

# LAUNCHPAD

## Product Data Drives eCommerce Success: Ensure Customers Find You and the Products They Need

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A recent survey by Distribution Strategy Group shows that even now, in 2021, inadequate product data is seen as the number one barrier to greater eCommerce success. While it is easier than ever to acquire quality base product data, subscribing to data services is not enough to help you win the SEO game. Take charge of your product data now to ensure your potential customers find your site and the products they need within a few clicks and that you have anticipated every question so that they buy from you rather than looking for answers—and making their purchase—elsewhere. Join us to learn about the many ways your product data affects your customers' digital interactions with you and the steps you can take to ensure that your product data supports your eCommerce success.

### Key Takeaways:

- Learn why buying data from industry associations and data service providers is not enough—you need to differentiate yourself for SEO success.
- Understand that core product facts are only the foundation—ensure your product detail page goes beyond specs and includes images, videos, technical documents and related products/services that will answer customer questions and ensure conversion.
- Appreciate that a strong taxonomy is non-negotiable—it makes attribute filters, indexable search and product comparison possible.

## Speaker Bio:

### Dawn Zassick

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Dawn Zassick is Vice President of Customer Solutions at Magnitude Software, a company focused on enabling the data-driven enterprise by transforming data into continuous intelligence and competitive advantage. Dawn leads Magnitude's product information management practice, focusing on helping companies achieve maximum return on their product data investments with Agility PIM. Dawn has spent the past 20 years leading initiatives that leveraged product information management to harness operational efficiency, improve marketing effectiveness and drive digital transformation. Dawn's career has focused on companies specializing in MROP, construction supplies, electrical products, safety and PPE, and aftermarket parts. In 2016, Dawn's efforts at driving digital transformation resulted in a Ventana Research Leadership Award for Overall Operational Innovation.

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