



Case Study

Enriched product descriptions increase conversion rates for leading online marketplace

Business Challenge

A leading online marketplace was facing high product return rates and low conversions on certain high-value products listed by sellers. It had a basic listing service that allowed its sellers to list product information, which included a short product description and images. However, this data was inadequate and often had missing or inaccurate product information. This resulted in poor conversions, negative reviews, and high return rates, as many products failed to meet customer expectations. To top it all, the rising competition in the e-commerce space placed an increasing burden on the retailer to improve the content of these products.

Solution

The client partnered with Netscribes for its industry-leading content services. Netscribes set a dedicated team of e-commerce content experts who worked with the sellers to enrich the product information.

The client shared with Netscribes the unique ID for each of the products. Using these IDs, Netscribes connected with their respective sellers to obtain detailed information about the products.

Netscribes carefully analyzed each product description to identify gaps such as missing or incorrect information.

To understand what influences customers when making a purchase decision, the team at Netscribes analyzed user-generated data such as product reviews to identify product features and attributes that matter most to customers. The team used these insights to enrich the product information with details that customers typically look for when shopping for those products.

The enriched product content included detailed and informative content explaining important attributes and features using the right images and text. After a thorough quality check, Netscribes successfully submitted the enriched content to the client within seven business days.

Benefit

The client witnessed lower return rates and increased conversions for the selected products within a short period of time. Following the success, more products were enriched which saw an increase in conversion by around 20%. Netscribes continues to be a trusted partner to the client for e-commerce content services.

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