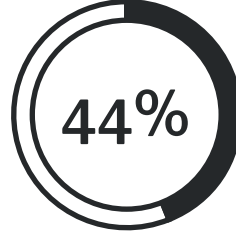


Integrate CONTENT & COMMERCE to Increase Conversion

Retailers now invest heavily in branded content. However, much of this content leads to a dead end.



72% of US homepage user-generated content does not provide a path to purchase



44% of US brand blogs are not integrated into the commerce site



Why do brands still ask customers to choose between content and shopping experiences?

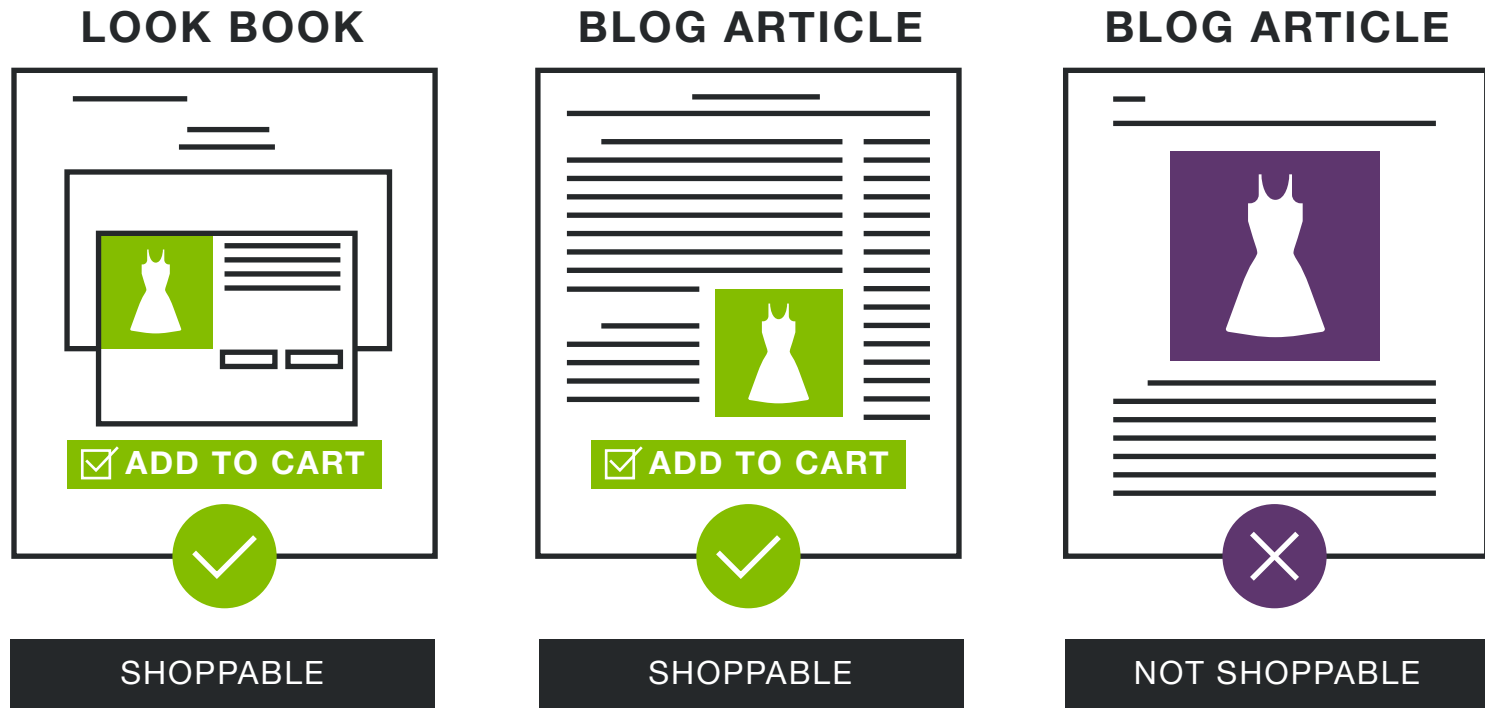
> The "Double-Door" site experience leads to a missed opportunity



Teams must collaborate to create a seamless experience that blends product and content



Integrate content and commerce to streamline the shopping journey



Integrated path to purchase

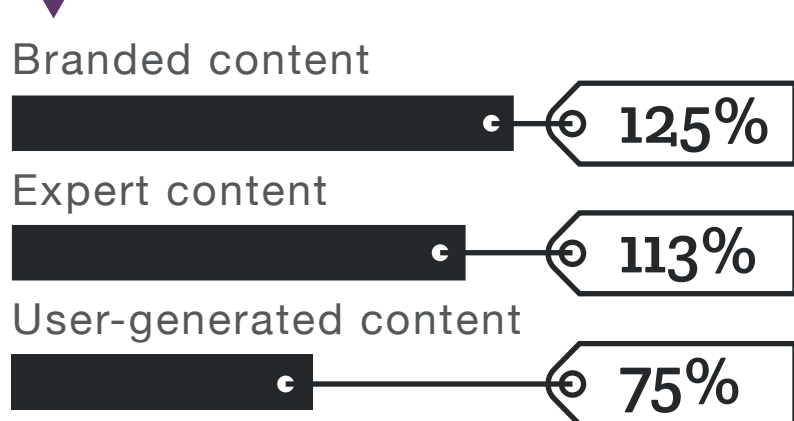
Blog articles link back to product pages

Blog articles do not link back to product

Branded content has the biggest impact

> Beating out user-generated content and expert content

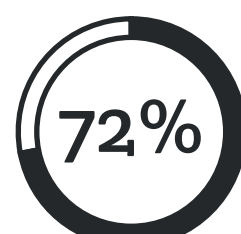
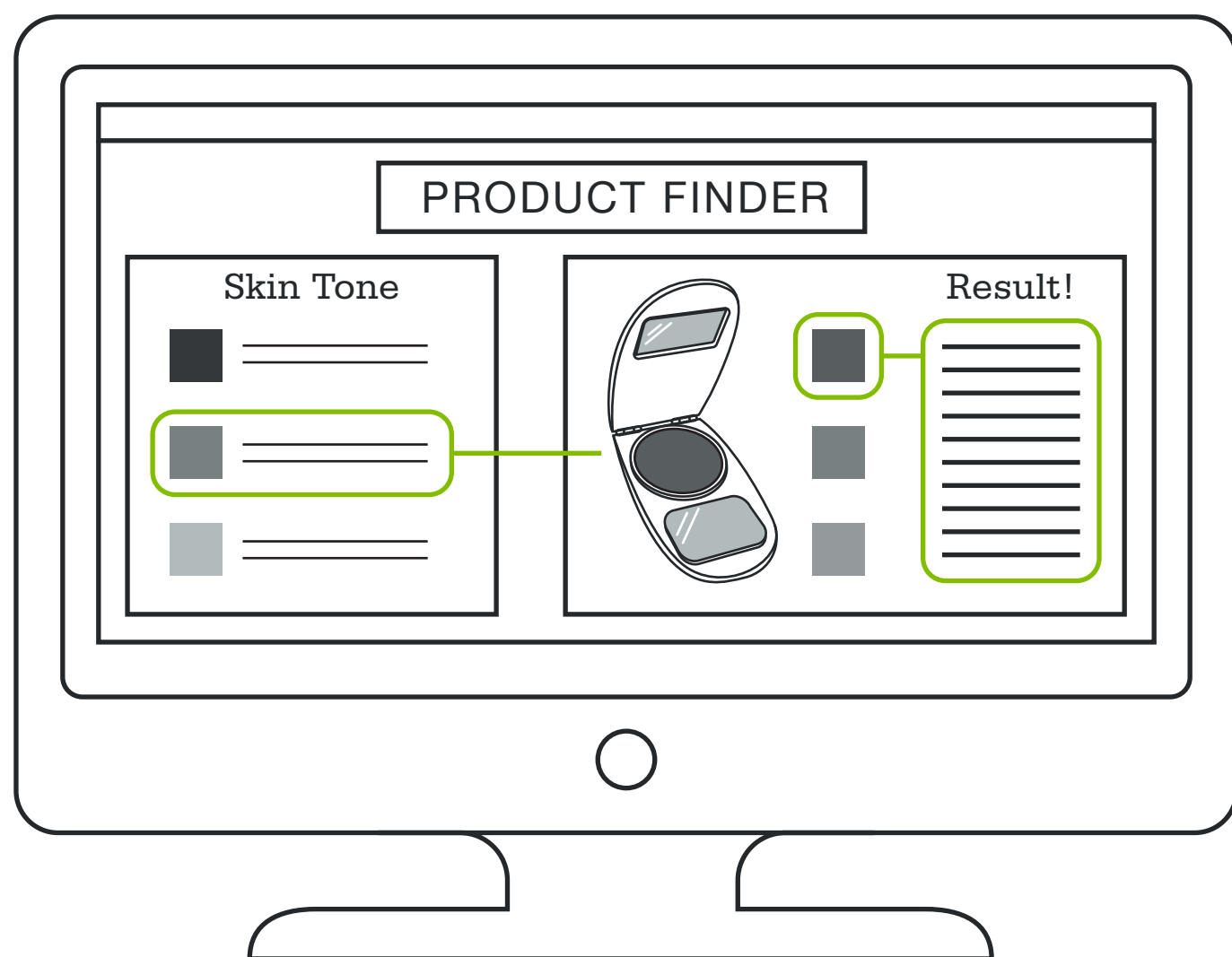
PERCENT LIFT, PURCHASES \$50-\$399 MAR. 2014



Source: "The Role of Content in the Consumer Decision Making Process," Nielsen, March 2014.



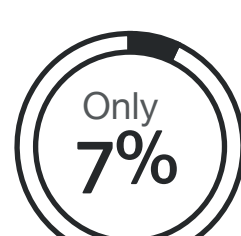
Guided Selling Influences Consumers Along Their Path to Purchase



72% of US beauty brands invest in guided selling features, but don't integrate this content across the entire purchase path.



Only 50% promote them on category pages.



Only 7% promote them on product pages to influence the consumer in their consideration phase.

The opportunity?

Brands with content deeply integrated throughout the shopping journey see higher conversion rates than their peers.

Get the full L2/Demandware report to learn how 80 of the world's best-known brands weave content and commerce.

www.demandware.com/content-commerce