ACPN
Automotive Content Professionals Network

HOW TO CONNECT YOUR CONTENT TO YOUR CUSTOMER'S EXPECTATIONS

Presenters

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CEO & Co-Founder

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Founder & ex-CEO Snap36

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TODAY'S AGENDA

The Importance of the PDP

Content Opportunities

Finding Your North Star

SKU Wars

The Missing Step

Perfect SKU® Report

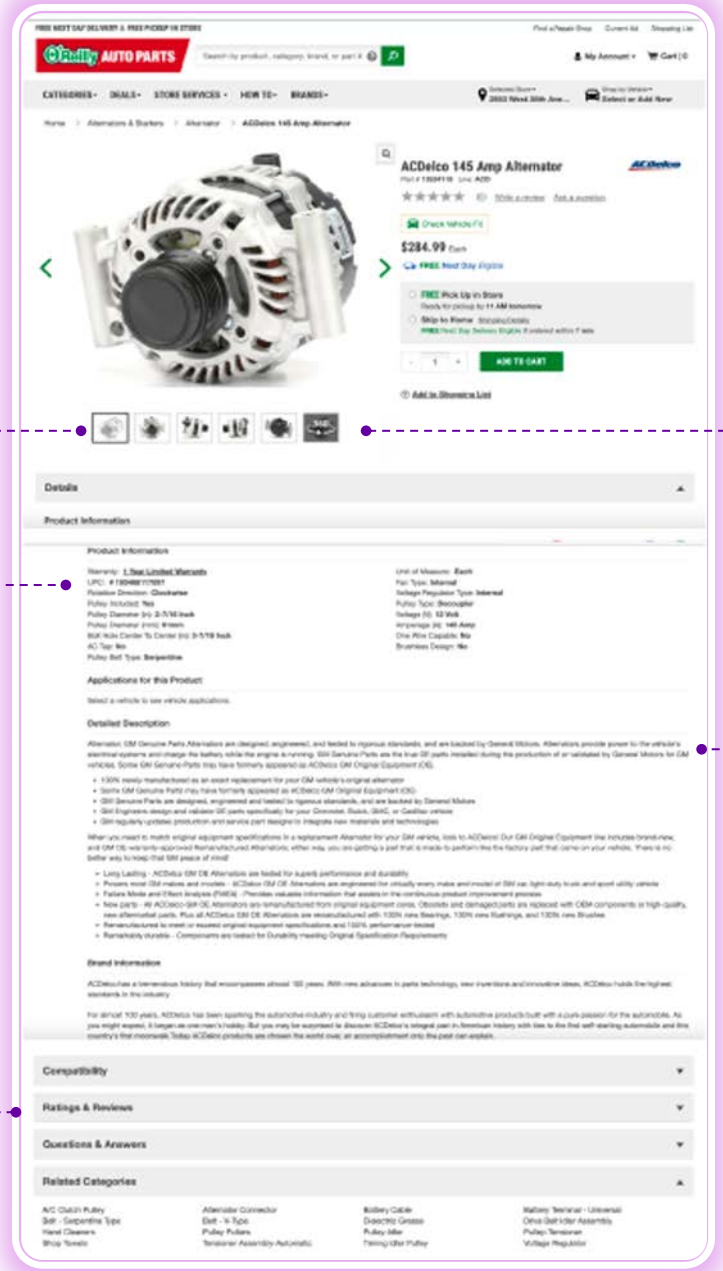
Your AIM Strategy

FACT

87%

OF CONSUMERS SAY

Product page content is very important or critical to their ultimate purchase decision.



Title
Reviews
Price
Shipping
Availability
Images
360 Spins
Product Details
Detailed Description & Bullets
Ratings & Reviews
Brand Info

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HOW DOES CONTENT IMPACT YOUR BUSINESS?

THE PRODUCT PAGE IS CRITICAL TO YOUR ECOMMERCE SUCCESS

1

Optimize Findability

Make your products “findable” and SEO-ready in all your channels.

2

Sell More

Provide shoppers with the Perfect SKU® experience for every product.

3

Reduce Returns

Avoid expensive returns by making every product page accurate & error-free.

4

Improve Brand Consistency

Ensure marketing-approved content is always being displayed everywhere.

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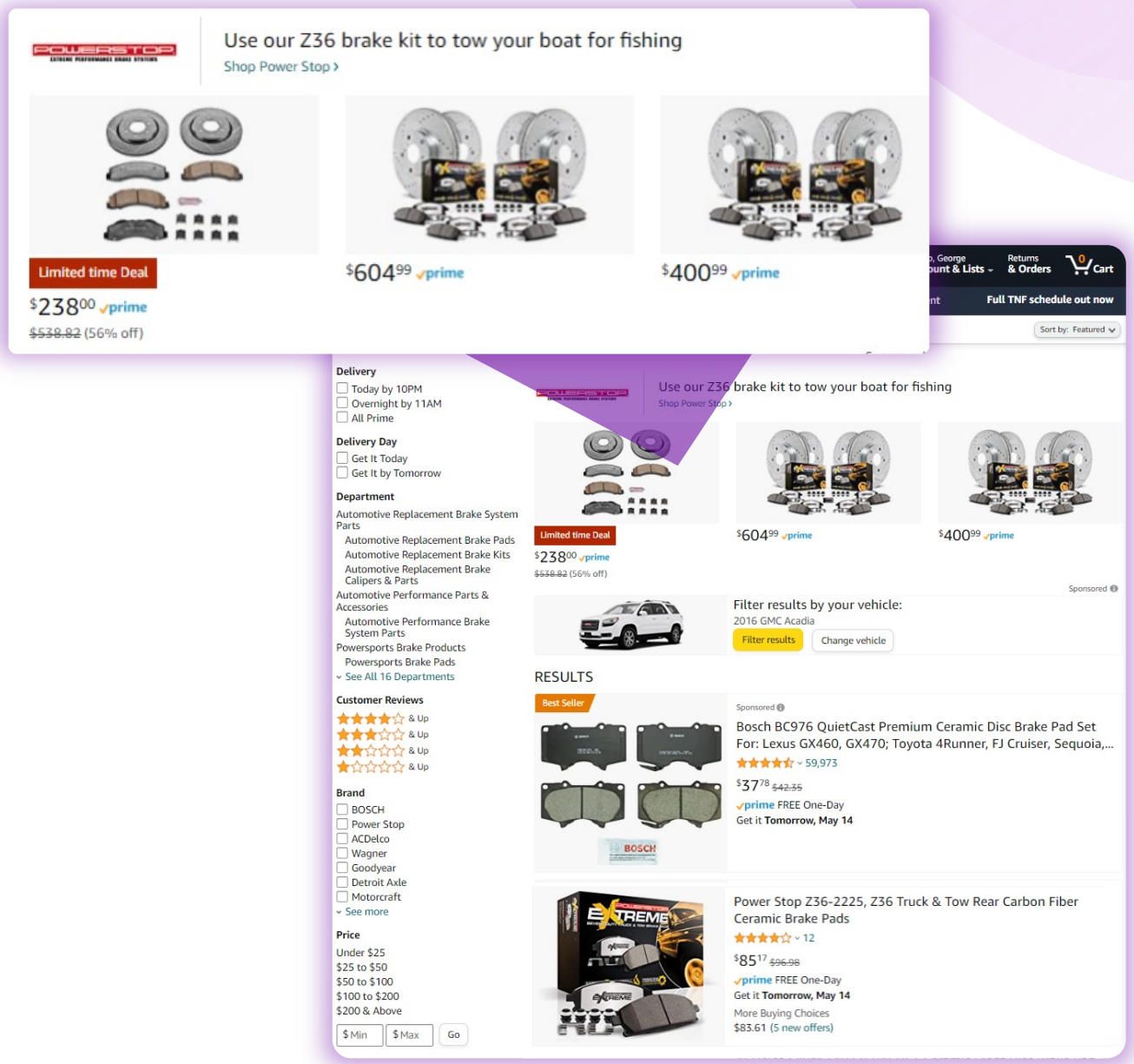
Good news!

Suppliers have more opportunities to drive product page traffic *via content*

- Featured Items
- Sponsored Items
- Site-Search rank
- Search Engine
- Corporate Site
- Content Marketing



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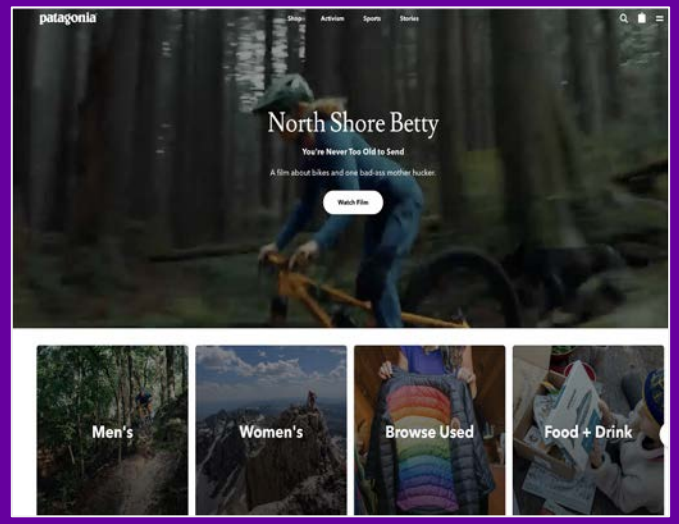
EVOLVING TRENDS IN B2C **SHOPPERS**

BRAND



81% say *content* trumps brand recognition, info & details are key

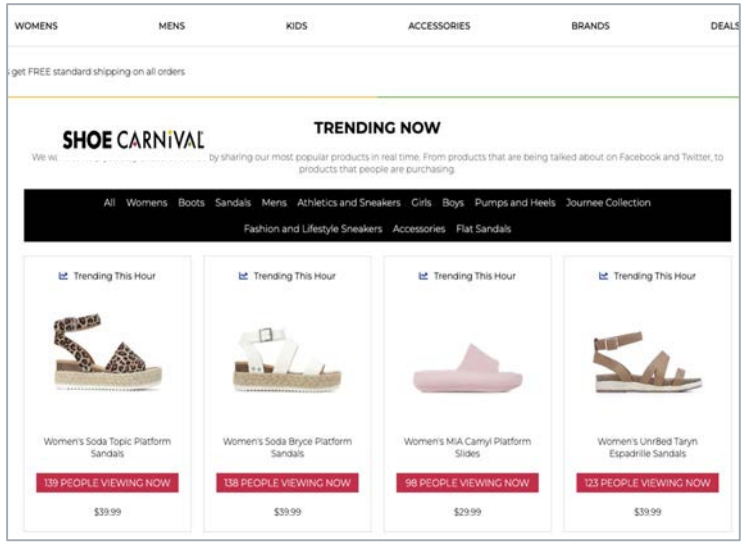
TRANSLATED TO AFTERMARKET **BUYERS**

BRAND

Traditional Auto Brands build inherent trust for Quality

EVOLVING TRENDS IN B2C **SHOPPERS**

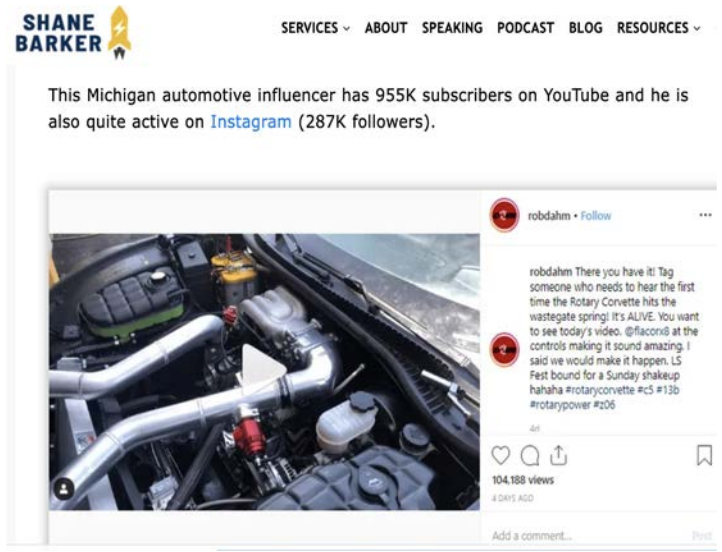
SOCIAL PROOF



Real-time trending, user-generated content (UGC), social, influencers

TRANSLATED TO AFTERMARKET **BUYERS**

SOCIAL PROOF



Real-time trending, UGC, social, influencers, FredTalks

EVOLVING TRENDS IN B2C
SHOPPERS

EMOTION & FEELING

Sentiment, sustainability, eco-friendly

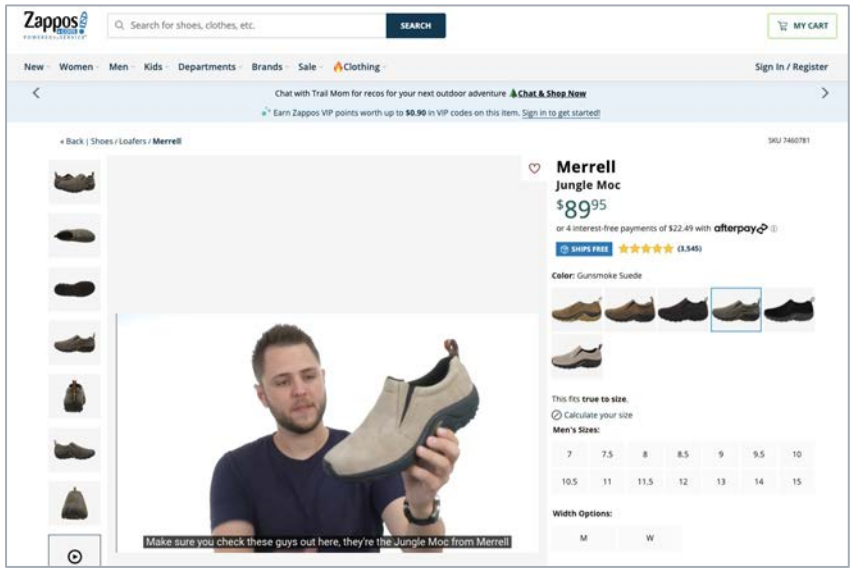
TRANSLATED TO AFTERMARKET
BUYERS

EMOTION & FEELING

Green parts, reman, sustainability, eco-friendly

EVOLVING TRENDS IN B2C **SHOPPERS**

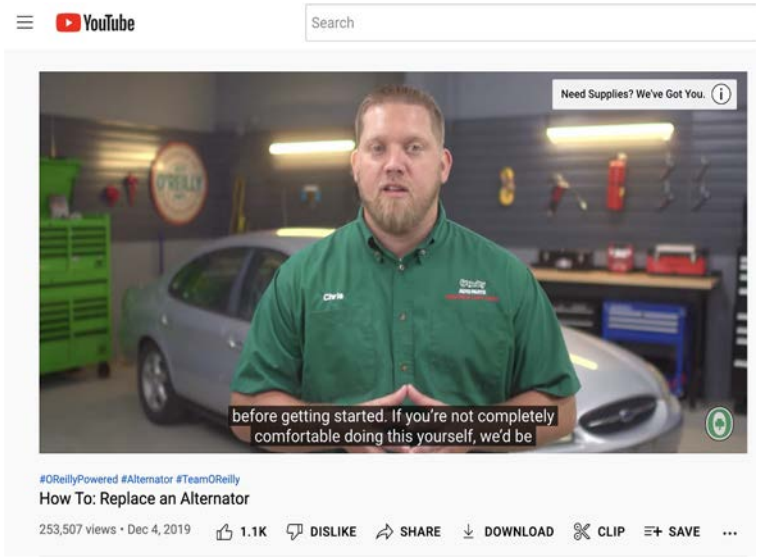
TRUST



Romance copy, storytelling, situational relevance

TRANSLATED TO AFTERMARKET **BUYERS**

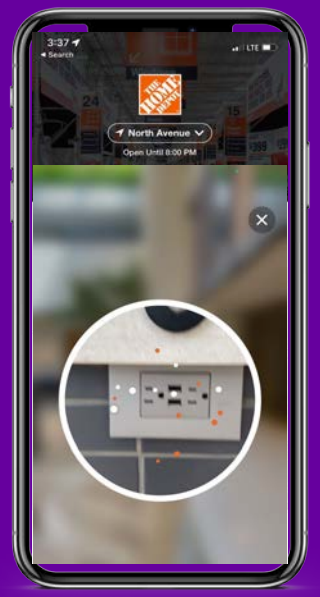
TRUST



Contextual copy, storytelling, How-to videos, 360's, reviews

EVOLVING TRENDS IN B2C **SHOPPERS**

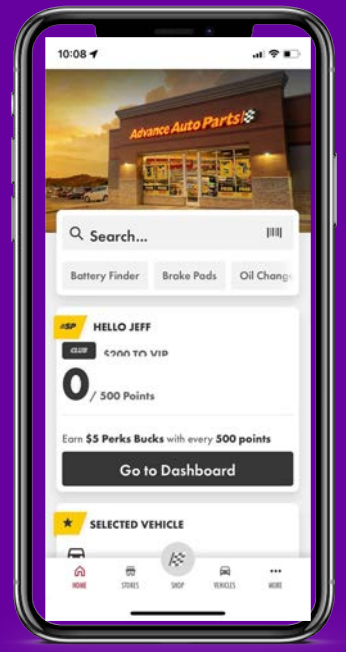
CONVENIENCE



Visual search, mobile, personalization/localization, live shopping, BOPIS

TRANSLATED TO AFTERMARKET **BUYERS**

CONVENIENCE



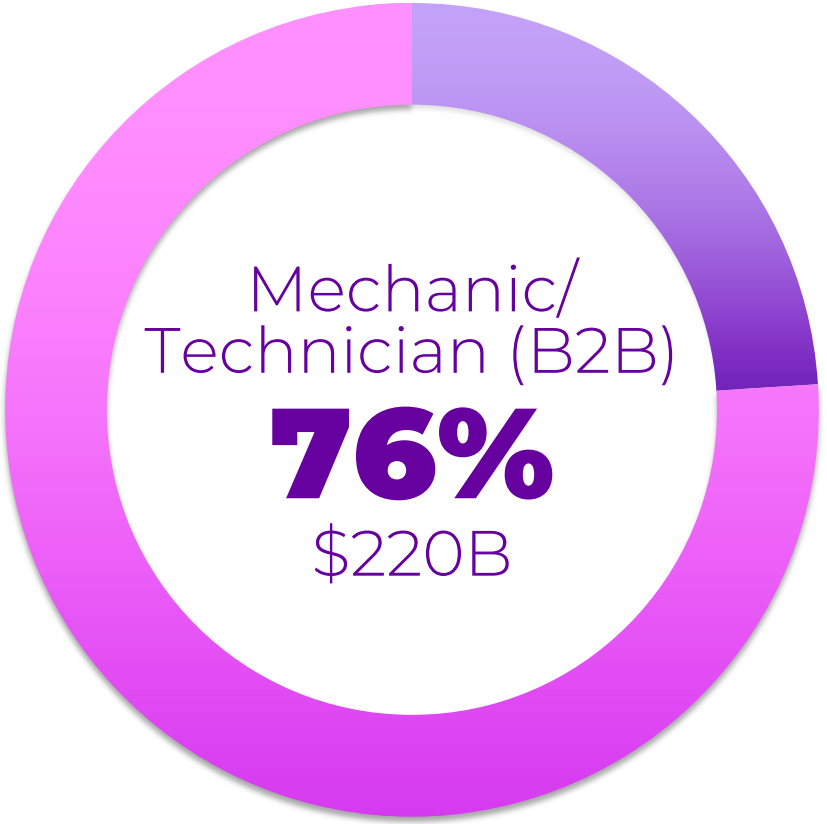
Visual search, mobile, personalization/localization, BOPIS

Consumer Vehicles, excluding tires

PROFESSIONAL VS DIY

- Shoppers browse.
  Buyers solve a problem.
- Shoppers have more time.
  Buyers have no time.
- Buyers need the right part, first time, every time.

Total Market $292.0 Billion



DIY (B2C)
24%
$70.2 B

Sources: Jeffries Automotive, Hedges & Co., the Automotive Aftermarket Suppliers Association, and the Auto Care Association

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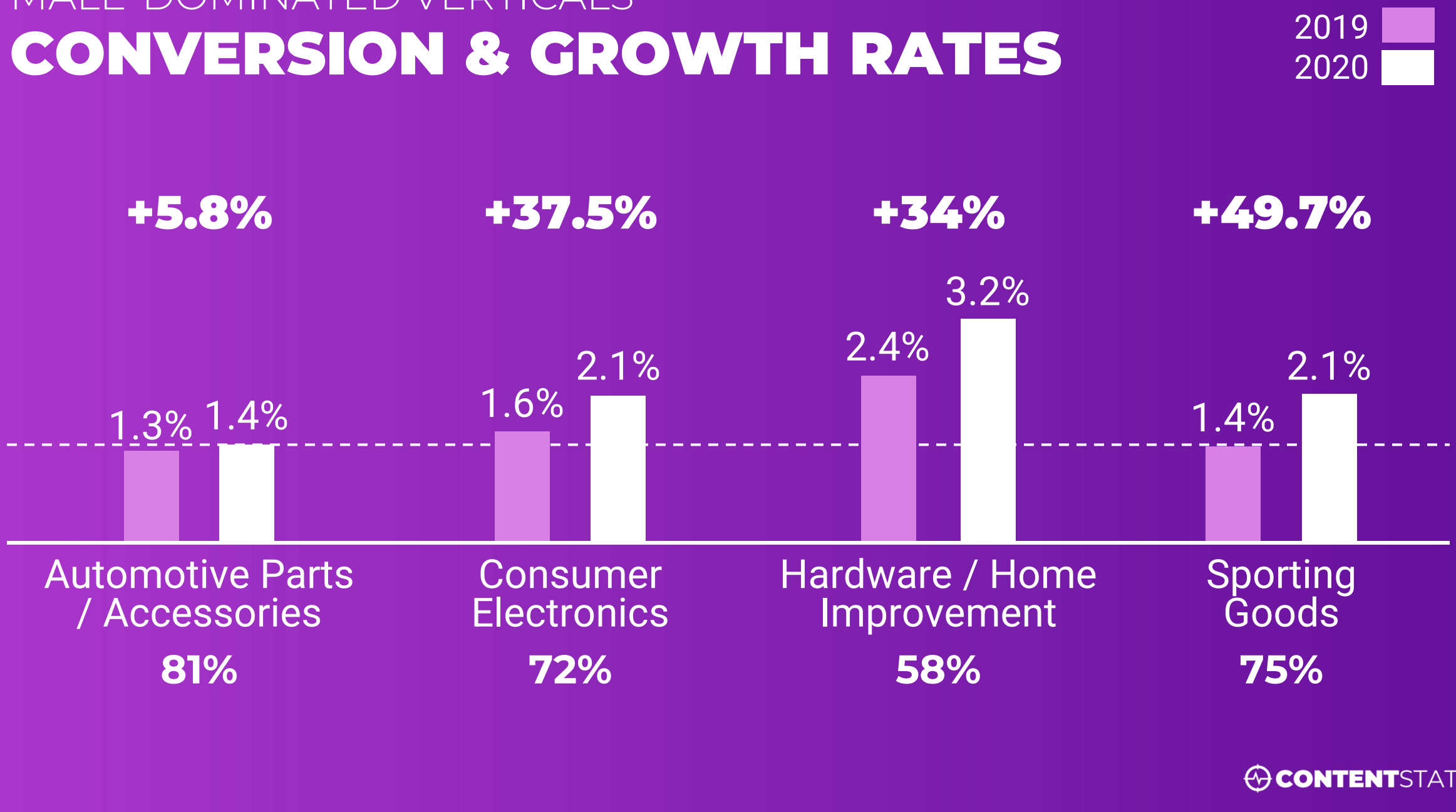
MALE-DOMINATED VERTICALS

CONVERSION & GROWTH RATES



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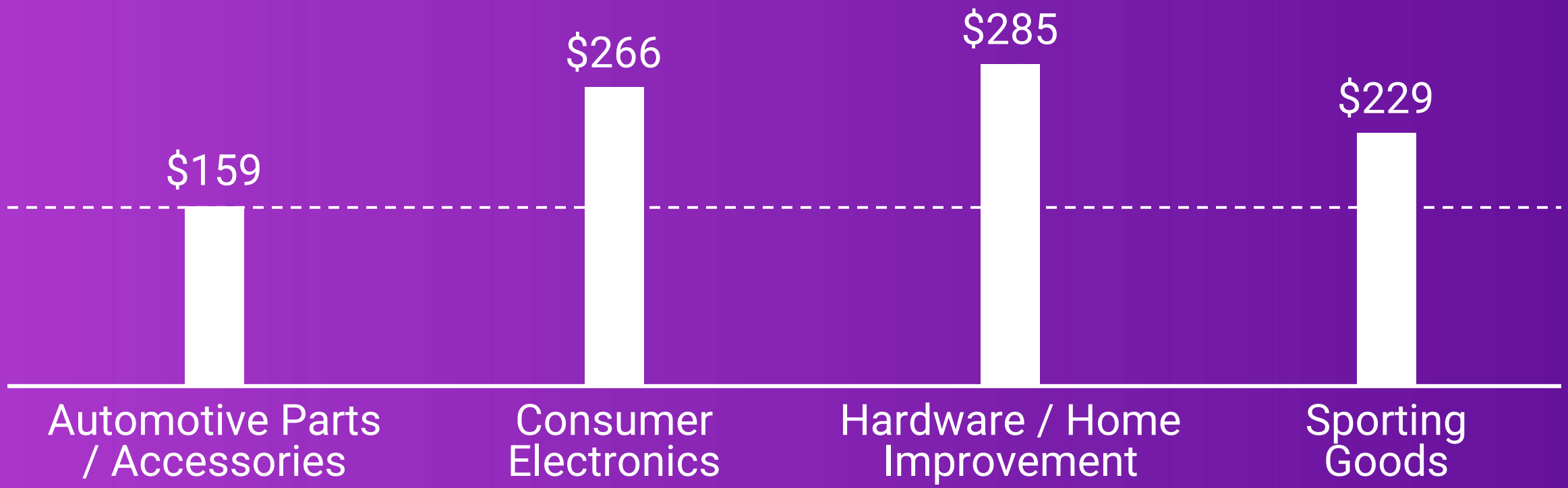
MALE-DOMINATED VERTICALS

AVERAGE TICKET



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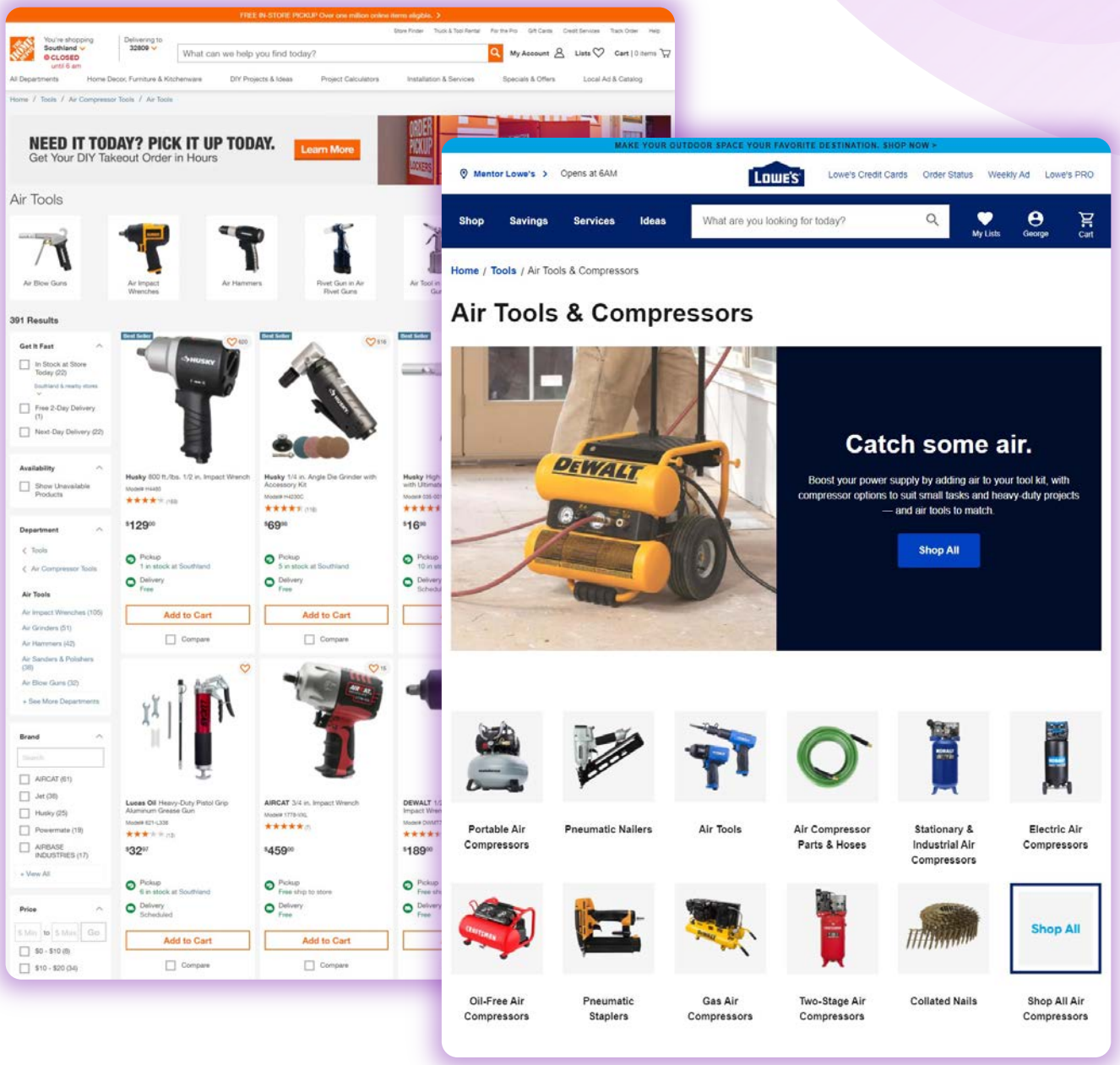
We Believe Your North Star is

HOME IMPROVEMENT

- Male dominated
- Overlapping customers
- DIY & Pro's



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A long time ago in a galaxy far, far away....

(Cleveland, Ohio)

HOW LONG HAVE YOU BEEN IN ONLINE PRODUCT

> 2 YRS	2-5 YRS	6-15 YRS	> 15 YRS
SKU YOUNGLING	SKU PADAWAN	SKU JEDI KNIGHT	SKU JEDI MASTER

> 2 YRS

SKU YOUNGLING

2-5 YRS

SKU PADAWAN

6-15 YRS

SKU JEDI KNIGHT

> 15 YRS

SKU JEDI MASTER

ERRORS & ISSUES INCREASE WITH EACH STEP MAKING

FINAL PAGE VISIBILITY CRITICAL

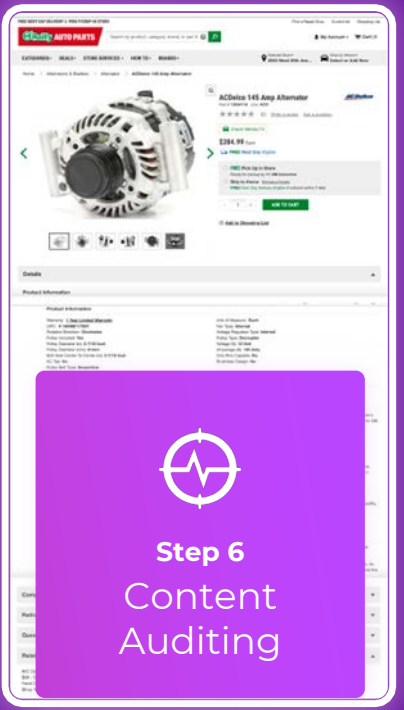
Step 1
Content Creation

Step 2
Content Management

Step 3
Content Syndication

Step 4
Retailer / Distributor

Step 5
Marketplace Sellers



Content auditing provides the visibility you need

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5 CRITICAL CONTENT ISSUES THAT HAPPEN WHEN YOU'RE NOT LOOKING

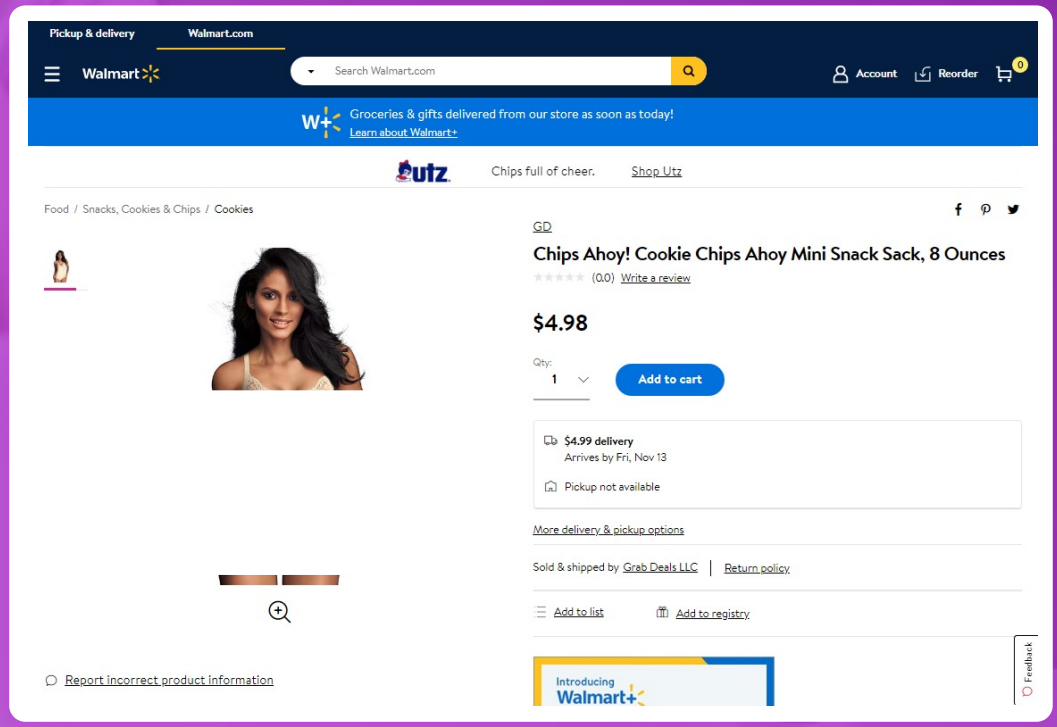
#1 32% fail basic quality standards...
and you don't know which pages.

#2 Pages go missing, new products don't go live...
and no one tells you.

#3 18.7% of pages have critical errors...
and you don't know where.

#4 Incorrect categorization...
and no one can find your product.

#5 Test pages go live...
and someone gets in trouble.



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PERFECT SKU REPORT®

AUTOMOTIVE PARTS INDUSTRY

MAY 2022 EDITION

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REPORT
OVERVIEW

5 CATEGORIES

6 RETAILERS

amazon · Walmart · Auto Zone · O'Reilly Auto Parts · NAPA · Advance Auto Parts

8,743 PRODUCTS

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GRADING METHODOLOGY

CALCULATING THE HEALTH SCORE

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UTILIZING BASIC SCORING

Since companies often have different requirements and limits, our basic Health scoring methodology was used to ensure fair, consistent grading.

	MARKETING COPY			IMAGE ASSETS
	Title Characteristics	Desc Characteristics	Bullets Counts	Images Counts
5.0	70+	800	9	8
4.5	65	700	8	7
4.0	60	600	7	6
3.5	55	500	6	5
3.0	50	400	5	4
2.5	35	300	4	3
2.0	25	200	3	2
1.5	-	-	-	-
1.0	10	10	1	1

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Are you maximizing the opportunity that each retailer provides?

- Title
- Description
- Bullets
- Images

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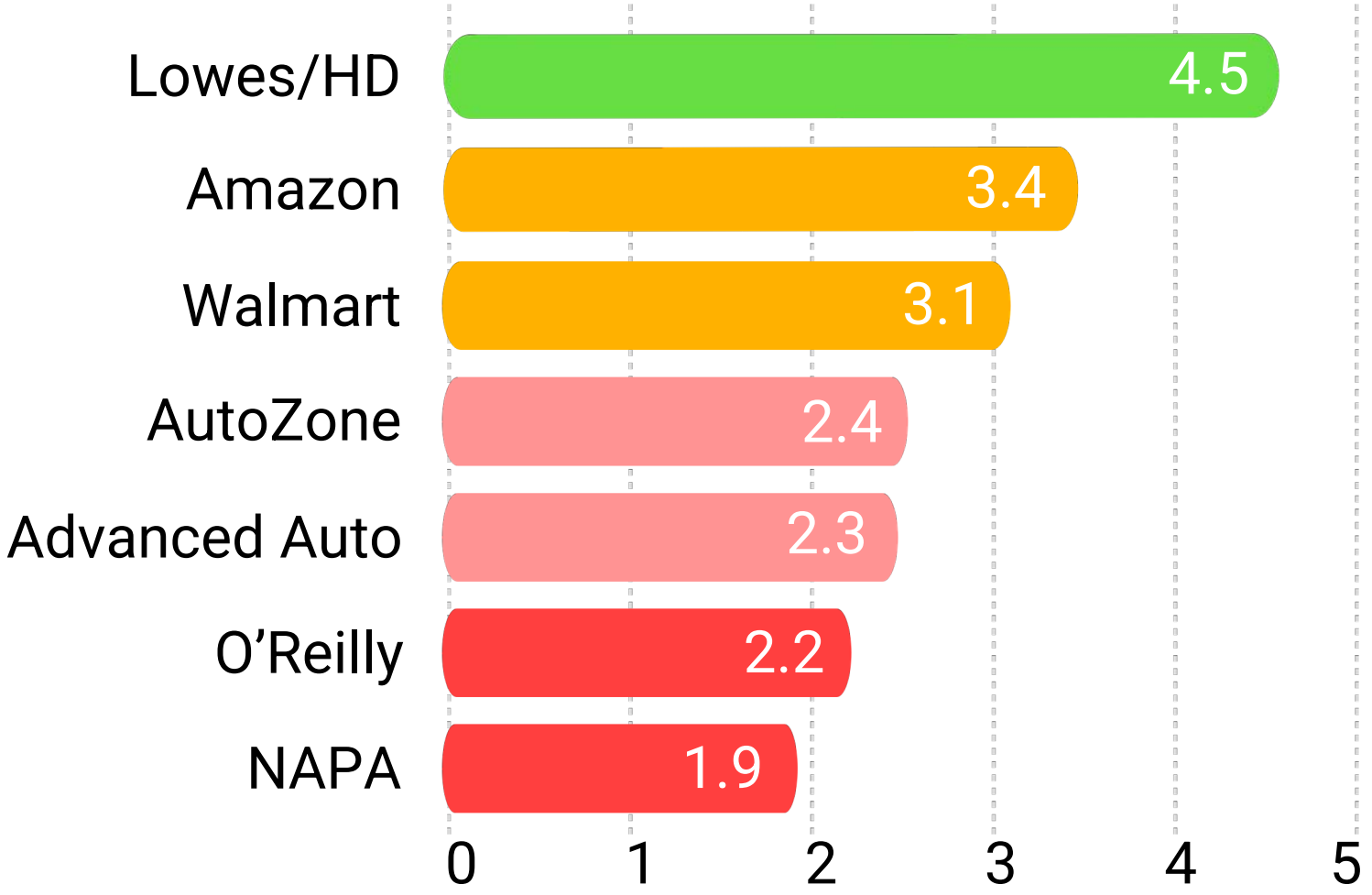
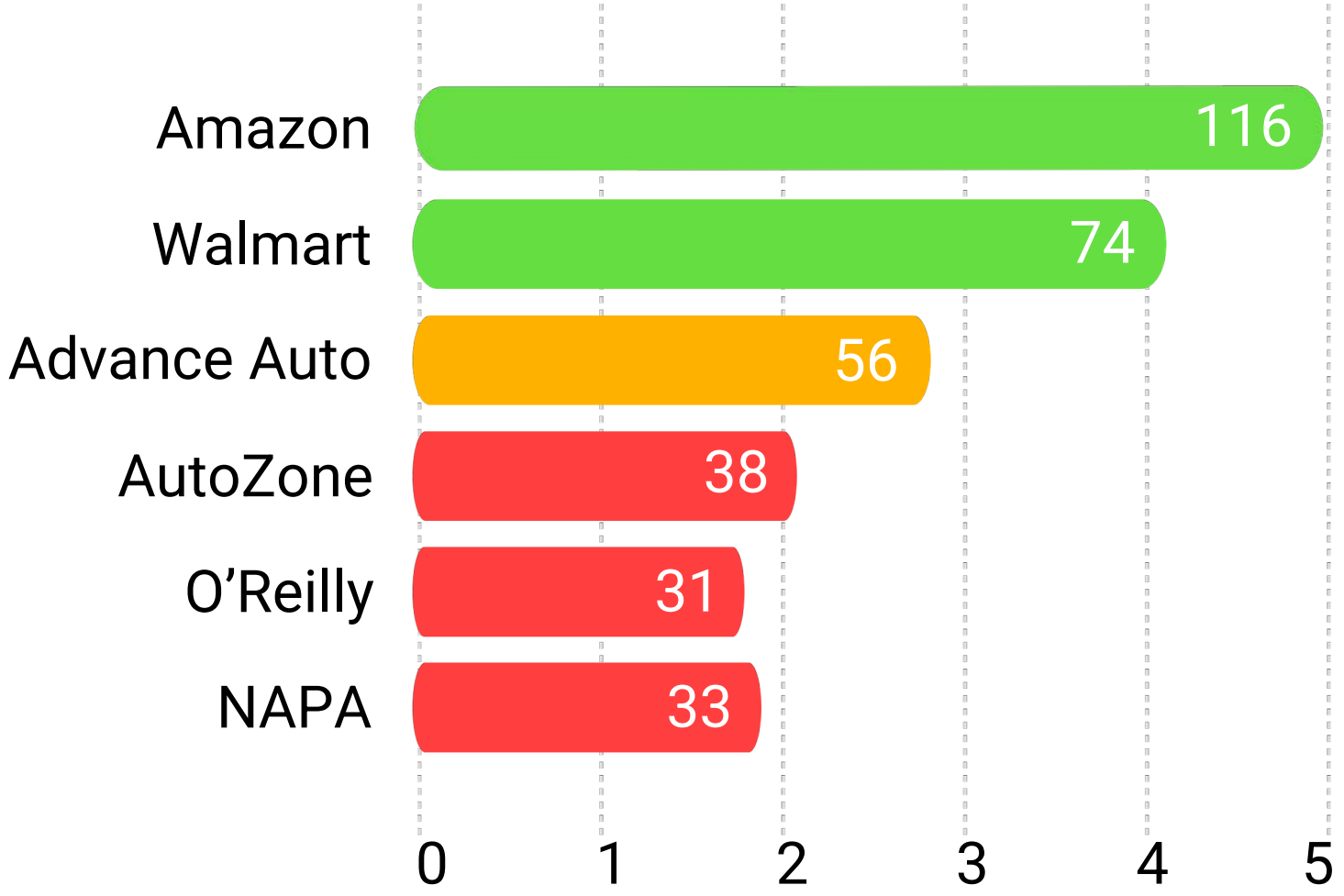
OVERALL HEALTH SCORE
BY RETAILER (0-5)



Titles are critical to driving page traffic and conversions.

AVERAGE TITLE LENGTH
BY RETAILER



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Product Titles should follow:

- Brand
- Defining Qualities
- Item Type
- Count, Size, Color, etc.
- Ideally 50-80 characters

FRAM Tough Guard TG4967, 15K Mile Change Interval Spin-On Oil Filter TRV146724

vs

OIL FILTER

OIL FLTR

DISC PAD

WATER PUMP

ENGINE WATER PUMP

RICH CONTENT USAGE
BY RETAILER

Retailer / Brand	Image		Video	PDF	360	Enhanced
	Score	Count	Usage	Usage	Usage	Usage
AdvanceAutoParts.com	2.0	2	36.3%	-	-	-
Amazon.com	3.6	6	37.7%	15.4%	2.5%	63.0%
AutoZone.com	2.5	4	6.9%	13.4%	-	-
NAPAOnline.com	1.9	2	19.0%	96.0%	-	-
OReillyAuto.com	3.0	4	-	23.8%	68.4%	-
Walmart.com	3.1	4	3.6%	-	-	-

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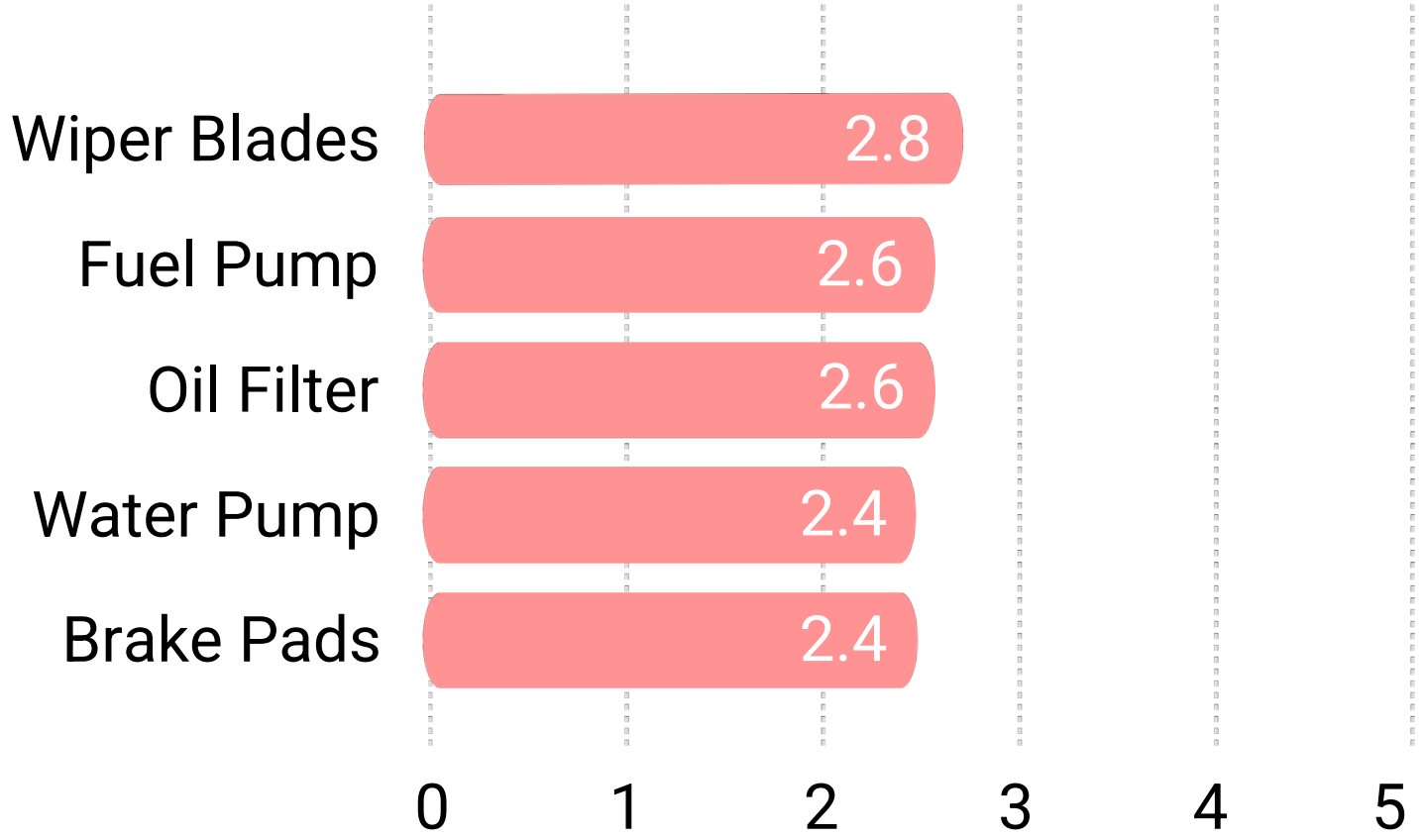
Results show a consistent, below-average level of content provided to shoppers.

OVERALL HEALTH SCORE
BY CATEGORY (0-5)



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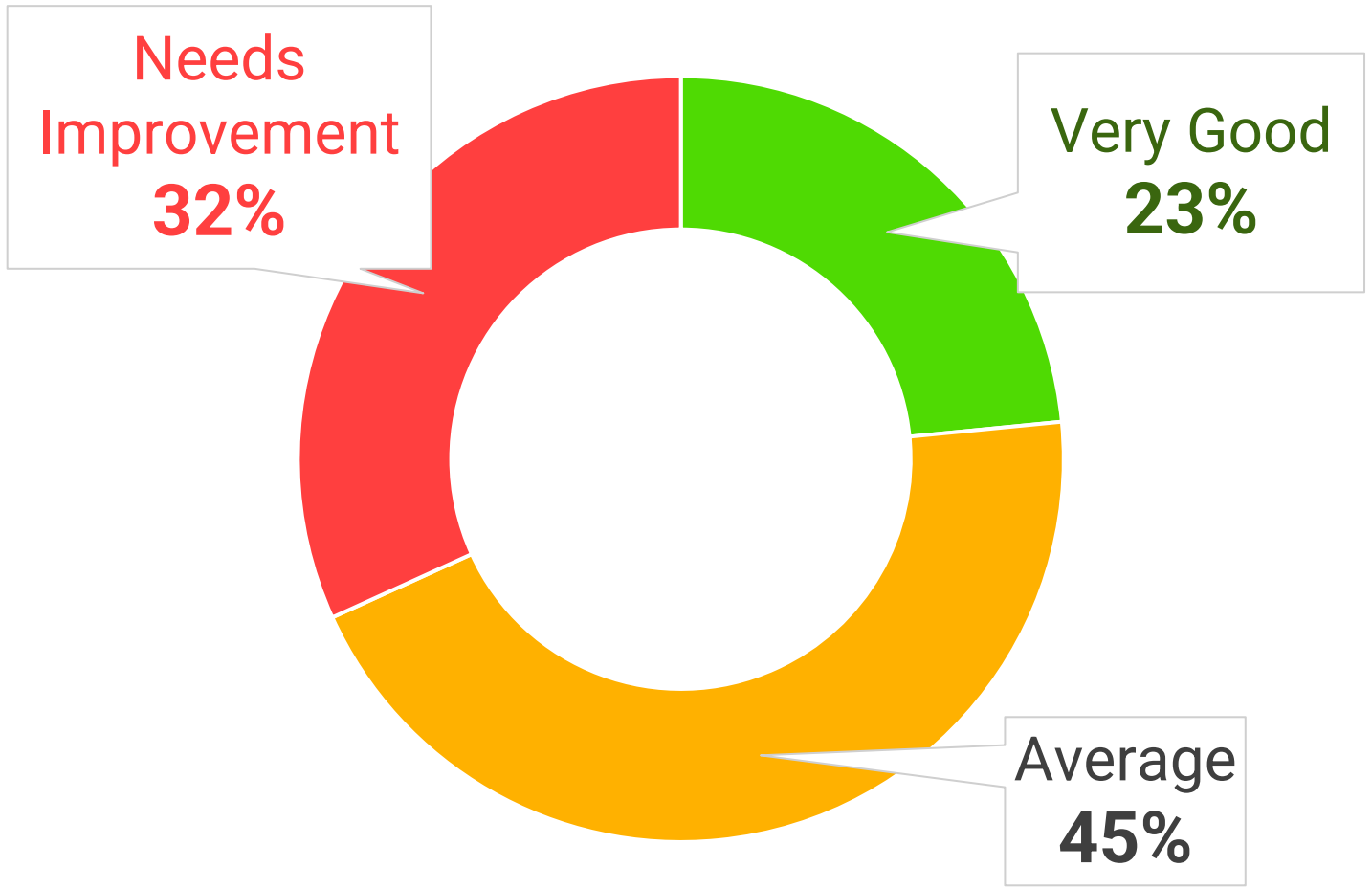
BRAND RESULTS
BY HEALTH SCORE



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BRAND LEADERS
BY HEALTH SCORE

	Items	Score	Title
VEVOR	18	4.6	164
Michelin	40	4.5	58
GEARWRENCH	45	4.4	94
Auto Drive	22	4.4	83
Brock	12	4.3	89
Wagner QuickStop	20	4.2	51
Armor All	13	4.2	70
IRONTREE	12	4.2	183
Lebra	32	4.1	96

AIM

FOR A SIMPLE STRATEGY

Audit. Improve. Monitor.

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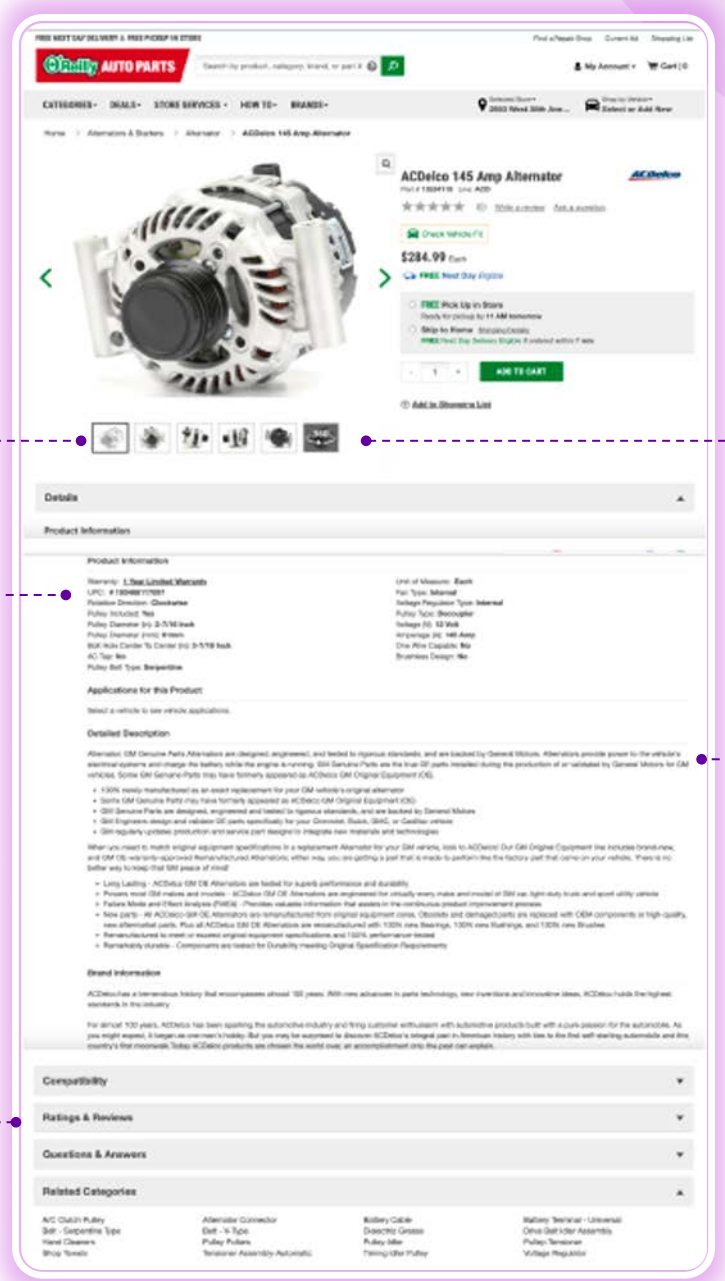
Step 1
AUDIT

Conduct the audit

- How deep?
- Which sites?
- What errors?



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Step 1
AUDIT

Score your content

1. Which elements?
2. How to score by counts?

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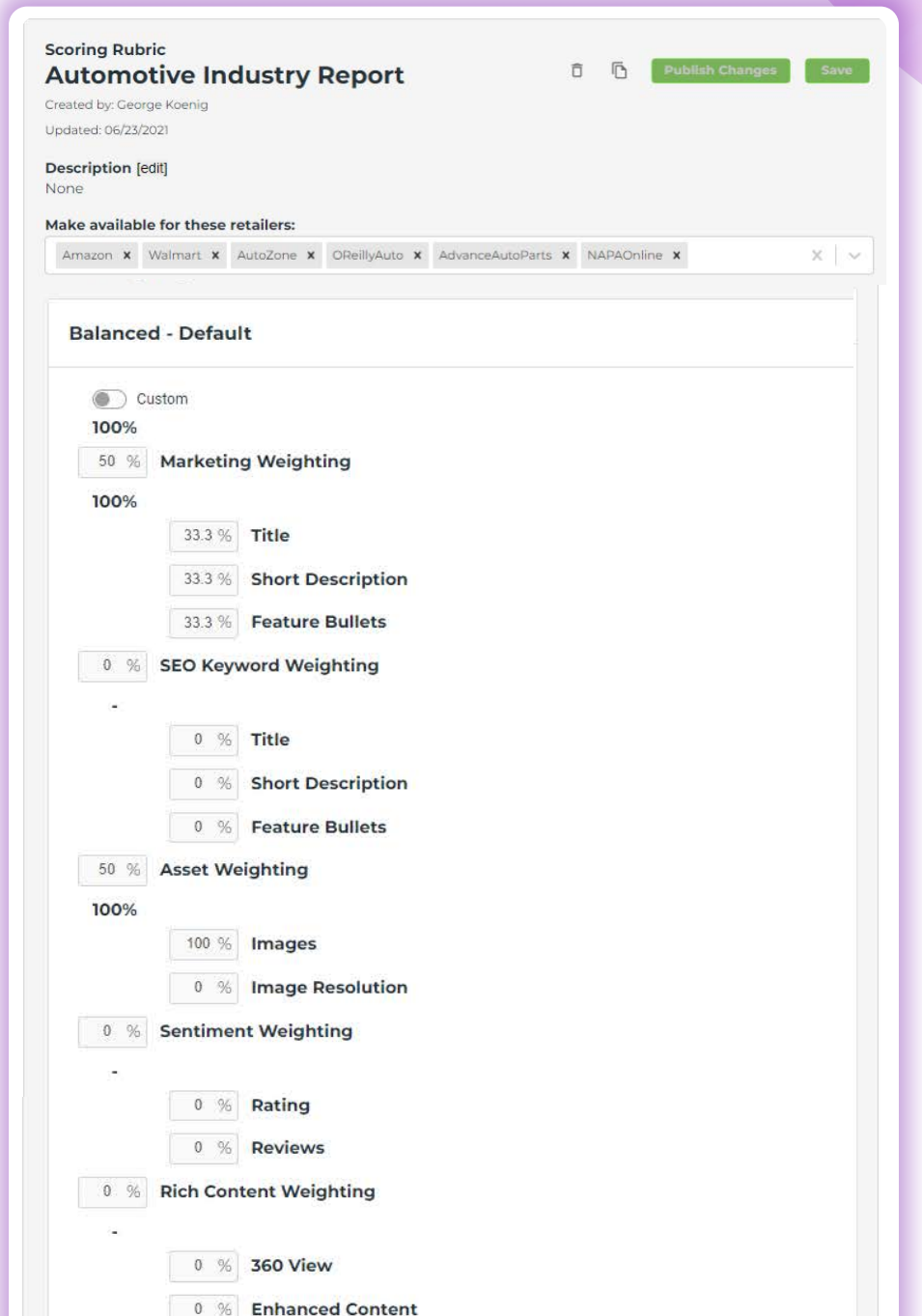

Step 1
AUDIT

Errors & Issues Checklist

1. Element comparison
2. Incorrect spec attributes
3. Keyword usage
4. Incorrect categorization
5. Incorrect images

Rule
25% of the Brand name does not appear first in Title
One bullet matches One bullet
The Keyword: " does not appear in Title
The Attribute: Blade Length appears in Specs and the Attribute: Blade Length does not appear in Title
The Brand name does not appear in Description
The Brand name does not appear in Title
The One bullet matches One bullet

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Step 1
AUDIT

Example Report

Retailer / Brand	SKU	Health	Title		Desc.		Bullets		Specs	Image		Video	PDF	360	Enhanced	Ratings	Reviews	
	Totals	Score	Score	Char	Score	Char	Score	Count	Count	Score	Count	Usage	Usage	Usage	Usage	Score	Score	Count
AdvanceAutoParts.com	855	2.5	2.8	101	1.7	247	2.7	5	8	2.0	2	36.3%	-	-	-	4.2	1.7	48
Amazon.com	1949	3.4	4.5	116	2.3	540	3.0	5	14	3.6	6	37.7%	15.4%	2.5%	63.0%	4.4	-	1371
AutoZone.com	1066	2.4	2.3	38	2.0	307	2.2	4	6	2.5	4	6.9%	13.4%	-	-	4.4	-	12
NAPAOnline.com	1593	1.9	2.0	33	1.1	175	2.5	4	10	1.9	2	19.0%	96.0%	-	-	4.3	-	0
OReillyAuto.com	1283	2.2	2.0	31	2.2	343	0.0	-	13	3.0	4	-	23.8%	68.4%	-	-	-	-
Walmart.com	1997	3.1	4.0	74	3.3	751	2.2	5	6	3.1	4	3.6%	-	-	-	4.3	-	41

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Step 2
IMPROVE

Pick an achievable starting point

- Health score
- Segment
  - ➢ New release
  - ➢ High return
  - ➢ High margin

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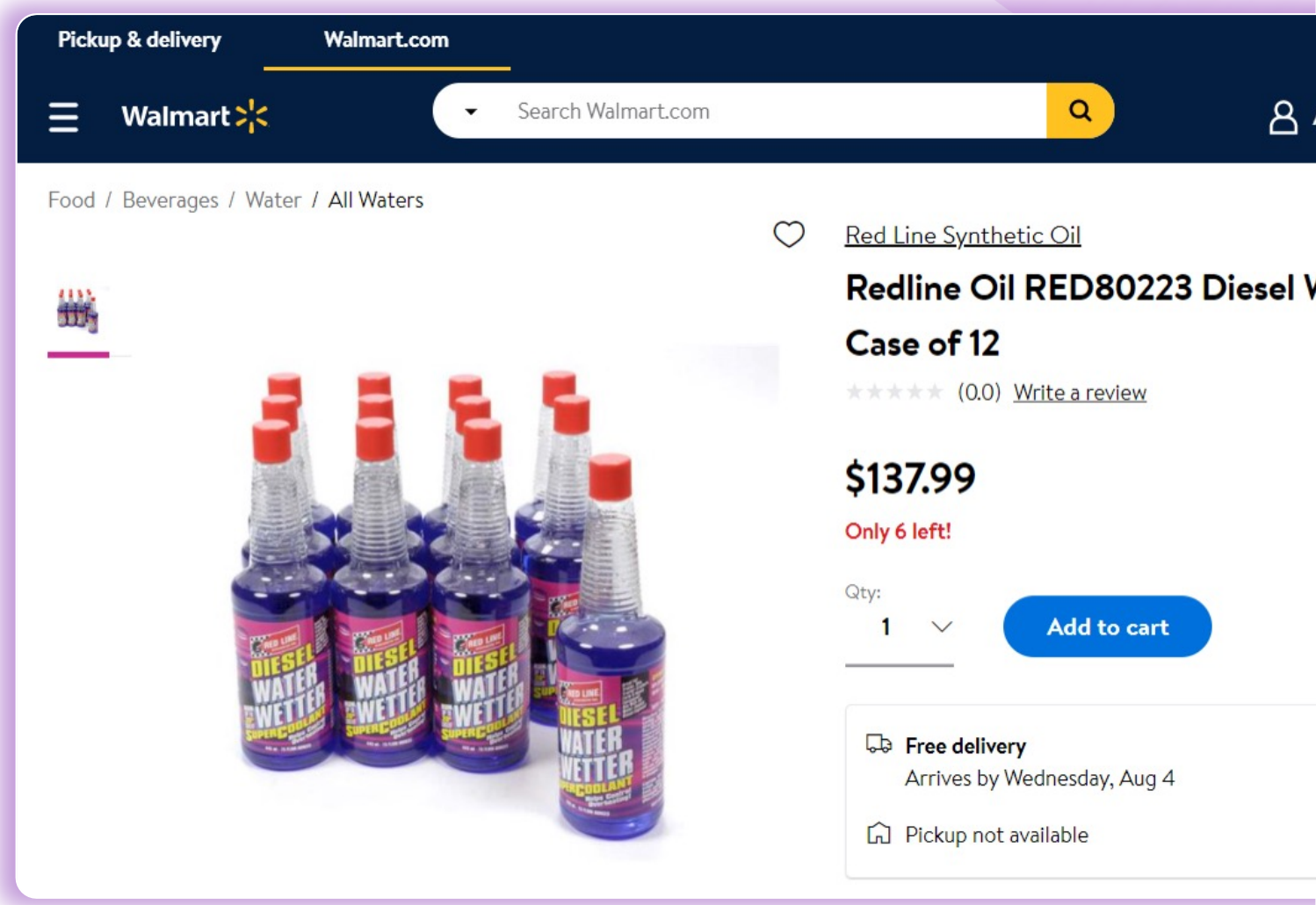
Catalog > 498 SKUs Reset filter (1)

Source Data	Main Image	Title Product	2.2 Health Score	2.3 Title Score	47 Title Avg. Count	1.5 Short Desc. Score	28 Des Avg.
NAPAOnline.cc		Fuel Pump - Electric In-Tank Type - OEM Equival	2.9	3	50	1	198
NAPAOnline.cc		Fuel Pump - Electric In-Line Type	2.2	2	33	1	197
NAPAOnline.cc		Fuel Pump - Electric In-Line Type - Actual MFG C	2.2	3	50	0	0
Amazon.com		ACDelco GM Original Equipment 251-752 Engine	2.5	3.5	55	2.5	353
AutoZone.com		Delphi Fuel Pump CFE0114	2.3	1	24	1	198
AutoZone.com		Delphi Fuel Pump CFG2102	2.8	1	24	1	198
AutoZone.com		Delphi Fuel Pump DFG0960	2.5	1	24	1	198
AutoZone.com		Delphi Fuel Pump CFE0727	2.8	1	24	1	198
AutoZone.com		Delphi Fuel Pump DFG0424	2.5	1	24	1	198
NAPAOnline.cc		Fuel Pump - (OE Mechanical Type)	2.9	2	32	1	198

Step 3
MONITOR

1. Content Changes
2. Pricing / Availability
3. Share of Search & Keyword Usage
4. Competitor Content



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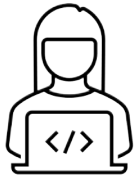
YOUR OPTIONS FOR
CONDUCTING YOUR AUDIT

Manual
Page Auditing

No thank you!



IT-Driven
Scraping Software

Crunch your own numbers?

Expensive
Enterprise Solutions

Lengthy 'time-to-insight'

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> *“Content Status gives us a complete picture of our presence online that we can’t get manually.*

Joe Thomas
Global Aftermarket Catalog Manager

Alessandro Criollo
Ecommerce Marketing Specialist

Sensata Technologies

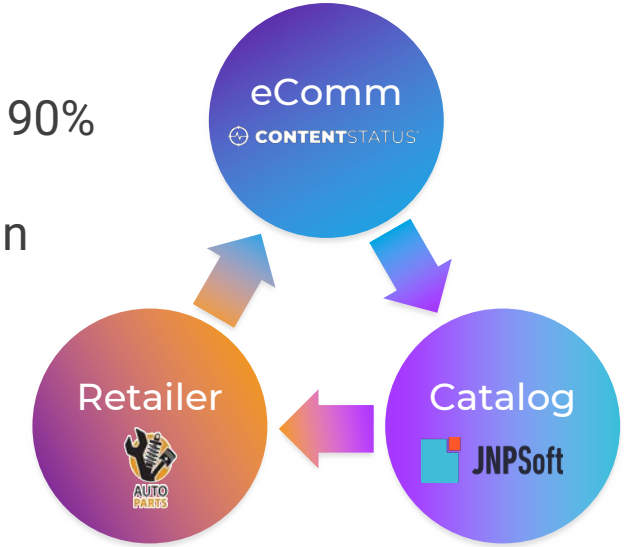
PUTTING IT INTO PRACTICE

Challenges

- One resource to audit and monitor 1000s of pages
- Random, manual checking led to inaccuracies
- No visibility into page updates

Results

- Reduced auditing time by 90%
- Improved accuracy & scalability with automation
- Instant identification of content issues & improvement opportunities



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Get the full
AUTOMOTIVE REPORT

SCAN ME

GET VISIBILITY

KNOW MORE. WONDER LESS.

Interested in auditing your own product pages?

Sign up for free and see your insights in minutes.

MY FREE AUDITS

Or contact us for a demo.

CONTACT US

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