile optimization

Having a website that's optimized for mobile isn't just important for the user experience – it's also crucial for SEO. Building mobile-friendly product detail pages requires written content and digital assets that are adjusted for mobile viewing (Pimberly does this automatically).

## Site structure

When trends change, you may want to switch up your website structure. To do this while remaining optimized for SEO, using PIM is a must. PIM helps you easily gain full visibility into all your product information, so you can make any changes – big or small – to product categories or attributes that will reflect in real-time.

*(Reviews and user-generated content UGC)*

Google prioritizes product detail pages with plenty of high-quality reviews: pages that include reviews appear in over 57% of global searches.<sup>6</sup> But showing up in search isn't the only benefit of displaying reviews – it also makes viewers more likely to follow through on a purchase.

According to Bazaarvoice, the conversion rates of product detail pages with reviews are up to 3.5 times greater than those with none.<sup>7</sup>

## Penalty reduction

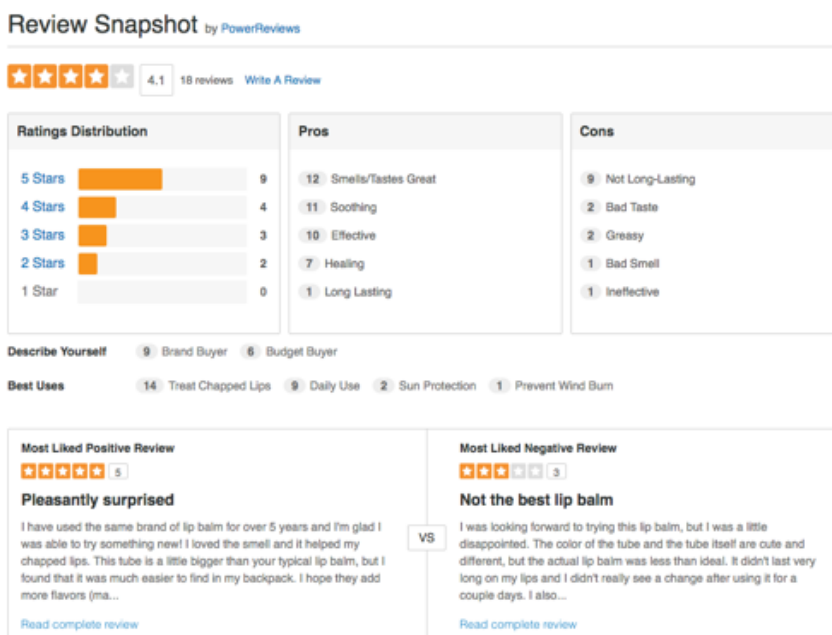
Each penalty you rack up from Google will, of course, negatively impact the search engine ranking of your product detail pages (and website in general). SEO penalties on product detail pages often come from inefficient product information management, which can lead to:

- Mislabelled images
- Duplicated content, copy and images
- Keyword stuffing

Because the Pimberly PIM can connect to your external SEO tools, you can easily monitor all this and create notifications if and when anything needs to be amended, rectified or improved.

## Collaboration

There are plenty of teams that have a hand in creating perfect product detail pages – from content to marketing to SEO and eCommerce teams. If your teams aren't aligned, inefficiencies and errors will arise and cause your product detail pages to underperform. Shared access to all product information – via a PIM solution like Pimberly – helps all stakeholders work smarter (and faster).





## Product descriptions

You spend a lot of time, effort, and resources getting browsers to visit your product detail pages. Once they arrive there, the product description can make or break whether they choose to buy or keep browsing.

### Product description best practices

Product descriptions should be, first and foremost, completely unique. This is to ensure you're getting the maximum SEO benefit as search engines hate unoriginal or duplicated content. While it may be tempting to use the descriptions provided by the manufacturer or wholesaler (if applicable), your

competitors will likely do that as well. So, unique is best – and aim to be highly informative so the visitor doesn't need to look elsewhere for any details they want.

Your product descriptions should be:

150 words or less (160 for product meta descriptions)

Cover all key features and benefits of the product

Use bullet points that can be easily scanned

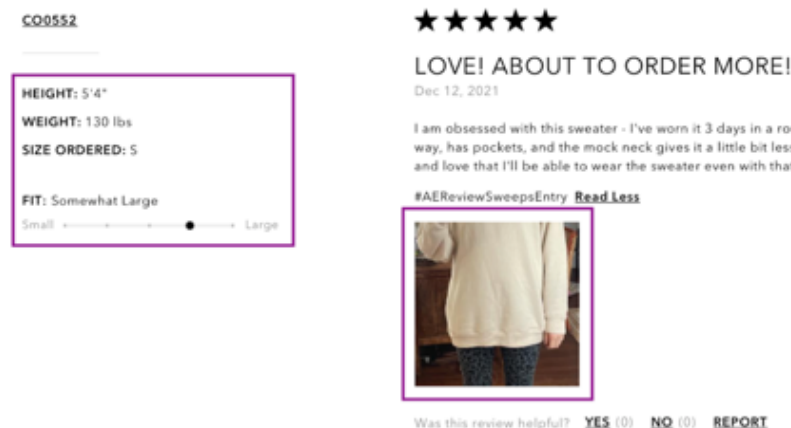
Include logos to show accreditations or key benefits

Triple-checked for accuracy

Inclusive of target keywords (LSI, longtail, etc.)

Written in your brand voice, with language that will resonate with your target audience and key personas

Additionally, be sure to include reviews of the same product in the description. As we mentioned earlier, this can increase conversion rates by up to 350%.<sup>8</sup> Adding personal details – such as size, age, and fit, – of the reviewer can help customers relate to that person. Here's a great example from women's clothing brand [Aerie](#):



A user-friendly size selector can also help browsers find the right size for them. The definitions of small, medium, large, etc vary, so give precise measurements. Sizing charts are a great way of enabling your customers to fully understand which size will be best for them. A PIM like Pimberly offers an Automated Sizing Chart functionality. It uses the product information stored within your platform to automatically create easy to use sizing charts. Be sure to factor in the different measurement systems used by audiences in different geographies if you sell internationally.

Finally, remember to cater to your different audiences in each variation of the product detail page – by use case, age, gender, ethnicity, language, occasion etc.



## Digital assets

The digital assets on your product detail pages are, in many cases, the most important factor for your customers' purchase decision as it's often the first thing they'll look at. 60% of consumers say they need to view an average of three to four images when shopping online – so make them count!

To create the best product detail page possible, we recommend using a mix of image and video.

### Product images

Your images need to give customers a comprehensive view of all elements of a product – just like when we look at something in a shop. Offer close ups on the material, specific product details like the pockets of a jacket, the hinge on a door, or the handles on a wardrobe.

If you're in the fashion and apparel space, you should give customers the option to "shop the look" by

displaying imagery with different outfit combinations. Even better, give you customer the ability to switch and swap so they can design their very own look, which is a great way of increasing basket size and average order values.

### For product imagery:

- Include lifestyle shots (imagery or video that displays different use-cases for products, products in different settings, or clothing on different models) – enables browser to create a stronger bond with the product
- Use alt tags – a must for SEO optimization and also for accessibility
- Ensure high resolution – ensures all products are shown in the best possible light and enables customers to zoom in, and see 3D and 360 views

If you're selling across different sales channels, such as marketplaces, social media platforms, or third-party vendors, make sure you're using the right amount

of imagery for each depending on their specific requirements. As we mentioned before, it's also key to make sure your images have the correct Alt tags (alternative text applied to images that tell search engines what it is so it can be surfaced in SERPs), file types and sizes to boost your SEO rankings.

### Product video

Don't stop at images, though – give visitors a clear view of the product in action by using video. Product listings with video are 50% more likely to appear in search results.<sup>10</sup> Plus, video encourages visitors to spend longer on the page, increasing the likelihood of a sale and boosting your site authority from an SEO perspective. One study found that the probability of purchase is highest when a person spends around 50 seconds on the product detail page and video will largely help with this<sup>11</sup>

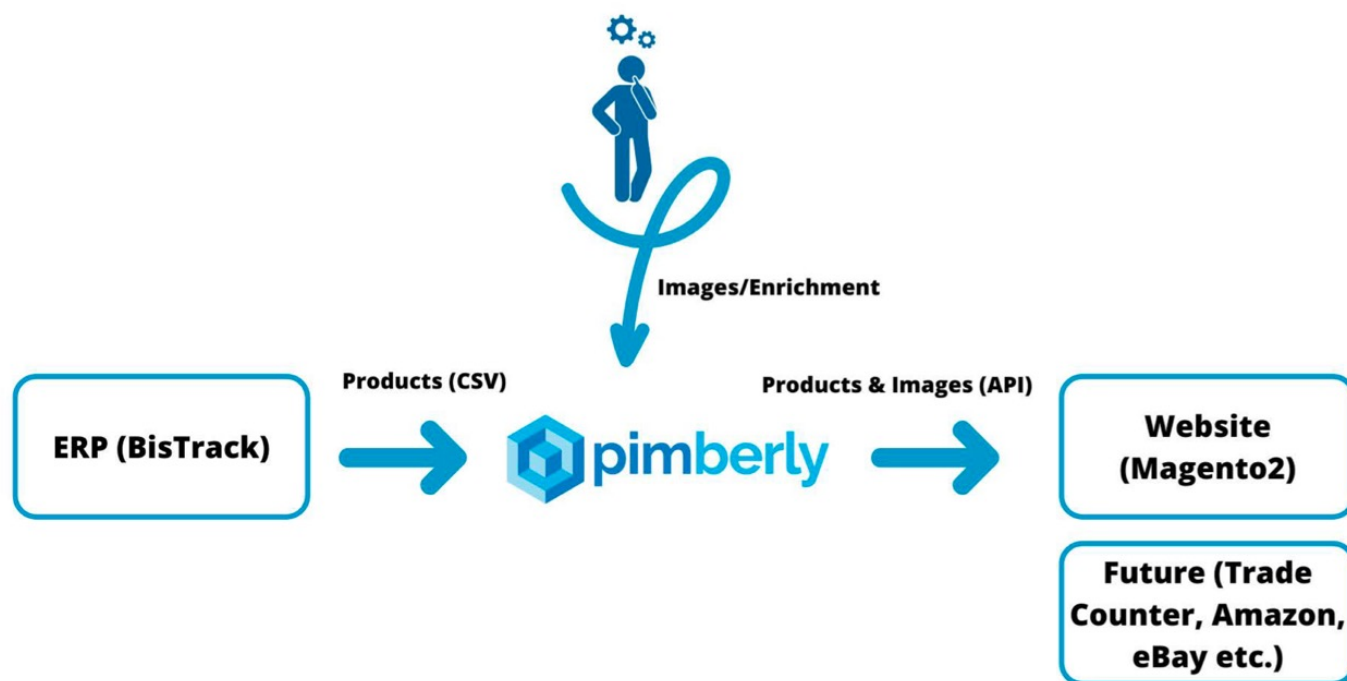
With the rising popularity of platforms such as TikTok, Facebook, and Instagram, this is a medium that needs

extra special attention. Video is no longer a nice to have and, if anything, should be given more attention than product images.

### Digital asset best practices

To take your product detail page to the next level, add additional capabilities for a better user experience – for example: sizing charts or sizing comparison tools. Listings with enhanced capabilities like zoom, 360° and 3D views can also increase conversion rates by 40%, so it's definitely worthwhile including them.

Increasingly, we're seeing the use of Artificial Reality (AR) and Virtual Reality (VR) to help customers visualize what products will look like in real life. So whether it's FBX, GLB for web applications gLTF, gLB for android and USDZ for iOS devices, all this can be stored and managed within your PIM. From a PLM perspective, you can also store and manage your Building Information Modeling (BIM) files.



Finally, just like with the product description, ensure your digital assets are also catering to your different audiences: use case, age, gender, ethnicity, language, etc. Furthermore, the file names should include your target keywords to ensure they appear in search results.

## URLs & navigation

The perfect product detail page will sit within a well-structured site with easy navigation. It should never take more than three clicks for a visitor to get to what they're looking for.



or 1-Click Checkout



To create this user-friendly setup in your product detail pages:

- Use well-structured product data and clear product categories
- Ensure keywords are included in URLs and navigation menus
- Keep URLs unique by including product codes
- 'Breadcrumb' your navigation – shows customer where they are on the site and gives them the option to easily navigate to other sections of your site or retrace their steps

## Return & delivery information

Delivery, returns, and refunds are some of the most important factors for online shoppers. They're making the active choice to purchase a product without seeing it in person as they may have done in the store, so they're putting their faith in your brand.

### Wedding Registry Items

- Items purchased from your Amazon Wedding Registry as a gift can be returned within 180 days of delivery.
- Items purchased by the registry owner are subject to the standard 30-day Amazon.com Return Policy.

### Wickedly Prime, Amazon Elements, Happy Belly, Mama Bear, and Presto!

- We're proud of our products. If you don't love them, we're happy to give you a full refund up to 365 days after you receive the product.

Was this information helpful?

Yes No

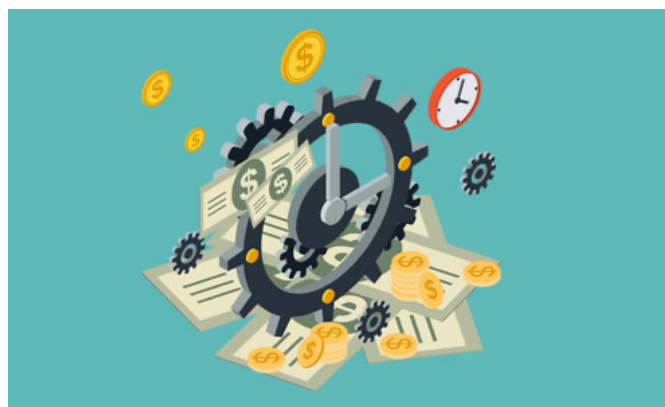
Information on your delivery and returns processes needs to be highlighted early on in the buyer journey – aka on the product detail page. List the different delivery options you offer, how much each method will cost, and how long it will take for the order to arrive. It should also be absolutely clear how customers can return any goods that don't work for them, and the returns process itself should be as simple as possible. Failing to showcase these details will lead to a higher cart abandonment rate:

**(Shopping) cart abandonment rate** – The rate at which visitors 'abandon' items in their shopping cart without purchasing.<sup>1</sup>

1100 = Cart Abandonment %

One nice addition that works well for many eCommerce businesses is a delivery indicator, where the visitor enters their address and is given an estimated delivery date. The less uncertainty for the customer, the better.]

## Creating a sense of urgency



If you've ever been shopping online and seen that an item you like only has one left, you've experienced that retailer creating a sense of urgency.

To decrease cart abandonment and encourage visitors to complete their purchase, use tactics that add some (positive) urgency to the shopping process. These could include:

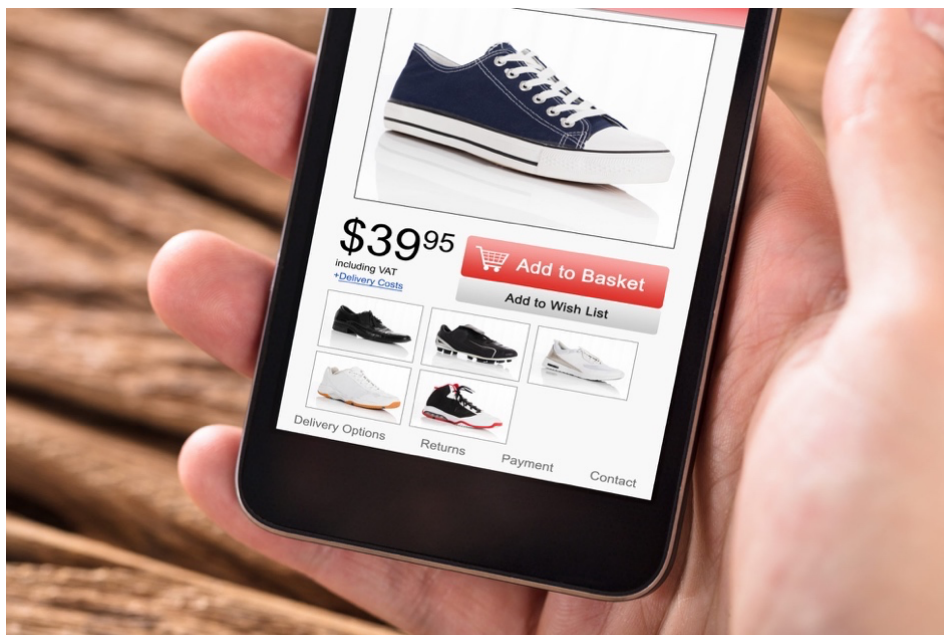
- Countdown banners for promotions
- Time-limit on a specific discount
- Show how many customers purchased in the last 24 hours and how many views there have been in the last hour etc.



- Offer expedited delivery for purchases made before a certain deadline

Creating a sense of urgency on your product detail pages through tactics such as these can increase revenues by as much as 9%, especially around sale season.<sup>1</sup>

## Product recommendations



Adding intelligent product recommendations to product detail pages is one way to seize the opportunity to cross-sell and upsell. As long as you approach this in an informative and personalized way, the customer will feel they're being advised by experts rather than sold to.

### Some of the things you can recommend include:

- Essential items ie batteries
- Similar items that have a faster lead time
- Higher value products (spend a little more and gain extra benefits)
- Top sellers
- Shop the look

To create this personalized shopping experience, connect to AI tools or Google Analytics to gain a deeper understanding of your customers' interests, previous buyer and browser history so you can display

products you know they'll be interested in. This is not only a great way of tailoring the product experience, it will also go a long way in helping you increase your average basket values

## Product recommendations with Pimberly

Pimberly's PIM allows you to connect AI tools to your system, uncovering deeper insights on your customers' shopping preferences. That way, you can recommend products that are relevant, complement the products they're viewing, or that they've previously viewed on your site.

It's also easy to create kits and bundles or 'shop the look' assets (for fashion brands) with Pimberly. Use the PIM system to build unlimited product relationships, maximize your sales, and improve your CX.

## Kits & Bundles

Creating kits and bundles is a great way of increasing average order values, all whilst enabling your customers to get the most from their purchases. When a

customer is buying multiple products, there is often the complexity of applying different prices and discounts, which can be managed within your PIM.

## Marketplaces

To extend the reach of their products, more and more eCommerce businesses are expanding their sales to marketplaces. While increasing visibility is a big plus, you do lose control of what the product detail page looks like since it's determined by the marketplace.

Marketplaces essentially have their own search engines, so you need to make sure your data is optimized in the right way to ensure you gain maximum visibility. Pimberly was designed with this in mind,



so you can use lifecycle stages set product data requirements that need to be met for each channel before product content is distributed.

If you list on Amazon, there are certain requirements you must meet in terms of your product data and digital assets to ensure your products are surfaced in searches. As an example, you must give details of any additional items that are essential to the function of the product. Furthermore, product titles mustn't exceed 200 characters (including spaces), and all products must be correctly categorized and classified.<sup>14</sup>

On these third party marketplaces, keep the following points in mind for product detail pages:

- **Product descriptions** – Must have the right character count

- **Digital assets** – Different requirements depending on the marketplace (e.g. allowable number of images and videos, how they're displayed, ideal file size and name)
- **Product experience** – Needs to be consistent, regardless of where browsers are buying your products

If this seems like a lot to keep track of (spoiler: it is!), using a PIM solution like Pimberly will help. Scoping within PIM enables you to determine what information is distributed to different marketplaces, so you can optimize and meet the different requirements of all sales channels to ensure a great shopping experience for every customer – regardless of where they see your products.

# Summary & conclusion

Baymard, an independent web usability research institute, conducted a two-year in-depth study on product detail page UX and found that out of the 60 top-performing eCommerce websites in the US and Europe, 82% were either “poor” or “mediocre” in terms of performance”

To avoid ending up in this group, use the points in this Pimberly guide to create the perfect product detail pages. Give visitors everything they need to make informed buying decisions. Present your products in a way that makes visitors think, “I must own that!”

Remember: Your products are your pride and joy, so do them justice by creating product detail pages that tell a story, increase conversion rates, and provide an outstanding shopping experience.



## Create the perfect product detail page today

A powerful PIM solution is key to a successful eCommerce strategy. Give your products the backup they need to perform in your online store with Pimberly. Our platform will enable you to provide an unrivaled online experience for your customers when they're perusing your product detail pages.

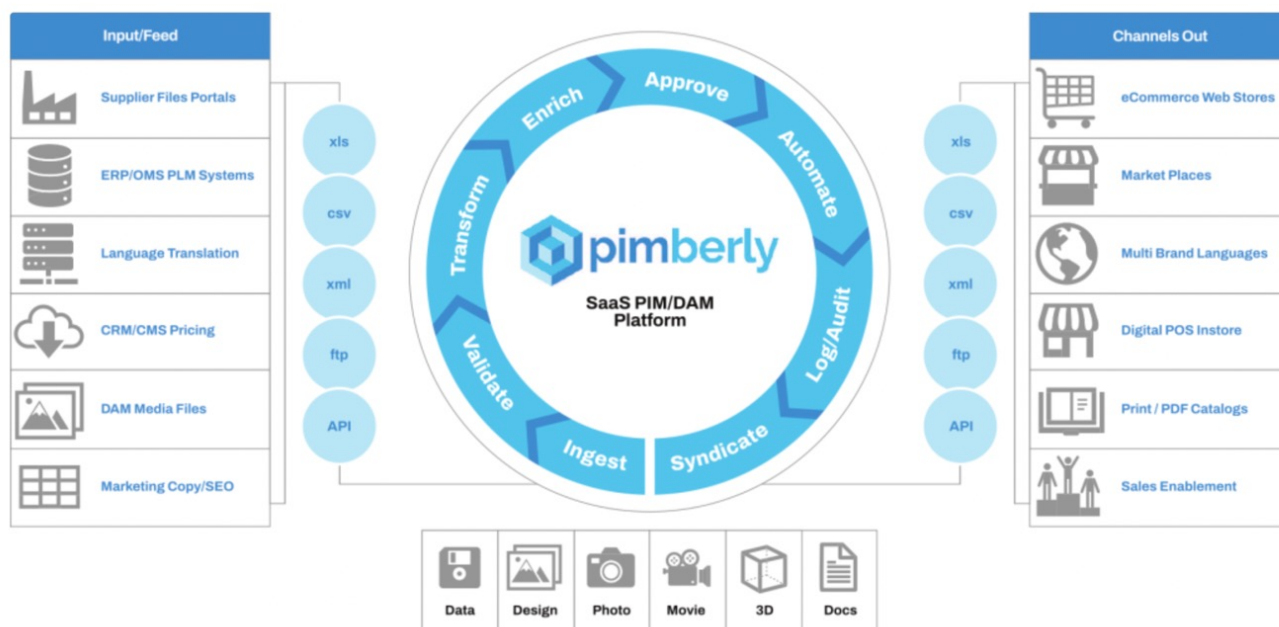
To create perfect product detail pages with PIM, there's only one thing left to do: Book your personalized demo

**[Book your personalized Pimberly demo.](#)**



# About Pimberly

Pimberly is a powerful cloud-based SaaS PIM (Product Information Management) platform that synchronizes all aspects of product data and digital asset management processes. We help businesses around the world manage their product information more efficiently.



Pimberly enables businesses to create amazing online experiences across multiple sales channels and regions. With richer, differentiated product descriptions, you can drive better demand generation and speed your time to market.

# Appendix

## Examples of great product detail pages from our customers

Search for products and inspiration

[TRADE](#)
[WISHLIST](#)
[STOCKISTS](#)

[WALLPAPER](#)
[ARTISTICK](#)
[PAINT](#)
[HOME DÉCOR](#)
[INSPIRATION](#)
[DIY GUIDES](#)
[ACCESSORIES](#)

### Miami Tropics Navy

Product Code: 921407

♥ Add to Wishlist

Share Product [f](#) [t](#) [p](#) [e](#)

[Wallpaper Calculator](#)
[Find A Stockist](#)

DESCRIPTION	HOW TO FIND OUR PRODUCTS	FAQ	BUY ON WALLPAPERDIRECT
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This stunningly vibrant wallpaper features tropical detailed leaves in an array of greens, against a rich navy background. The exotic design is sure to bring a lively feel to your room. Easy to apply, this wallpaper will look great when used to decorate a whole room or used to create a feature wall and is suitable for most rooms except high moisture environments. This wallpaper is paste the paper, the most traditional installation method for wallpaper. Follow the instructions and allow your wallpaper adhesive to soak and time for the paper to relax off the wall for best results.

[Help](#)

YOU MAY ALSO LIKE

Malmo Teal

Folk Floral Denim Blue

Retro Leaf Teal & Green

Mermazing Scales Ice Blue

○ ● ● ● ●

Company: [Arthouse](#)

Our favorite part: Wallpaper calculator

**bombinate.**  
QUALITY ARTISAN BRANDS

Search quality artisan pieces

ABOUT • EU • EUR •

LIMITED SALES 30% OFF SALE GIFTS NEW FURNITURE HOME CLOTHING FOOTWEAR ACCESSORIES EDITS JOURNAL

CRAFTED BY [NOO.MA](#)

**Vulcano Black Looi Coffee Table**

€ 502

Price match guarantee

EARN €26 CREDIT

FREE SHIPPING

Polish-born and bred, contemporary furniture brand noo.ma are known for their locally and responsibly made, beautiful and functional pieces. Meet Looi, a dynamic and streamlined coffee table that'll complement any living room or lobby. It's crafted from FSC-certified veneer and guarantees comfortable and long-lasting use – thanks to its perfect height.

- 1 +

ADD TO BAG

ORDER NOW TO RECEIVE BY 23 DEC - 12 JAN

SIZING

Dimensions: W115 x D50 x H37 cm

SHIPPING & RETURNS +

GALULA  
Ligh Cork And Black Legs Grão #1 Cen...  
€383  
More colours available

AMBIVALENZ  
Black Secretary of State  
€489  
More colours available

NOO.MA  
Walnut Togliani Coffee Table  
€410  
More colours available

COEDITION  
Walnut Soho Oval Coffee Table  
€955

AYLE  
1.02 Green Circular Coffee T...  
€2190  
15% Off with Code: CURATED15  
Ends in 5 days  
More colours available

**DESCRIPTION**

Easy to assemble, bold, modern, sustainable and transparent are what noo.ma are known for being. The ideal products for any interior space and style.

**STORY**

Born in 2017 in Poland, noo.ma first began on the fourth floor of a townhouse in founder Damian's spare room with partner Cyprian. Motivated by seemingly unrealistic ideas, the pair approached noo.ma with a completely fresh take on the interior design industry. Through trial and error, they were able to grow noo.ma into the company it is today – a brand offering functional, high-quality and timeless furniture and accessories you'll instantly fall in love with.

**FEATURES**

- Made in Poland
- Oak veneer and particleboard top with steel powder-coated frame
- Dimensions: W115 x D50 x H37 cm
- Weight: 10 kg

**SPECIAL CARE**

When dirty or dusty, please tend to your furniture using a clean, damp cloth before leaving it to dry. If any substantial moisture remains after cleaning it, please wipe the surface

**About**

Sleek, functional and universally loved, noo.ma creates modern, minimal furniture designed to fit into any space.

MEET THE BRAND & DISCOVER THE COLLECTION

More from Noo.ma

Company: [Bombinate](#)

Our favorite part: Sense of urgency, product recommendations

20% Off Selected Rain Suits

Shop Now

[Gifting](#)
[New](#)
[Apparel](#)
[Accessories](#)
[Rain Suits](#)
[Activity](#)
[Outlet](#)

## Women's Active Jacket

☆☆☆☆☆ [Write a review](#)

FG300JW

**\$184.00**

Was: ~~\$230.00~~

Product Description ▶

Pick a colour: Steel Grey

Select size: Size Guide

4	6	8	10	12	18
20	0	2			

Quantity:

Waterproofness

Durability

Breathability

### Product Description

Featuring some of Gill's most practical and modern design work, the women's active jacket has a 2-layer fabric construction and taped seams for a fully water repellent finish. To keep you warm and dry as much as possible this jacket has a vortex hood which streams airflow to ensure the hood stays in place no matter how windy it gets. The adjustable cuffs are fitted with a PU inner seal to create a comfortable barrier between you and the water. For storing items away this ladies fishing jacket has a 4-pocket design with an additional internal pocket. To guarantee a snug and secure fit the hood features a 2-way adjustment.

Product Care

Fabric Composition

Technology

Features

Shipping Information

Size Guide

+

+

+

+

+

+

**\$184.00**

Was: ~~\$230.00~~

Product Description ▶

Pick a colour: Steel Grey

Select size: Size Guide

4	6	8	10	12	18
20	0	2			

Quantity:

Fast Checkout

OR

Add to Basket

Free Ground Shipping On orders over \$75

Pay with PayPal Save time at checkout

Company: [Gill Fishing](#)

Our favorite part: Imagery of the product in action, detailed product description

[Home](#) / [Vans Encore Pro Women's Snowboard Boots 2022](#)



## Finance



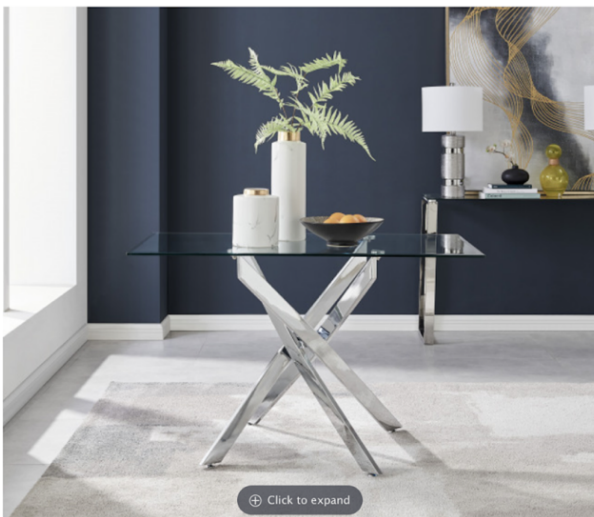
Order Before 1pm 20th December for Delivery Before Christmas

SEARCH

[DINING ROOM](#)
[LIVING ROOM](#)
[BEDROOM](#)
[ACCESSORIES](#)
[OFFICE](#)
[OUTDOOR](#)
[INSPIRATION](#)
[SALE](#)

24 HOUR DELIVERY\*
0% FINANCE WITH KLARNA
Excellent ★★★★★
FREE DELIVERY
1 YEAR GUARANTEE

Home / Dining Room Furniture / Dining Tables / Rectangular Dining Tables / **Leonardo 4 Glass And Chrome Metal Dining Table**



## Leonardo 4 Glass And Chrome Metal Dining Table

£169.99



★★★★★ 154 Reviews

QUANTITY:

1

ADD TO BASKET

Share



Click to expand



[DETAILS](#) [KEY FEATURES](#) [DIMENSIONS](#) [SPECIFICATION](#) [REVIEWS](#) [DELIVERY INFO](#)

Impressively combining minimalist design with classy modern style, the Leonardo table will transform your dining room. The dining table is made from a combination of chrome metal and clear tempered glass, giving a bright and spacious feel to your dining space and creating a light open look. Featuring a spacious 120x70cm bevelled top surface there is ample space for up to 4 guests, with the hardened glass table top providing superior resistance to damage. Converging in a sleek nest shape the table legs create a unique look whilst also providing great stability for the table

NEED SOME MORE INSPIRATION?

## Here's some products we think you'll love

Orlando Grey Rattan Modular Outdoor Sofa

£544.99 ~~£849.99~~

Kingston Grey Crushed Velvet Roll Top Bed Frame

From £309.99

Leonardo Glass And Chrome Metal Side Table

£99.99

Leonardo Glass And Chrome Metal Console Table

£134.99

Company: [FurnitureBox](#)

Our favorite part: Clear navigation, details/features

**Company:** [Sproutl](#)  
**Our favorite part:** Planting instructions, detailed delivery information

## About Pimberly

Pimberly, a modern SaaS-based Product Information Management (PIM) solution, is a PIM/DAM hybrid designed to handle all kinds of product data. Founded in 2016, Pimberly was created to empower brands that sell online to excel no matter what changes occur in the greater e-commerce landscape.

What sets Pimberly apart is its holistic approach, combining the functionalities of both PIM and Digital Asset Management (DAM) systems, supplemented by the prowess of built-in Artificial Intelligence (AI) and comprehensive automation capabilities. Our comprehensive solution not only simplifies the management of product information but also propels businesses towards more efficiency and market responsiveness.

## Hybrid PIM/DAM Solution

Pimberly's hybrid nature addresses a prevalent challenge in eCommerce: the seamless integration of product information with relevant digital assets. Legacy systems often treat product data and digital assets as distinct entities, leading to siloed 'islands of information' and disjointed workflows. Pimberly, however, unifies these elements within a single, intuitive platform. This integration enables businesses to effortlessly link high-quality images, videos, and documents directly to their corresponding product listings. This unified approach streamlines internal processes and also makes sure that customers always have a pleasant and informative online shopping experience - a key factor driving engagement and conversions.

## Built-in Artificial Intelligence

At the core of Pimberly's innovation is its leveraging of AI technology, designed to automate and enhance various aspects of product information management. Our AI capabilities extend from the automatic creation of alluring product descriptions

all the way to image recognition for easy product tagging.

These features significantly reduce the manual effort required in managing extensive product catalogs, allowing businesses to focus on larger strategies rather than tedious, repetitive tasks. Pimberly's AI-driven tools provide brands with consistency and accuracy across product listings, a vital aspect in maintaining customer trust.

## Automation Capabilities

Automation is another fundamental part of Pimberly's solution. It is used in every facet of the platform's operations. Pimberly automates all workflows involving product data - from imports and validation to the syndication of product information across sales channels and marketplaces. This automation extends to customizing product information for different regions you sell in, automating the translation and localization process to cater to global audiences. Pimberly accelerates time-to-market by drastically reducing the potential for human error. Our PIM ensures customers always have access to the most current and accurate product information.

The platform's flexible (and scalable) architecture supports businesses at every growth stage. Whether you're a startup venturing into online sales or a multinational corporation managing thousands of SKUs across various markets, Pimberly scales to meet the evolving needs of its users. Pimberly's cloud-based nature offers reliability and agility simultaneously. We enable our customers to expand their product offerings and enter new markets with ease.

Pimberly's modern PIM solution represents a paradigm shift in how businesses manage and leverage product information for online success. Its innovative blend of PIM and DAM functionalities, enriched with AI and automation, offers an unparalleled



platform for brands looking to streamline their operations and enhance the customer experience. With Pimberly, companies can look forward to navigating the complexities of online retail with greater agility, efficiency, and confidence.

Learn more in our other whitepapers you can access by scanning the QR codes below!

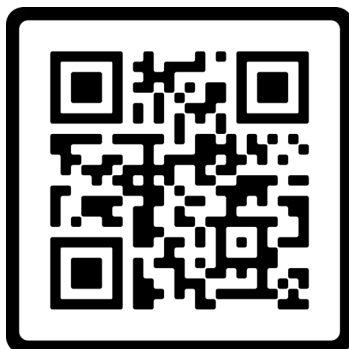
#### The Ultimate Guide to Automating Product Data (Spec) Sheets



#### The Business Case for PIM



#### How to Evaluate Next-Generation DAMs



#### The Ultimate Guide to SEO for eCommerce



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