



SUPERCHARGE YOUR WEBSITE + THIRD-PARTY MARKETPLACES

(like Amazon & Wayfair)

WHEREOWARE

MEET YOUR SPEAKERS



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PRESENTATION AGENDA

- Meet Whereoware
- What is product data?
- Why should you master product data?
- Optimize and Clean your Data
- PIM System 101
- Product FastLane Demo
- Key Takeaways



TWEET WITH US
[#WOWWebinar](#)

WHEREOWARE



WHEREOWARE

ABOUT WHEREOWARE

Award-winning digital agency for 18 years, specializing in:

- E-commerce
- Personalized websites
- Marketing automation
- SEO/PPC services
- Mobile sales force applications
- Data integrations
- Products

Our ultimate goal is to use digital means to solve our customers toughest challenges and make them profitable online.

OUR PRODUCTS

 **SPOTLIGHT**

by WHEREOWARE

 **WOWCOMMERCE**

by WHEREOWARE

 **CODE PERFECT**

by WHEREOWARE

 **ACTIVE MERCHANDISER**

by WHEREOWARE

 **PRODUCT FASTLANE**

by WHEREOWARE

Get the full scoop on our products at:
www.whereoware.com/products

OUR CLIENTS



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WHY SHOULD YOU MASTER PRODUCT DATA?



“98% of all shoppers have decided against buying due to errors in a retailer’s site content.”

-Episerver

“79% of respondents said it was very important that a website had high quality, complete product data.”

-Retailer Web Services

“76% said when a site has poor quality or missing product data, they leave and shop a competing website.”

-Retailer Web Services



WHAT IS PRODUCT DATA?



Inventory ID	Name	Description	Unit Price	Quantity in Stock	Inventory Value	Reorder Level	Reorder Time in Days	Quantity in Reorder	Discontinued?
Item 1		Desc 1	\$51.00	25	\$1,275.00	29	13	50	
Item 2		Desc 2	\$93.00	132	\$12,276.00	231	4	50	
Item 3		Desc 3	\$57.00	151	\$8,607.00	114	11	150	
Item 4		Desc 4	\$19.00	186	\$3,534.00	158	6	50	
Item 5		Desc 5	\$75.00	62	\$4,650.00	39	12	50	
Item 6		Desc 6	\$11.00	5	\$55.00	9	13	150	
Item 7		Desc 7	\$56.00	58	\$3,248.00	109	7	100	
Item 8		Desc 8	\$58.00	178	\$10,324.00	164	10	100	
Item 9		Desc 9	\$53.00	112	\$7,136.00	82	5	150	
Item 10		Desc 10	\$54.00	178	\$9,612.00	164	10	150	
Item 11		Desc 11	\$55.00	176	\$9,680.00	163	11	100	
Item 12		Desc 12	\$396.00	9	\$3,960.00	36	12	50	
Item 13		Desc 13	\$18.00	102	\$1,872.00	102	9	100	
Item 14		Desc 14	\$42.00	62	\$2,604.00	83	2	100	
Item 15		Desc 15	\$32.00	46	\$1,472.00	23	15	50	
Item 16		Desc 16	\$90.00	96	\$8,640.00	180	3	50	
Item 17		Desc 17	\$9.00	98	\$8,820.00	98	10	50	Yes
Item 18		Desc 18	\$12.00	6	\$72.00	7	13	50	
Item 19		Desc 19	\$82.00	143	\$11,726.00	164	12	150	
Item 20		Desc 20	\$16.00	124	\$1,984.00	113	14	50	
Item 21		Desc 21	\$19.00	112	\$2,128.00	75	11	50	
Item 22		Desc 22	\$24.00	182	\$4,368.00	132	15	150	
Item 23		Desc 23	\$20.00	108	\$2,160.00	108	11	150	Yes
Item 24		Desc 24	\$75.00	173	\$12,975.00	127	9	100	
Item 25		Desc 25	\$14.00	28	\$392.00	21	8	50	

PRODUCT DATA POWERS YOUR CUSTOMER SERVICE TEAM, E-COMMERCE SITES + THIRD PARTY MARKETPLACES:

- Product names
- Product descriptions
- Materials, finishes, colors
- Pricing
- Inventory
- Case/Pack
- Other Attributes

PRODUCT DATA POWERS YOUR DIGITAL PRESENCE

Everything visible on this category page is driven by a product data file.

- Product category
- Product name
- Item number
- Size specs
- Image

The screenshot shows the Uttermost website's 'Alternative Wall Decor' category page. The navigation bar includes 'FURNITURE', 'MIRRORS', 'WALL DECOR', 'ART', 'CLOCKS', 'LAMPS', 'LIGHTING FIXTURES', 'RUGS', and 'ACCESSORIES'. The page features a search bar, a 'View 96 Per Page' dropdown, and a 'Select All' checkbox. Below the navigation, there are three product cards visible:

- Silver Starfish, S/3** (Item #01129, Size 15x15): Three starfish wall decor items.
- Nebulus** (Item #01303, Size 37x37): A circular wall decor piece made of many thin, radiating metal rods.
- Silver Leaves, S/2** (Item #04001, Size 12x24): Two leaf-shaped wall decor items, one a single leaf and the other a branch with leaves.

Below these cards, the tops of three more product cards are visible, showing intricate wall decor designs.

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PRODUCT DATA POWERS YOUR DIGITAL PRESENCE

Everything visible on this product detail page is driven by a product data file.

- Alternate images
- Product description
- Designer
- Weight + Dimensions
- Shipping options
- Availability

The screenshot shows a product detail page for 'Silver Starfish, S/3' on the Utermost website. The page features a main image of three silver starfish mounted on a wall, with a smaller image of the same product below it. The product name and item number (#01129) are displayed, along with social media sharing icons. A detailed description states: 'These delightful, starfish replicas feature a metallic silver finish. They are attached to durable, 1/4" thick, clear glass plaques. Sizes: sm-10x10x4, med-12x12x4, lg-15x15x4'. A table of specifications lists the designer as David Frisch, dimensions as 15 W X 15 H X 4 D (in), weight as 28 lbs, and shipping via UPS. The availability is 'In Stock'. Below the table are buttons for 'ADD TO WISH LIST' and 'ADD TO PDF'. A dropdown menu for 'Select from your saved PDFs' is set to 'Default'. At the bottom, there are links for 'View larger image', 'Download image', 'View tearsheet (clean)', and 'View tearsheet (accessorized)'. The page also includes a navigation menu with categories like FURNITURE, MIRRORS, WALL DECOR, ART, CLOCKS, LAMPS, LIGHTING FIXTURES, RUGS, and ACCESSORIES.

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RELATED ITEMS

ADD TO WISH LIST

ADD TO PDF

DATA DRIVES YOUR 3RD PARTY MARKETPLACES

Data files even drive our third party marketplaces. It can be time consuming, though, because each 3rd-party marketplace requires its own data spec.

Below, we see Wayfair's data spec left, and the page the end user sees, right.

WAYFAIR SKU	MANUFACTURER	NAME	PART NUMBER	OPTION	Product Type	Style
DEFINITION					What type of product is this?	What is the style of this product? A style is the type of décor that this product is meant to match with.
DATA TYPE					Please choose from the following: Cloches and water globes; Hourglass; Letter blocks; Sculpture; Bust; Decorative bird cage; Decorative bottle;	Please choose from the following: Country/Cottage; Coast Industrial; Traditional Contemporary; Modern Asian Inspired; Rustic;

The screenshot shows the Wayfair website interface for KitchenAid Mixers. At the top, there's a search bar and navigation links for Departments, Rooms, Inspiration, and Sale. Below the search bar, the breadcrumb trail reads "Browse By Brand / KitchenAid / KitchenAid Mixers". The main heading is "KitchenAid Mixers" with 64 results. The product grid displays three items: a white hand mixer, a red stand mixer, and a purple hand mixer. Each item has a "More Options: Color" link and a "Get it by" date. The red stand mixer is on sale for \$39.99, down from \$42.64. The purple hand mixer is on sale for \$39.99, down from \$59.99. The page also features a "Navy Federal Credit Union" advertisement at the bottom right.

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DATA DRIVES YOUR 3RD PARTY MARKETPLACES

Here's a different data file from Amazon.com.

	B	C	D
3	Amazon.com		
4	Required	Required	Required
5	Vendor Name and Code	Will this item only be available via Dropship?	Is this item available for impo
6	KitchenAid, us kitchen,	Yes	Yes
7		No	No
8		No	No
9		No	No
10		No	No
11		No	No

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The screenshot shows the Amazon.com search results for 'kitchen aid'. The search bar at the top contains 'kitchen aid' and the Amazon Prime logo. Below the search bar, there are navigation links for Departments, Prime, Fresh, Video, and Music. The search results are displayed in a grid format, showing various KitchenAid products such as stand mixers, hand mixers, and tool sets. Each product listing includes an image, the product name, price, and availability information. The results are filtered to show items available for Prime delivery.

+ GOOGLE/SEO/PPC

Google also has a product data spec to feed product information into their algorithm.

To the right, you see how this data is viewed by the end user in **paid advertising** (Google Shopping and pay-per-click ads) and **natural search**.

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The screenshot shows a Google search for "kitchenaid mixer". At the top, there's a search bar with the query and a microphone icon. Below the search bar, it says "Keyword difficulty: 94.01% (for google.com database) — View full report for this keyword". There are tabs for "All", "Shopping", "Images", "Videos", "News", "More", "Settings", and "Tools". The search results show "About 6,100,000 results (0.58 seconds)".

Below the search results, there are several sections:

- Shop for kitchenaid mixer on Google**: A sponsored section showing six product listings for KitchenAid mixers. Each listing includes an image, the product name, price, and a special offer or price drop. The products are: KitchenAid KSM75SL 4.5 (\$224.99, Special offer), KitchenAid 5 Quart Artisan (\$239.99, Special offer), KitchenAid ... (\$299.99, Special offer), KitchenAid KSM150PS ... (\$314.99, 25% price drop), KitchenAid KP26M1X ... (\$399.99, 24% price drop), and KitchenAid Professional ... (\$230.99, Target, 5 stars, 2k+).
- Kitchen aid mixers on Amazon - Low Kitchen aid mixers Prices**: A sponsored section with a link to www.amazon.com/home-garden. It includes text about customer reviews, shipping, and prices.
- KitchenAid Mixer Sale - 25-50% Off Stand Mixers**: A sponsored section with a link to www.everythingkitchens.com/KitchenAid/Stand+Mixers. It includes text about a sale on Artisan 5Qt and Pro 600 mixers.
- 1. Stand Mixers | Professional Stand Mixers | KitchenAid**: A natural search result with a link to www.kitchenaid.com/countertop-appliances/stand-mixers/. It includes text about the official page and a link to the Pro 600™ Series 6 Quart Bowl ...

At the bottom, there's a footer with various metrics: L: 223, LD: 51.0K, I: 30.0K, Rank: 40.6K, Age: December 5, 1998, whois, source, and Rank: 2.17K.



CLEAN YOUR DATA



3 EXCEL BASICS FOR CLEAN DATA

01

CLEAR FORMATTING

Clear Formats

02

CLEAR SPACES + CORRECT CAPITALIZATION

TRIM Proper

03

COMBINE DATA FROM MULTIPLE COLUMNS

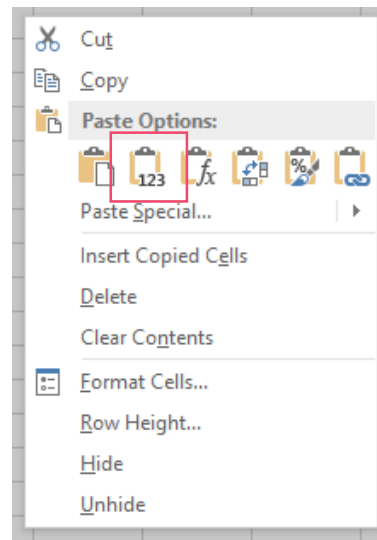
Concatenation

01

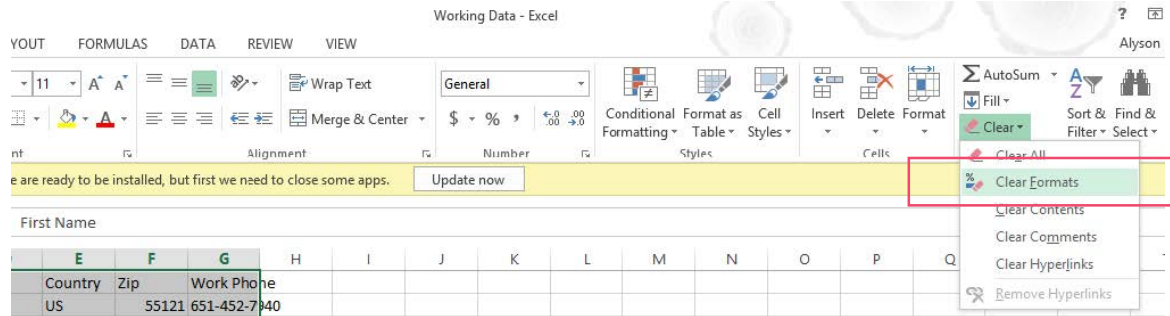
CLEAR FORMATTING

1. First, paste your data “As Values” into a new Excel.
2. Highlight all data
3. Editing tab > Clear > Clear Formats.

1.



3.



CLEAR SPACES + CORRECT CAPITALIZATION

1. TRIM: removes extra spaces
2. PROPER: makes first letter of each word upper-case
3. UPPER: makes everything uppercase
4. LOWER: makes everything lowercase

Example:

=trim(proper(B2))

TRIM PROPER

1. Write “=,” in the desired column, or simply Select Insert Function. Search for “Trim” and press okay.

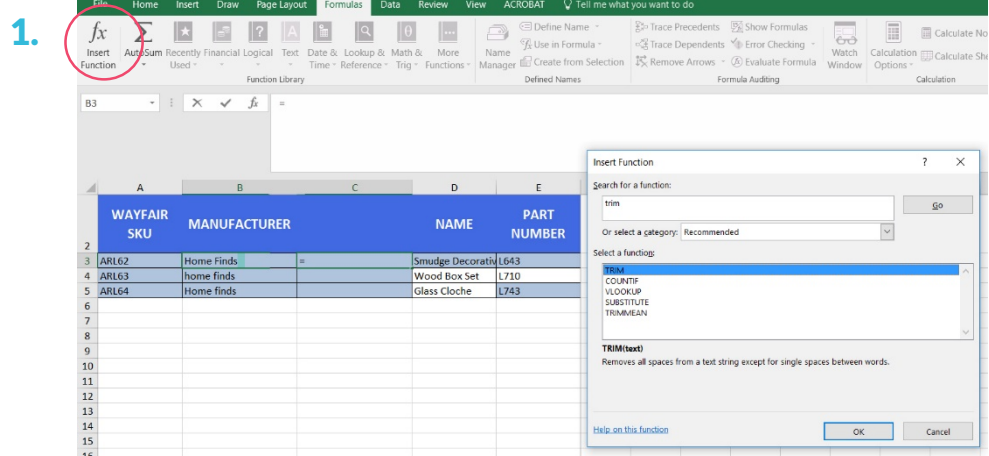
2. In the text field, type “proper(” and select your cells. Close the parenthesis.

3. Pull the right hand corner of the cell to apply the formula to all cells in that column.

Voila! All the Manufacturer names are capitalized consistently and the extra zeros are gone.

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1.



Function Library

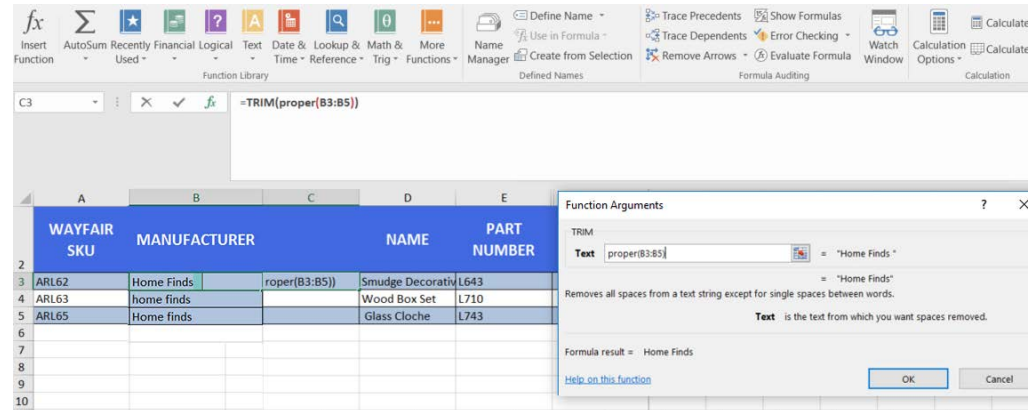
Function Arguments

Function: TRIM

Text: =

Formula result =

2.



Function Arguments

Function: TRIM

Text: proper(B3:B5)

Formula result = Home Finds

3.

	A	B	C	D	E
		WAYFAIR SKU	MANUFACTURER	NAME	PART NUMBER
2					
3	ARL62	Home Finds	Home Finds	Smudge Decorativ	L643
4	ARL63	home finds	Home Finds	Wood Box Set	L710
5	ARL64	Home finds	Home Finds	Glass Cloche	L743
6					

03

COMBINE DATA FROM MULTIPLE COLUMNS (CONCATENATION)

1. Write “=,” in the desired column. Select Insert Function. Search for “CONCAT” and press okay.

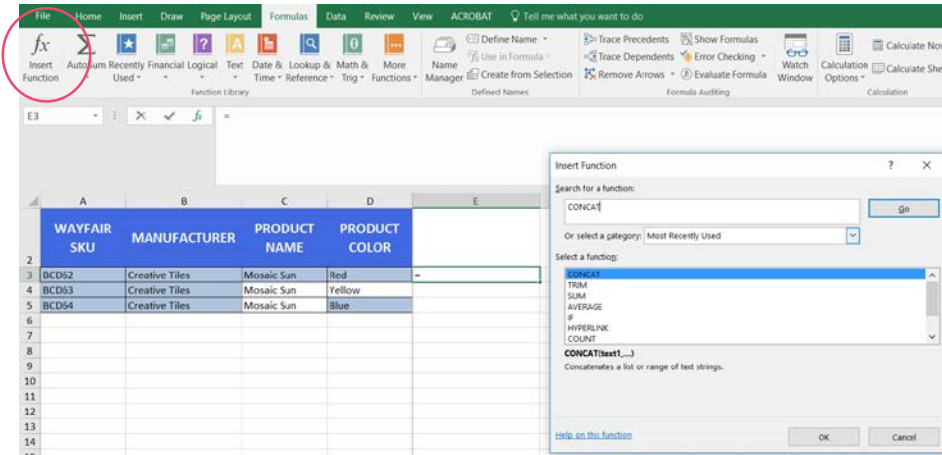
2. In the first text field, select your Product Name cell. In the second, type a space (the field will replace that with “ ” signifying a space). Select your Product Color cell in the third text field.

3. Pull the right hand corner of the cell to apply the formula to all cells in that column.

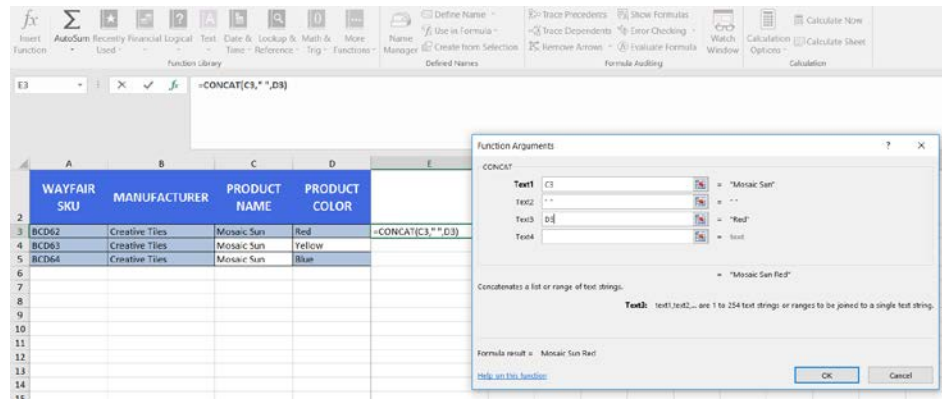
Voila! You’ve joined Product Name and Product Color into a single cell.

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1.



2.



3.

	A	B	C	D	E	
2		WAYFAIR SKU	MANUFACTURER	PRODUCT NAME	PRODUCT COLOR	
3		BCD62	Creative Tiles	Mosaic Sun	Red	Mosaic Sun Red
4		BCD63	Creative Tiles	Mosaic Sun	Yellow	Mosaic Sun Yellow
5		BCD64	Creative Tiles	Mosaic Sun	Blue	Mosaic Sun Blue



OPTIMIZE YOUR DATA



OPTIMIZE - CAPTURE ATTENTION + GET THE CLICK

Great Product Titles and Descriptions...



Focus on the Customer's Values
what do they want
in a product?



Use descriptive,
targeted keywords
to boost SEO



Are concise
and easy to scan



Tell the customer
what to do (CTA)

OPTIMIZING PRODUCT DESCRIPTION

Original: 3 styles: 8" matte gold metal vertical bar necklace

With the revised version weave in product features and benefits:

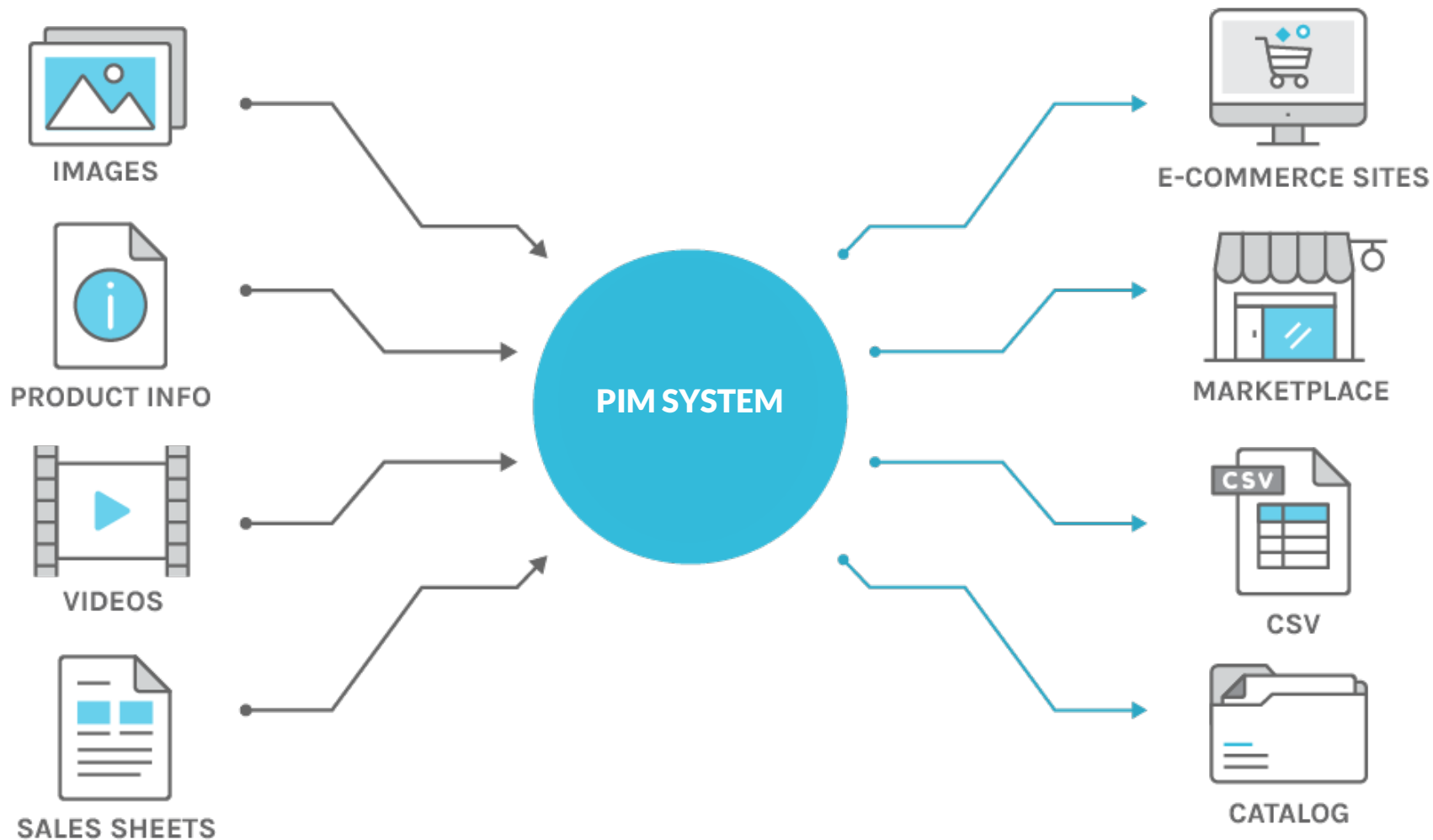
Revised: This **elegant 8-inch matte gold vertical bar necklace** engraved with “love” is a **versatile accessory** with reversible engraved sentiments and **cute tassel detail**. **Boxed** and ready to give, this gift is **guaranteed to make her smile!**





PIM SYSTEMS 101



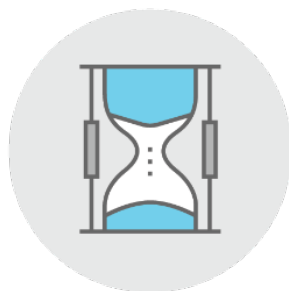


BENEFITS OF A PIM SYSTEM



ESCAPE DATA OVERDRIVE

Better manage thousands of products and images all in one system.



SAVE TIME & MONEY

Update data in one spot and seamlessly distribute to third party systems.



MERCHANDISE PRODUCTS

Create compelling descriptions and add more attributes to sell more.



3RD PARTY MARKETPLACES

Format and share data with marketplaces, such as Amazon, Wayfair, & Google.

QUESTIONS TO ASK WHEN CHOOSING A PIM SYSTEM

- Is it cloud-based or on-premise-based?
- Does it offer standard or customizable exports?
- Can you load and manage assets such as images, PDFs and other assets?
- What types of support packages are offered?
- Does it offer the features your company needs?
- What are the costs?



LET'S SEE A PIM IN ACTION



Check out Joe's Product FastLane demo at:

www.whereoware.com/blog/pfl-webinar-demo-slides/2017/03/

You can also see more details on Product Fastlane at:

www.productfastlane.com/



Take Control Of Your Product Data

WHY PRODUCT FASTLANE?

With **Product FastLane**, your product data is managed in one, **convenient** dashboard. The system is **simple**, **streamlined**, and **user-friendly**.



KEY TAKEAWAYS



KEY TAKEAWAYS

- Clean data delivers a better user experience (UX)
- Compelling product descriptions increase sales
- Quickly cleanse data with Excel best practices
- A PIM system makes it easy to manage and share data across the web.

QUESTIONS?



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Ray Allegrezza,
Business Consultant,
Former Editor in Chief of
Furniture Today

Want a demo of Product FastLane? Get in touch: sales@whereoware.com