**publicis
sapient**

Digital Commerce

E-Commerce Content Marketing

Offering summary

Create engaging digital content that turns shoppers into buyers and improves your product findability and conversion rates on online retailer sites and marketplaces. Apply a data-driven content strategy and production approach to promote your products in the right way at the right time to move items quickly off your digital shelf. Publicis subsidiary Publicis Le Pont and Publicis Sapient holistically combine intelligent commerce technologies with digital content strategy, production, deployment and optimization to help you successfully package branded content and effectively launch it to drive conversion across various e-commerce platforms globally.

Solving digital transformation challenges

Elevate your digital presence and content with our specialist marketing agency services.

E-commerce markets and customers move quickly in today's world. To keep up, businesses need to maximize search discoverability and create high-quality content that addresses shopper needs— and they need to do it quickly. They must also improve experiences with targeted content.

Our unique approach covers all stages of the digital content lifecycle. We bring data, production and optimization into one seamless process to create compelling visual and written content in real time. We collect and analyze data and build a content strategy that focuses on search engine optimization (SEO) to improve findability and bring more qualified customers to your store.

We use predictive intelligence to understand consumer behaviors and create compelling content across all your digital touchpoints. We also measure shelf performance and look at current content opportunities to improve existing materials and prioritize the production of new content. Our process is repeatable so your business can drive results through targeted content again and again.

Our end-to-end commerce framework brings data, production and optimization into one seamless process. We **advise**, **produce**, **deploy** and **optimize** content to continuously improve quality and engagement.

Optimize
We monitor and optimize content based on data to drive conversions and improve digital shelf visibility.

Advise
We use our unique consumer data sourcing to create the best standards for visual and written content.

Produce
We create data-driven and mobile-first content that improves visibility metrics and consumer engagement.

Deploy
We launch content live on 200+ online retailers globally, across time zones and across all available deployment and syndication platforms.

Create high-quality, engaging content

Our seamless process enables us to help clients shape content that is:

Discoverable

We use metadata to move products to the top of search results, we continually analyze keywords to enable better findability and improve your organic search in line with media spend. More than 99% of our clients' products moved up into the top five spots.

Higher quality

Using data-driven insights, we optimize content to meet shopper requirements and align with the myriad needs of different retailers, such as localization or technical specifications. All the content we develop is based on brand standards. Typical content benchmarks for our clients show a 58% lift in overall quality.

Efficient

Our highly efficient processes speed up the entire content creation process, increasing our clients' time to market by 50%. We create, optimize and manage content at scale for organizations with 1,000+ SKUs, syndicating that content across hundreds of digital commerce sites.

Benefits of E-Commerce Content Marketing

Increase sales by up to 58% with improved content

Move your product page to #1 in organic search

Improve lift from videos by 36% and images by 26%

What is a sprint model?

Content delivery managed in 3-week sprint cycles like factory production batches

Quality standards & global assets
First time right global eContent
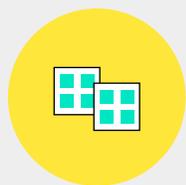
Asset localization
Local adaptation while staying on brand
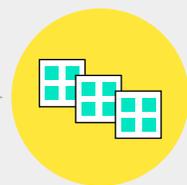
Syndication to retailer
Deployment to retailer websites at scale

Key benefits of a sprint model

1. Better volume planning and pipeline visibility
2. Up to 50% faster time to market
3. Clear roles and accountability
4. One team with shared KPIs (agency + client)

How we've made an impact

GLOBAL CONSUMER PRODUCTS COMPANY

The imperative for change:

The business needed to remove customer friction and make it easier for them to make decisions. They needed to be able to observe how users make decisions and how quickly they scroll to better understand their shopping experience and which content would be most engaging. Requirements included:

- Build capabilities to quickly create clear, concise, exceptional content that would improve conversions
- Put the most relevant and useful content in front of customers
- Establish and run end-to-end content operations

The transformative solution:

- Managed localized strategy playbooks to define the creative degree of freedom, asset creation and localization
- Deployed high-quality, relevant content on retailer sites
- Continuous improvement of content informed by AB tests and insights on what converts

The business impact:

- **50% increase in content time to market**
- **350 SKU assets created every 3 weeks**
- **Built a content hub for 7 markets, 130 brands and 120 retailers**

LEADING AMERICAN TOY COMPANY

The imperative for change:

The toy manufacturer needed to improve the overall customer experience across e-commerce sites and marketplaces to improve engagement and conversions. Business goals included:

- Become an intelligence-driven organization, having data inform decision-making and improve the ability to compete
- Increase content engagement and conversion rates across the company's entire product portfolio and +50 retailers

The transformative solution:

- Used syndication platforms Syndigo and Salsify, advanced shelf performance measurement and a team of digitally native merchandisers

The business impact:

- **Increased content effectiveness in 12 markets**
- **Continuously optimized 20,000 product pages**

ITALIAN MULTINATIONAL FOOD COMPANY

The imperative for change:

They needed to establish "golden rules" and standard operational procedures at a global level based on retailer requirements and best practices to ensure content was created correctly the first time with the consumer and retailer in mind. Requirements also included:

- Create e-commerce guidelines at the category level for local geographies
- Protect brand integrity in the market while streamlining content adaptation

The transformative solution:

- We created digital commerce guidelines for localization that adhered to brand requirements and allowed for creative freedom

The business impact:

- **Improved e-commerce content quality across 1,000 products**
- **Established consistent branding in 20 international markets**

What sets Publicis Le Pont and Publicis Sapient apart?

We use sprint models to quickly create valuable content for our clients worldwide. Our team has all the knowledge and experience under one roof to deliver comprehensive, scalable e-commerce content services. These include:

- **Set up and run end-to-end digital content operations**: Adopting a global-to-local mindset and an efficient, effective content operation to maximize impact across markets and brands
- **eContent golden rules**: Building data-driven standards to follow for consistent creation of marketing material
- **Automated content production**: Providing faster content delivery at scale
- **Content distribution and shelf performance management**: Enabling daily content deployment, maintenance and optimization across main e-commerce syndication platforms and directly on online retailer sites
- **Retailer search strategy and written content optimization**: Delivering a structured, winning approach to search optimization
- **Improve digital presence and generate leads**: Using strategies that align with the latest marketing trends
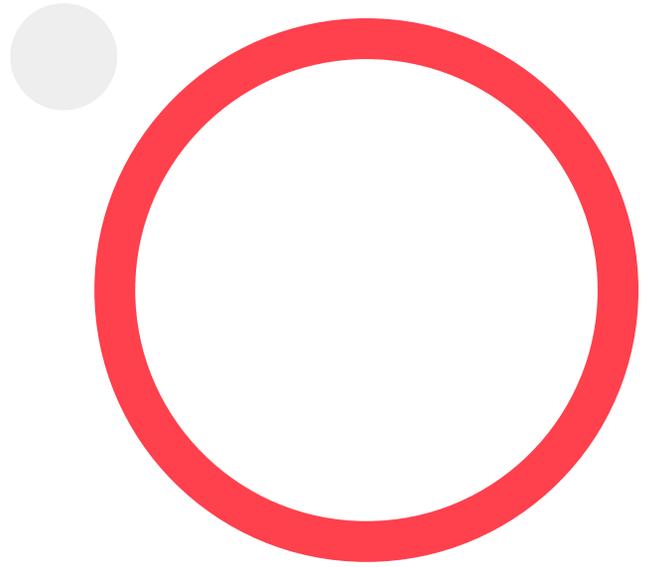
LET'S CONNECT

For more information, visit **publicissapient.com/solutions/digital-commerce**.

WHY PUBLICIS LE PONT AND PUBLICIS SAPIENT?

Publicis Le Pont is Publicis Groupe's specialist marketing agency and one-stop hub for end-to-end, digital-first solutions with a consumer-first approach focused on speed and efficiency. Publicis Le Pont is a team of 800+ specialists launched in 2021 by Publicis Groupe Central & Eastern Europe. Publicis Le Pont connects the talent and capabilities of commerce, content and production, data and technology and creativity, serving some of the world's leading brands.

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com**.