

# DIGITAL HEALTH REPORT

## AUTOMOTIVE AFTERMARKET

3rd Annual Addition

May 2024



# REPORT OVERVIEW

**8**  
CATEGORIES



**7**  
RETAILERS

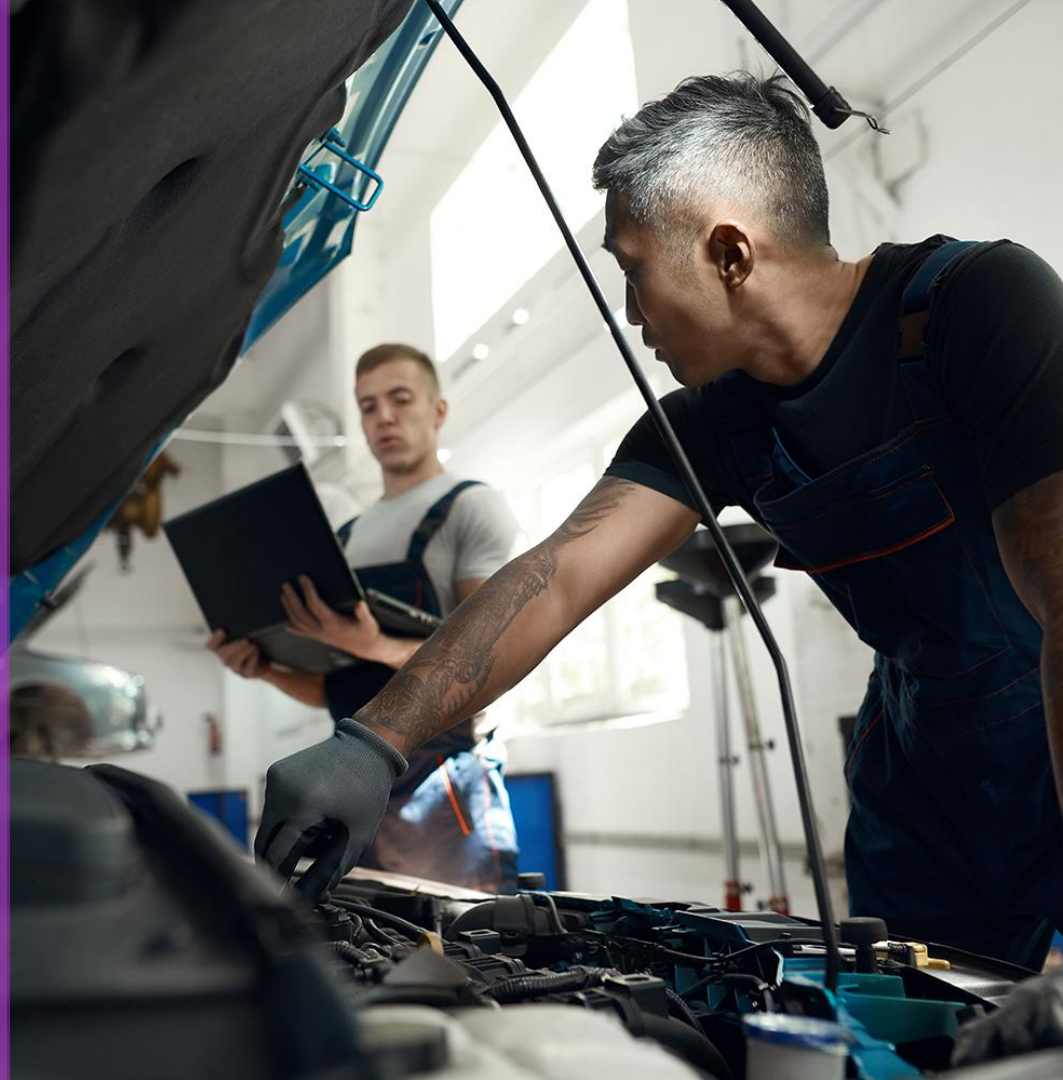


**12,584**  
PRODUCT PAGES



# TABLE OF CONTENTS

Executive Summary .....	4
Industry Challenges .....	7
Product Data Health Analysis .....	11
Product Content Rankings .....	14
Takeaways & Recommendations .....	25
Getting Started .....	31
About Us .....	32





**Jeff Hunt**

President, Content Status  
jhunt@contentstatus.com



**Derek Corrick**

General Manager, Pivotree  
derek.corrick@pivotree.com



## Executive Summary

Reaching new markets and consumers through digital channels is one of the biggest challenges facing the automotive aftermarket industry today due to the unique complexities of managing product data - a vast array of complex products with multiple attributes sourced from hundreds of manufacturers and suppliers, with data and descriptions that are often incomplete, inaccurate, and inconsistent.

The opportunity for the automotive aftermarket lies in streamlining the acquisition, classification, and enrichment of product data. This allows distributors, retailers and manufacturers to overcome formidable challenges, reach revenue goals, contain costs, and get to market much faster and more efficiently.

In its third annual Automotive Aftermarket Industry Report, Content Status has partnered with Pivotree to conduct a digital health assessment of the industry, highlighting key opportunities and recommendations for improvement. Accompanied by the unique perspective and expert analysis of Pivotree, the report details how companies fare against basic content requirements, taxonomy best practices, and other critical product content elements.

We hope you find value in the insights shared in this report. If you'd like to chat with us about your digital health needs, get in touch.

## HEALTH REPORT

# HIGHLIGHTS

**2.8 of 5.0**

Avg content health across all sites

---

**66%**

of products have 4 or less image assets

---

**82%**

of products do not include 360° SPIN assets

---

**18%**

of products have video assets

## AUTOMOTIVE ECOMMERCE

# SITE ANALYSIS

**49.4%** of automotive parts ecommerce sites adhere highly to category taxonomy and intermediary category page guidelines

**60.9%** of automotive parts ecommerce sites adhere highly to filter scope and logic guidelines

**50%** of automotive parts ecommerce sites adhere highly to product image and gallery UI guidelines

**40%** of automotive parts ecommerce sites adhere highly to product information and specification guidelines

# KEY STRATEGIES



## Find

Creating the right taxonomy is essential to the findability and organization of your products catalog.

## Buy

Missing or incorrect product page content leads directly to lower conversion rates and customer frustration.

## Get

Customer expectations are shifting, look to sites like Amazon to understand upcoming trends to stay ahead.

## Trust

With complete and accurate product descriptions customer trust is enhanced, leading to increased sales and loyalty.

# AFTERMARKET INDUSTRY CHALLENGES

 CONTENTSTATUS™

 pivotree



# DATA QUALITY AND CONSISTENCY

- ✓ Multiple suppliers
- ✓ Gaps in information
- ✓ Missing attributes, specifications, and compatibility
- ✓ Varied formatting styles

**Incomplete or inaccurate product information hampers your customer's ability to make informed purchasing decisions, resulting in decreased conversion rates and diminished customer trust.**



# PRODUCT ONBOARDING

- ✓ Data verification, categorization, and integration into existing systems is difficult and time consuming
- ✓ Human error and quality checks add to delays
- ✓ Gathering complete product specifications, digital images, and pricing prolongs the onboarding process

**Streamlining this process is crucial for expediting time-to-market and maintaining competitiveness, necessitating the implementation of efficient onboarding procedures and automated tools to facilitate rapid integration of new products.**

# ENRICHING AND MAINTAINING PRODUCT DATA

- ✓ Cost of manual labor and inefficient processes
- ✓ Manual workflows not scalable
- ✓ Inefficiencies and delays impact competitiveness
- ✓ Data collection, cleaning and updating takes time

**Despite advancements in automation and streamlined processes, the automotive aftermarket industry remains heavily reliant on manual entry, review, and normalization of data. This poses challenges to efficiency, accuracy, and competitiveness within the industry.**

# PRODUCT DATA HEALTH ANALYSIS

 CONTENTSTATUS™

 pivotree



## GRADING METHODOLOGY

# CALCULATING THE HEALTH SCORE

While this report covers many types of insights, product content scoring is a critical element of any auditing strategy.

### KEY UNDERSTANDINGS

- Consistent scoring methodology was used across all sites
- **Health Score** is calculated using all the *basic requirements* that a supplier has control of, including the Title, Description, Bullets, and Images
- **Average** typically equals the minimum required by retailers
- Enhanced content, Video, PDF's, and 360 usage was not included in the grades, but usage percentages are shown

## Health Scores are Solely Based on the Following Content Elements

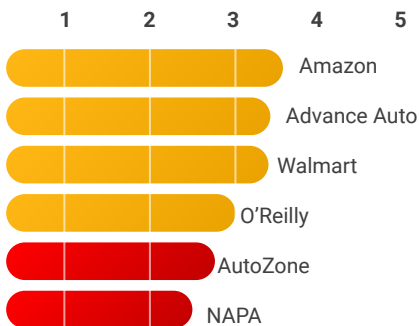
	MARKETING COPY			IMAGE ASSETS
	Title Characters	Desc Characters	Bullets Counts	Images Counts
5.0	70+	800	9	8
4.5	65	700	8	7
4.0	60	600	7	6
3.5	55	500	6	5
3.0	50	400	5	4
2.5	35	300	4	3
2.0	25	200	3	2
1.5	-	-	-	-
1.0	10	10	1	1

# DIGITAL HEALTH RANKINGS BY SEGMENT



## CONTENT

By Retailer  
Health Score

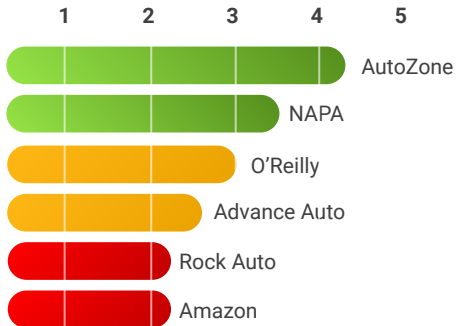


### Summary

**Amazon** continues to lead providing more content than other retailers. Worth noting, **Advance Auto** saw the greatest increase, moving up two spots on our list compared to 2023.

## TAXONOMY

By Retailer  
Findability Score

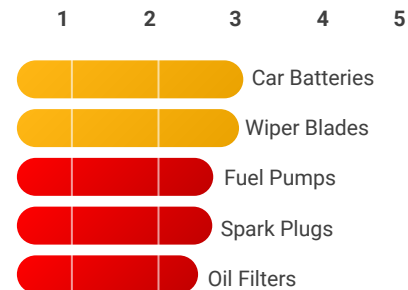


### Summary

**AutoZone** and **NAPA** are market leaders in navigation design. Ensuring clear, exclusive categories, leveraging attribute filters for a narrowing hierarchy, balanced parent-to-child ratios, and concise, consistent labels for a seamless user experience.

## CONTENT

By Part Type  
Health Score



### Summary

We saw improvement across all categories this year, however there is still tremendous opportunity to provide a better shopping experience via more complete product content. **Car Batteries** is the standout leader in Overall Content with a Health Score of 3.0.

# RESULTS BY RETAILER ALL PRODUCTS

## RANKED BY HEALTH SCORE

### SUMMARY

Customer expectations are being driven by everyday shopping experiences. Automotive retailers should take note of the more robust content available on major sites like Amazon and Walmart to meet evolving consumer demands.

### KEY TAKEAWAY

**Maximizing all available content types** (images, description, bullets, specifications) is key to reducing customer frustration and increasing conversion.



Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	1739	3.2	3.7	61	4.3	913	2.6	4	8	2.1	2	11.7%	0.0%	0.0%	0.0%	2.8
> Amazon.com	997	3.3	4.3	113	2.5	694	3.2	6	17	3.1	5	48.1%	11.6%	10.0%	77.3%	4.5
> AutoZone.com	2174	2.7	2.2	35	3.6	657	2.4	4	8	2.5	3	0.0%	0.0%	0.0%	0.0%	2.8
> Napa.com	3629	2.4	2.6	42	1.8	265	2.6	4	16	2.6	3	33.2%	0.0%	10.5%	0.0%	1.4
> OReillyAuto.com	2083	3.0	2.6	42	4.4	1031	1.6	3	15	3.3	5	0.0%	9.5%	85.1%	0.0%	0.3
> RockAuto.com	418	1.8	1.1	16	1.3	195	3.1	6	9	1.8	2	43.5%	34.2%	0.0%	0.0%	0.0
> Walmart.com	1828	3.2	4.5	88	3.0	641	2.2	5	6	3.2	5	11.1%	0.0%	0.0%	2.1%	2.1



# RESULTS BY RETAILER BRAKE PADS

## SUMMARY

**Amazon** leads this category by focusing on description, bullet, and specification content to help inform purchase decisions. They leverage video to highlight advanced features.

## KEY TAKEAWAY

**Videos capture users' attention for longer periods** compared to static images or text. Utilizing multiple content types can help set accurate expectations for customers regarding the product's appearance and features.

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	216	2.7	2.7	47	3.9	655	2.3	4	8	2.1	2	5.0%	0.0%	0.0%	0.0%	3.1
> Amazon.com	182	3.5	4.8	126	3.3	813	3.6	7	17	2.4	3	83.5%	18.6%	33.5%	86.8%	4.4
> AutoZone.com	336	2.8	2.3	37	3.5	547	2.5	4	10	3.0	4	0.0%	0.0%	0.0%	0.0%	2.9
> Napa.com	526	2.3	2.3	37	1.3	170	3.0	5	17	2.6	3	66.3%	0.0%	36.5%	0.0%	0.8
> OReillyAuto.com	250	2.8	3.1	55	4.8	810	0.0	0	10	3.5	5	0.0%	0.0%	89.2%	0.0%	0.2
> RockAuto.com	216	1.7	1.0	15	1.2	187	2.8	6	11	2.0	3	31.0%	65.2%	0.0%	0.0%	0.0
> Walmart.com	239	2.7	4.4	82	2.2	381	1.7	3	5	2.6	3	5.0%	0.0%	0.0%	0.0%	1.0



# RESULTS BY RETAILER

## BRAKE ROTORS

### SUMMARY

**Advance Auto Parts** saw significant improvements in this category to take the top spot with a heavy focus on more detailed product descriptions.

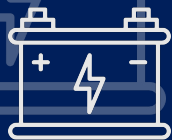
### KEY TAKEAWAY

**O'Reilly** continues to round out solid product content with **detailed product descriptions and 360° images**.

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	216	3.7	4.1	70	4.7	1032	3.7	6	7	2.3	3	45.8%	0.0%	0.0%	0.0%	3.2
> Amazon.com	193	3.3	4.0	107	2.7	677	3.4	6	14	3.1	4	44.0%	7.2%	0.0%	78.7%	4.4
> Napa.com	506	2.1	1.6	27	1.7	210	2.3	4	17	3.0	4	82.4%	0.0%	7.5%	0.0%	1.5
> OReillyAuto.com	247	2.5	2.3	36	4.0	684	0.0	0	25	3.7	6	0.0%	0.0%	91.9%	0.0%	0.0
> RockAuto.com	250	1.9	1.0	15	0.8	136	3.3	8	10	2.2	3	36.4%	48.4%	0.0%	0.0%	0.0
> Walmart.com	240	2.6	4.6	94	1.9	540	1.2	2	5	2.6	3	0.0%	0.0%	0.0%	0.0%	1.1





# RESULTS BY RETAILER

## CAR BATTERIES

### SUMMARY

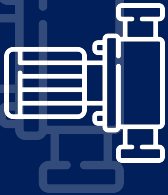
The leaderboard is close, but **Walmart** doubles down on core product content in this category to take the top spot, utilizing product descriptions, bullets, and images to drive consumer confidence.

### KEY TAKEAWAY

**Content is king.** It's worth noting **Rock Auto** provides documents for all products in this category.

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	232	3.7	4.8	88	4.8	1468	3.1	6	10	2.2	3	6.9%	0.0%	0.0%	0.0%	3.1
> Amazon.com	150	3.3	4.6	122	1.7	450	3.1	5	18	3.7	6	59.3%	36.6%	3.3%	76.6%	4.3
> AutoZone.com	207	3.1	3.3	55	3.6	737	2.4	4	11	3.2	5	0.0%	0.0%	0.0%	0.0%	4.1
> Napa.com	458	2.6	4.6	74	1.2	163	2.7	4	22	2.0	2	49.7%	0.0%	0.2%	0.0%	2.7
> OReillyAuto.com	250	3.0	3.2	54	4.3	986	0.3	1	16	4.2	6	0.0%	20.4%	88.4%	0.0%	0.7
> RockAuto.com	123	1.6	1.0	13	2.1	326	1.3	2	14	1.9	2	25.2%	100.0%	0.0%	0.0%	0.0
> Walmart.com	233	3.8	4.4	76	4.1	918	3.2	6	8	3.5	5	6.4%	0.0%	0.0%	0.0%	3.4



# RESULTS BY RETAILER

## FUEL PUMPS

### SUMMARY

**AutoZone** was the biggest mover in this category from our last report with an increased focus on improving product descriptions. With **Advanced Auto Parts** coming in as the Market Leader for product content.

### KEY TAKEAWAY

This category was the lowest scoring category in our 2023 report, but due to an **increased focus on product content** has improved to our #3 spot.

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	216	3.4	3.5	57	4.9	988	2.8	5	8	2.5	3	0.0%	0.0%	0.0%	0.0%	0.9
> Amazon.com	32	3.3	4.9	137	1.0	221	2.9	5	24	4.3	7	46.8%	18.7%	0.0%	81.2%	4.1
> AutoZone.com	336	2.3	1.9	26	2.9	494	1.8	3	9	2.5	3	0.0%	0.0%	0.0%	0.0%	1.5
> Napa.com	480	2.8	4.6	73	2.3	310	2.1	3	21	2.4	3	0.0%	0.0%	1.8%	0.0%	0.4
> OReillyAuto.com	226	2.6	2.5	42	4.3	829	0.7	1	15	3.0	4	0.0%	0.0%	90.7%	0.0%	0.0
> Walmart.com	239	2.8	4.5	88	2.5	445	1.3	3	5	2.9	4	0.0%	0.0%	0.0%	0.0%	0.6



# RESULTS BY RETAILER

## OIL FILTERS

### SUMMARY

Walmart and Amazon are the clear leaders in this category by consistently providing more content across all areas.

### KEY TAKEAWAY

**Inadequate product titles are a major issue** in this category which can result in customer frustration trying to find key product details and driving SEO search.

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	215	2.6	3.2	49	3.4	669	1.9	3	4	1.8	2	0.9%	0.0%	0.0%	0.0%	2.2
> Amazon.com	238	3.4	4.3	103	3.2	1151	3.3	6	21	3.1	5	30.6%	1.2%	13.4%	76.4%	4.7
> AutoZone.com	336	2.6	1.5	26	3.2	515	2.3	4	9	3.2	5	0.0%	0.0%	0.0%	0.0%	3.4
> Napa.com	238	2.3	1.0	19	2.4	376	2.8	5	14	3.0	4	44.9%	0.0%	35.2%	0.0%	2.5
> OReillyAuto.com	360	2.8	1.8	29	4.6	1105	2.2	5	12	2.6	3	0.0%	28.3%	93.8%	0.0%	0.0
> RockAuto.com	141	1.7	1.1	16	1.9	280	2.8	5	4	1.2	1	64.5%	0.0%	0.0%	0.0%	0.0
> Walmart.com	173	3.5	4.7	104	3.4	616	2.0	4	5	3.9	6	6.9%	0.0%	0.0%	0.5%	1.1



# RESULTS BY RETAILER

## SPARK PLUGS

### SUMMARY

O'Reilly leads this category by providing best-in-class descriptions and bullets as well as continuing to heavily utilize 360° images.

### KEY TAKEAWAY

**Use more visuals.** Amazon is the only retailer with more than three images. There is a huge opportunity to engage customers by providing additional images.

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	212	2.9	4.7	73	3.9	726	1.3	2	14	1.7	2	4.7%	0.0%	0.0%	0.0%	3.5
> Amazon.com	108	2.8	4.1	87	1.4	241	2.6	4	14	3.1	5	30.5%	3.7%	0.9%	51.8%	4.5
> AutoZone.com	336	2.7	2.1	34	4.5	1003	2.4	4	9	1.9	2	0.0%	0.0%	0.0%	0.0%	3.1
> Napa.com	479	2.3	1.6	25	2.8	471	2.6	4	15	2.2	3	0.0%	0.0%	0.0%	0.0%	1.4
> O'ReillyAuto.com	250	3.5	2.9	50	4.8	1610	3.8	7	17	2.4	3	0.0%	0.4%	40.4%	0.0%	0.1
> Walmart.com	232	2.8	4.5	89	2.3	398	1.9	4	6	2.4	3	4.7%	0.0%	0.0%	0.8%	2.7



# RESULTS BY RETAILER

## WATER PUMPS

### SUMMARY

This category has seen great improvements since our 2023 report with a heavy focus on better quality descriptions and titles.

### KEY TAKEAWAY

**By tripling the average length of their descriptions**

**Advance Auto Parts** improved from a description score of 1.9 to 4.8 vs our 2023 report.

5.0 Excellent

4.0 Very good

3.0 Average

2.0 Needs improvement

1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	216	3.2	2.2	40	4.8	1051	3.5	6	6	2.4	3	0.4%	0.0%	0.0%	0.0%	2.8
> Amazon.com	48	3.1	3.6	95	2.8	527	2.9	5	14	3.1	4	25.0%	0.0%	0.0%	70.8%	4.5
> AutoZone.com	336	2.5	2.1	35	4.0	738	2.8	5	4	1.1	1	0.0%	0.0%	0.0%	0.0%	2.0
> Napa.com	465	2.0	1.8	32	1.4	206	2.3	4	9	2.5	3	0.0%	0.0%	12.4%	0.0%	0.6
> OReillyAuto.com	250	3.3	2.4	36	3.7	704	3.2	6	11	3.6	5	0.0%	0.0%	86.4%	0.0%	1.5
> Walmart.com	232	3.9	4.6	103	3.9	1035	3.3	11	4	3.9	7	3.8%	0.0%	0.0%	3.0%	2.6



# RESULTS BY RETAILER

## WIPER BLADES

### SUMMARY

Despite seeing some large jumps in other categories we saw very little change in this category YoY. The only metric to see noticeable growth was spec counts.

### KEY TAKEAWAY

Even though this is the most DIY category in our review, **lack of content creates a barrier to everyday consumers and falls short of expectations.**

- 5.0 Excellent
- 4.0 Very good
- 3.0 Average
- 2.0 Needs improvement
- 1.0 Poor

Retailer Category Brand	Total Items	Health Score	Title Score	Title Char Count	Description Score	Description Char Count	Bullets Score	Bullets Count	Specs Count	Image Score	Images Count	Video Usage	Documents Usage	View360 Usage	Enhanced Usage	Ratings Score
> AdvanceAutoParts.com	216	2.9	4.1	64	3.7	668	2.3	4	7	1.8	2	30.5%	0.0%	0.0%	0.0%	3.5
> Amazon.com	80	3.2	4.9	159	0.9	261	2.9	5	17	4.0	6	47.5%	8.7%	1.2%	95.0%	4.4
> AutoZone.com	287	2.8	2.4	41	3.4	584	2.6	4	7	2.7	4	0.0%	0.0%	0.0%	0.0%	3.4
> Napa.com	477	2.6	2.4	39	1.9	275	2.8	5	13	3.2	5	22.4%	0.0%	0.0%	0.0%	2.1
> OReillyAuto.com	250	3.3	2.6	44	4.7	1461	2.1	3	13	3.7	6	0.0%	18.0%	96.8%	0.0%	0.2
> Walmart.com	240	3.9	4.2	71	3.8	797	3.5	8	10	4.1	7	60.4%	0.0%	0.0%	12.5%	4.0

# CHAMPION A BETTER CONSUMER EXPERIENCE

 **CONTENTSTATUS**

 **pivotree**



# UNTAPPED OPPORTUNITIES TO DRIVE IMPACTFUL GROWTH



## FIND

### Optimize FINDABILITY

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

## BUY

### Increase SALES

Provide shoppers with the best experience for every product.

## GET

### Reduce RETURNS

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

## TRUST

### Improve Brand CONSISTENCY

Ensure marketing-approved content is always being displayed everywhere.



## KEY TAKEAWAYS

### 1 The Opportunity is There

The content quality bar is low and first-movers will experience the biggest advances.

### 2 Follow the Leaders!

It's no coincidence that Amazon and Walmart offer the best page experiences. Follow their content requirements when creating content.

### 3 Support Every Retailer

Ensure consistent brand messaging by providing all your retailers with the same great content.

### 4 Benchmark Against the Competition

You can only compete if you know how the competition is merchandising their products.

### 5 Build the Right Taxonomies and Schema

This is essential for organizing information and improving search and findability.

## RECOMMENDED SUCCESS STRATEGIES

Here are our top 5 recommendations to boost the health of your eCommerce site strategy.



Leverage industry standards like ACES® and PIES™



Make product titles and descriptions robust and consistent



Improve product findability with taxonomy best practices



Understand the ROI on data enrichment



Learn how Pivotree SKU Build helps grow your digital channel revenue without the high cost of sourcing and enrichment



# COMPLY WITH INDUSTRY STANDARDS

Efficient data exchange and standardized practices are crucial in the automotive aftermarket industry. ACES® (Aftermarket Catalog Exchange Standard) and PIES™ (Product Information Exchange Standard) serve as fundamental pillars ensuring streamlined operations and enhanced market access.



## Key Benefits

**Efficient Data Exchange:** Facilitates seamless communication between manufacturers, distributors, and retailers.

**Improved Interoperability:** Enhances compatibility between systems, minimizing discrepancies and redundancies.

**Enhanced Catalog Management:** Empowers businesses with comprehensive product data for better catalog management.

**Expanded Market Access:** Compliance with ACES® and PIES™ opens doors to retailers and marketplaces adhering to industry standards.



## Risk of Non-Compliance

**Delayed Product Launches:** Non-compliance can lead to prolonged development cycles, slowing down time-to-market for new offerings.

**Increased Costs:** Implementing non-compliant formats incurs additional expenses for custom development and maintenance.

**Inaccurate Catalog Information:** Inconsistencies in product data hinder purchasing decisions and confuse customers.

**Reduced Customer Trust:** Inconsistent data erodes customer confidence and damages business reputation.

**Missed Sales Opportunities:** Non-compliance may exclude businesses from lucrative partnerships and marketplaces, leading to missed sales opportunities.



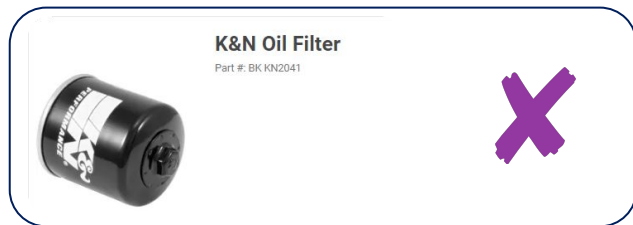
ROBUST AND CONSISTENT

# PRODUCT TITLES AND DESCRIPTIONS

Clear and uniform information in your product titles and description enhances customer engagement, streamlines operations, and strengthens brand identity. Track your titles in Google Analytics and follow best practices when it comes to product title structure (and adjust). Most important information comes first, have details for each specific variant, but be mindful of character length.

## Follow Consistent Title Structure Like:

- Brand
- Product type and defining qualities
- Item name and model number
- Plus, pack count, quantity, color, size, etc. as applicable
- 50-80 total characters when all items are included





TAXONOMY BEST PRACTICES

# IMPROVE PRODUCT FINDABILITY

## CUSTOMER CENTRIC

### CLEAR CONCISE NAMING

**Establish** consistent naming rules

**Organize** categories logically

**Apply** rules uniformly to all attributes

### OPTIMIZE FOR SEARCH & SEO

**Use** keywords in names, descriptions, and categories

**Boost** search and SEO with strategic keywords

**Enhance** product visibility and discovery

### SIMPLIFY NAVIGATION

**Create** intuitive and logical categories

**Avoid** using industry jargon

**Facilitate** quick and easy navigation for users

### PLAN FOR SCALABILITY

**Create** a flexible taxonomy

**Allow** for addition of new categories/subcategories

**Enable** integration of new product features



# MEASURE THE ROI ON DATA ENRICHMENT

Increases overall conversion rates by **2% to 5%**

Increases site traffic by **5% to 15%**  
through better product data driving SEO

Merchandising relationships increases AOV by  
**5% to 25%** with cross selling and bundles

Enhanced onsite search precision increases  
search based conversion by more than **10 to 20%**

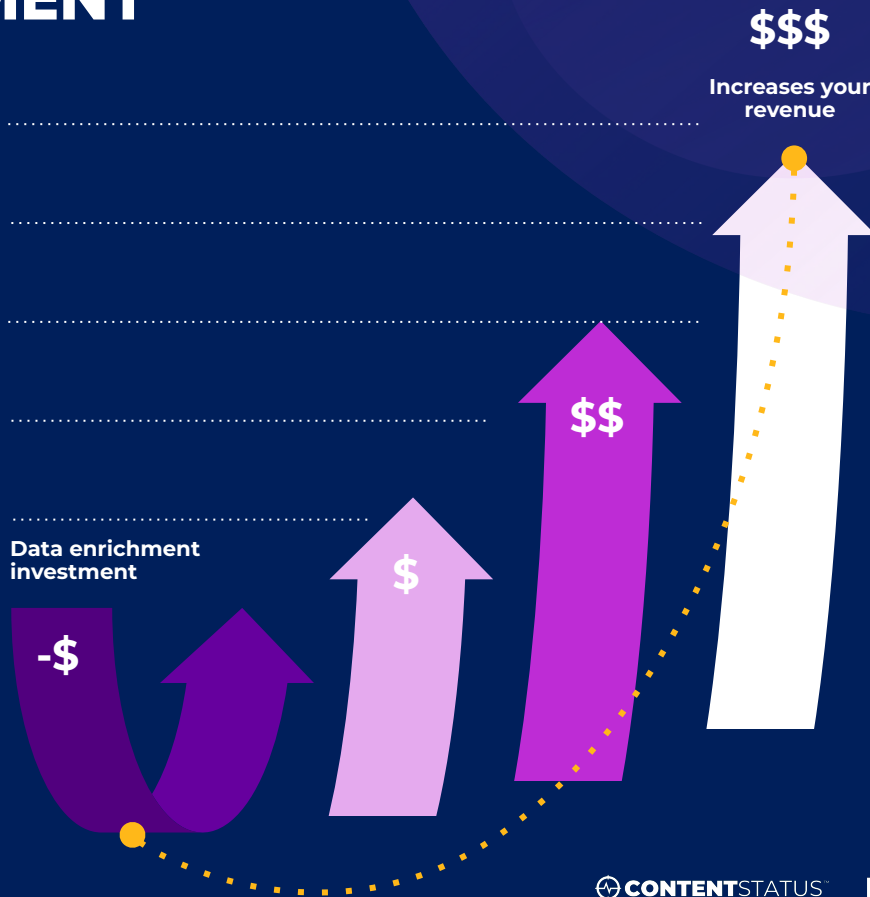
Data accuracy and availability reduces returns by **10 to 30%**



*“Five years ago we would never have discussed data in the boardroom. Now it’s a KPI we measure consistently.”*

Reid Garrett, Vice President, Merchandising and Product Management, TruckPro

[READ THE CASE STUDY](#)





Pivotree™ SKU Build

# ENRICHED PRODUCT DATA AT SPEED AND SCALE

## EFFICIENT AND HIGH QUALITY

- ✓ Acquire high-quality channel-ready SKUs rapidly, directly integrated with your eCommerce systems.
- ✓ Improve conversion rates with consistent and accurate product data.

## SCALABLE AND FLEXIBLE

- ✓ Expand your product offerings and enter new markets effortlessly with automatically sourced, classified, and enriched product data.

## REDUCES COST AND RISK

- ✓ Achieve a lower cost per SKU and predictable ROI compared to traditional onboarding methods.



# GET EYES ON YOUR PRODUCTS

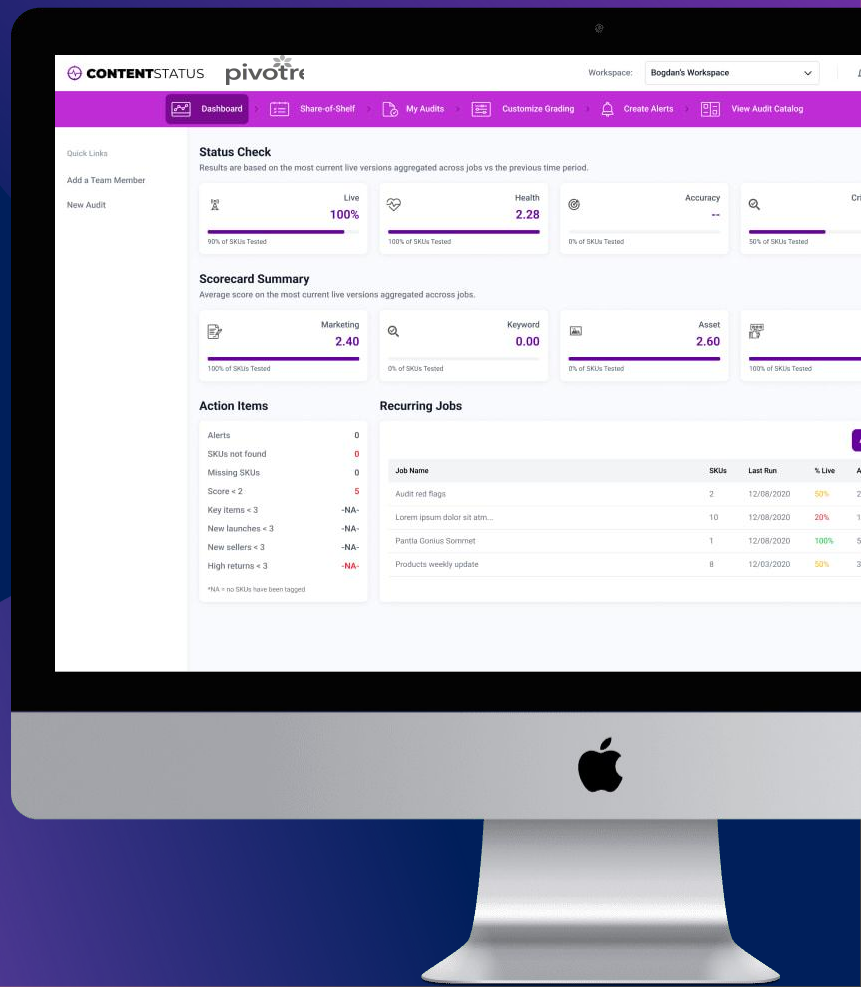
What's working. What's not.

Are you ready to seize the opportunity?

Start with a Digital Health Assessment

 CONTENTSTATUS

 pivotree



# NEED HELP?



Content Status provides brands and retailers with e-commerce product content visibility, validation and sales velocity they can't get elsewhere. It's a scalable, self-service solution for those seeking to dominate the digital shelf, offering real-time visibility into competitive insights, content health, and share-of-search. The platform empowers online sellers to optimize their digital presence and drive sales by ensuring product content is always accurate, consistent, and engaging.

contentstatus.com  
connect@contentstatus.com



Pivotree, a leader in frictionless commerce, strategizes, designs, builds, and manages digital Commerce, Data Management, and Supply Chain solutions for over 200 major retailers and branded manufacturers globally. With a portfolio of digital products as well as managed and professional services, Pivotree provides businesses of all sizes with true end-to-end solutions.

pivotree.com  
sales@pivotree.com

