

ENHANCING THE ONLINE SHOPPING EXPERIENCE

BRINGING INTERACTIVE PRODUCT CONTENT ABOVE THE FOLD

Companies spend millions of dollars on branding and product marketing, but often times those efforts are lost.

In March of 2015, Walmart.com partnered with Sellpoints to increase conversion rates by leveraging Interactive Hero Images (i2s) on product detail pages (PDP) for over 500 SKUs in assorted categories. i2s maximize prime PDP real estate by placing callouts inside the hero image loaded with key features that inspire shoppers to interact with the content:

- 360° product tours
- Sales videos
- Product selling sheets
- Product specs

“Web users spend 80% of their time looking at information above the page fold. Although users do scroll, they allocate only 20% of their attention below the fold.”

Norman Nielsen Group

Presenting product stories above the fold increases a shoppers’ interaction with product content at the pivotal moment when they are deciding to buy. The ultimate goal of this program was to provide shoppers with an enhanced interactive online experience, and increase sales.



ANALYTICS PROVE i2s INCREASE SALES

How do Interactive Image (i2) engagement translate into sales? The A/B testing results revealed the retailer experienced an across the board average 5% lift in conversion rate when an Interactive Image (i2) was part of the shopping experience.

RETAILER LOYALTY CORRELATES WITH i2 ENGAGEMENT

Testing revealed that even when a consumer did not immediately purchase an item with an Interactive Image (i2), they were 4x more likely to return to that specific retailer and purchase the product within two weeks.

**A/B TESTING VALIDATES
5% LIFT IN SALES
ACROSS 15 PRODUCT
CATEGORIES**

