Insider

How to create a better product detail page (PDP): 7 bonus tips

For better customer experience and, of course, more conversions, marketers swear by these 7 more product detail page (PDP) best practices. This bonus material is based on Insider's Ultimate Product Detail Page Best Practices and Checklist (2021 Edition).

1. Set and display product prices strategically

There is no question about the price. But few brands realize that the way their prices are displayed on their PDPs can impact consumers' purchasing decisions.

In a research study published in Harvard Business Review, researchers found that "consumption is driven not so much by the actual cost of a paid-for product as by its perceived cost. This perception is influenced greatly by the manner in which the product is priced. Some pricing policies highlight the perceived cost of a paid-for product while other pricing policies mask the cost.

Because of this, brands must consider their pricing strategies carefully.

Case in point:
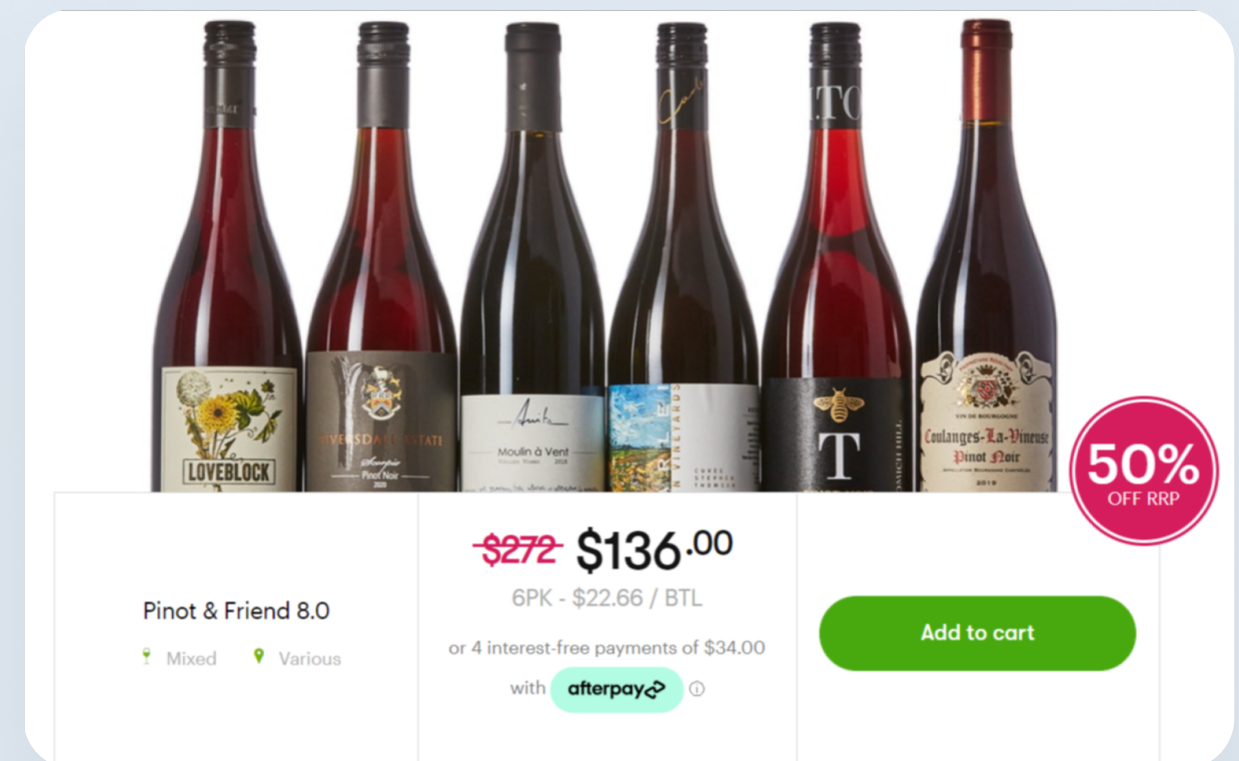
Tips for showing product prices on PDPs:

- Make sure the price is clearly visible near the product name or the Add to Cart button.

- In a prominent area, display text or strikethrough prices with a discount. Even better, add discount stickers to images of products.

- When it makes sense, show price ranges.

- Provide shoppers with the option to view prices in different currencies.

- Describe how shipping options affect prices.

2. Describe how shipping options affect prices

Believe it or not, shoppers may feel intimidated by your price tags, even when deep down they know the cost is worth the money. To make your products more accessible, you should offer flexible payment plans (a.k.a. buy now, pay later).

According to Shopify, buy now pay later options aren't only used for big-ticket items like mattresses and big-screen TVs but also "less expensive items like apparel, sneakers, cosmetics, and even something as basic as back-to-school supplies.

Klarna says brands offering interest-free installments find a 45% increase in average order value. If this offering wasn't available, 44% of shoppers would have abandoned their carts.

Take Leesa as an example. The brand offered installment financing to customers, and here's what they got:
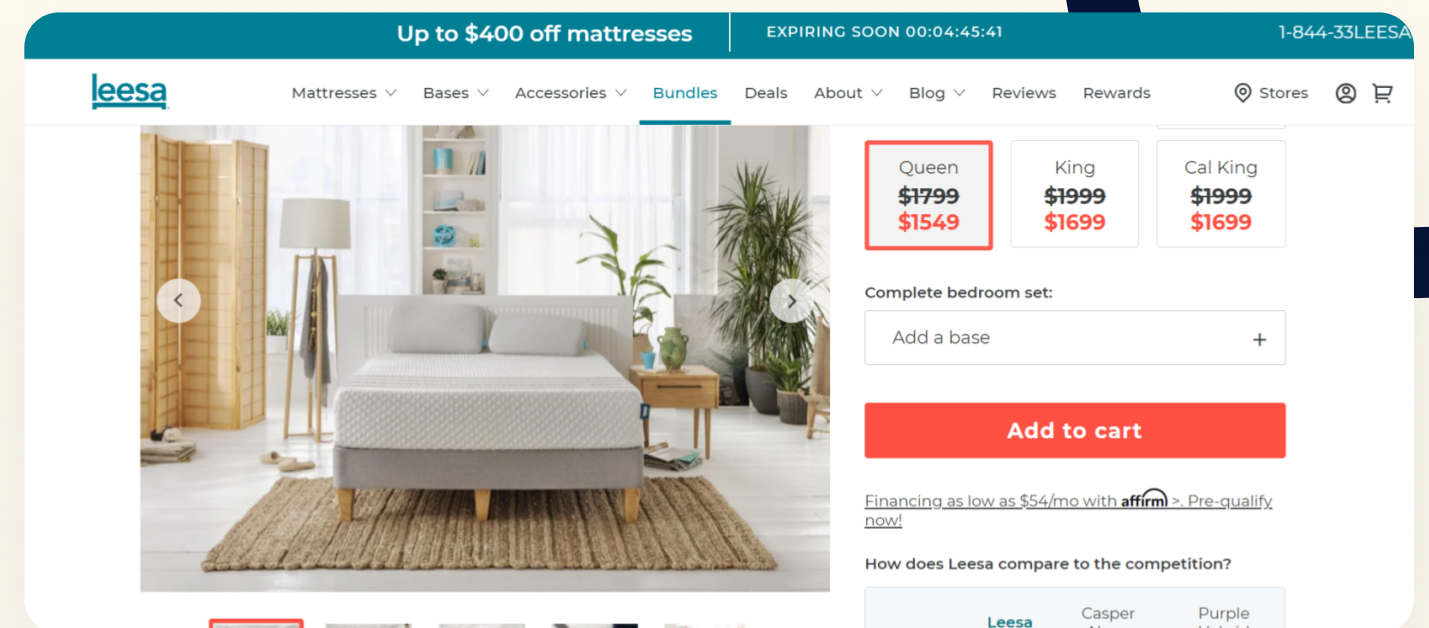
The brand offered installment financing to customers, and here's what they got:

- An 8.3% increase in conversions.

- An 8.7% increase in revenue per visitor.

- A 4.5% increase in the likelihood to add a mattress to the cart.

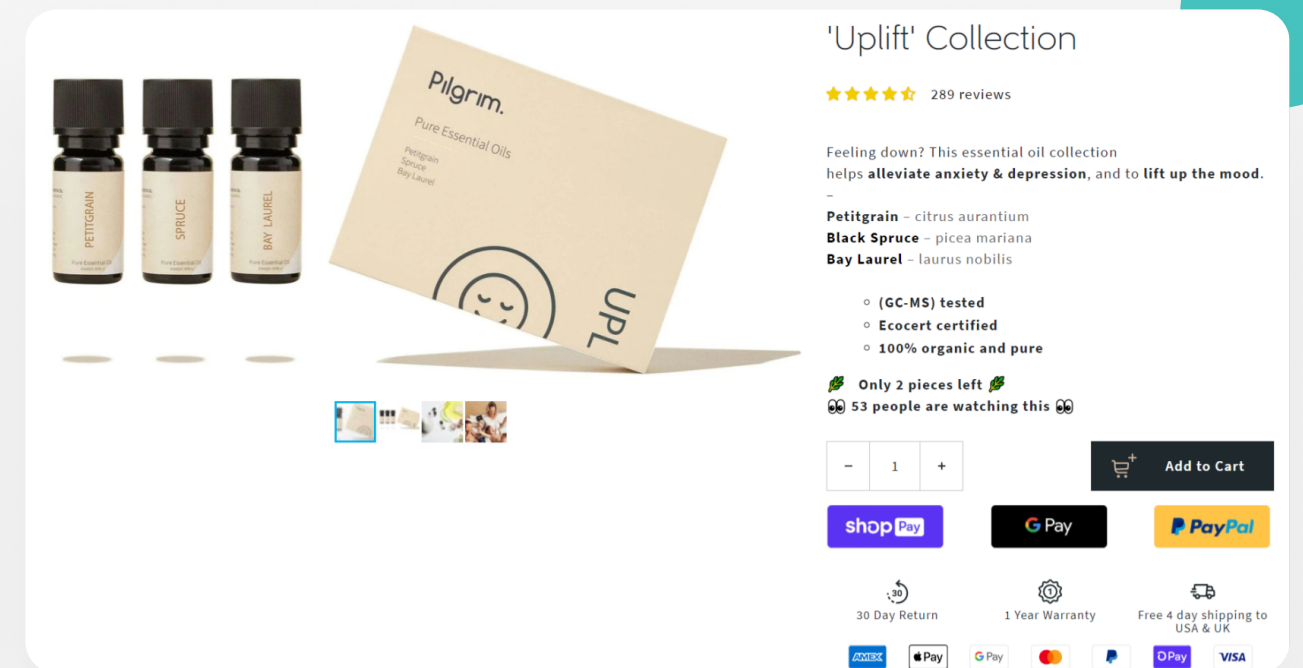## Tips for displaying installments on PDPs:

- Use buy now pay later solutions like Affirm, Klarna, Clearpay, and Afterpay.

- Show installments right below or above the Add to Cart button or below product prices.

3. Show multiple payment buttons

One of the major reasons for customer abandonment has to do with the lack of payment options. To build trust with shoppers, it's better to display payment buttons on PDPs from the moment they land on your site.

This will immediately alleviate any concerns. Even before going to the checkout, shoppers can choose the preferable method to complete their purchases.

Case in point:
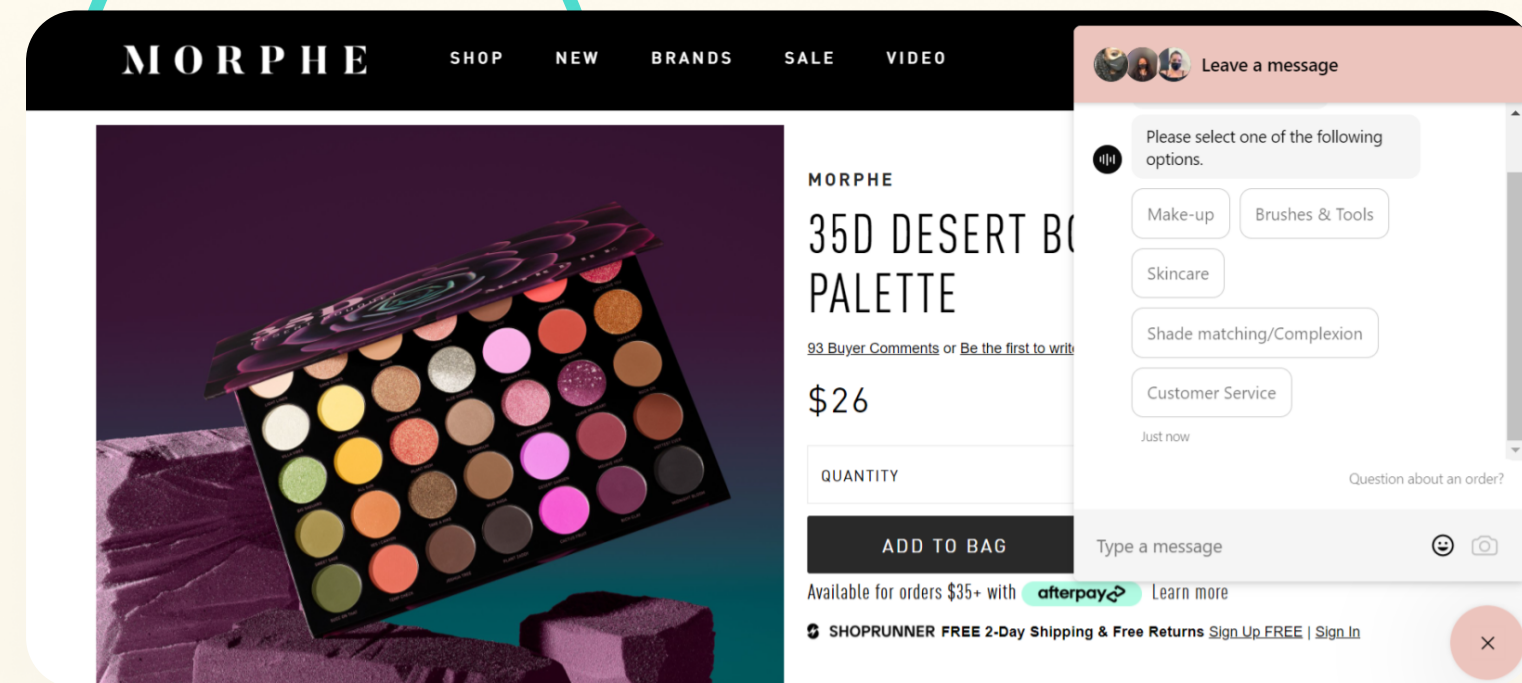

Tips for displaying installments on PDPs:

- Know what your customers want and how they shop. Choosing a payment method depends on your target market. Mobile wallets like Alipay, WeChat Pay, and PayPal are vital if you are selling to China.

- Provide several payment methods, such as credit cards, mobile wallets, and express checkouts.

- Before partnering with a payment solution provider, conduct thorough research. Per-transaction prices are a good way to evaluate how a gateway will affect your bottom line.

4. Activate live chat or chatbot

Offering live chat or chatbot is great for increasing customer satisfaction. According to Sinch's Mobile Consumer Engagement 2020 report, 68% of consumers surveyed "said chatbots were able to answer their questions more quickly than a human agent could/would.

So, does live chat or chatbot help increase conversions?
The answer is yes.

Intercom data found that "just one reply in the messenger can increase the likelihood of conversion by 50%; one more reply makes that visitor 100% more likely to convert. A simple conversation with 6 exchanged messages makes a visitor 250% more likely to become a customer. Nearly 40% of shoppers reported making a purchase after having a good session with a live chat agent.

Tips for displaying installments on PDPs:

- Deliver faster solutions by using canned responses.

- Send complex chats to the right agent.

- Engage customers in chat conversations by personalizing them.

- If you aren't available outside of business hours, let shoppers know.

- Provide multilingual chat support.

5. Include more useful content

What makes someone buy your product? Is it because they love you? Not exactly.

Fact: Most customers buy your product because they are seeking a solution to a problem they are having. In order for your product to be useful, it needs to make their lives better.

For that reason, providing your PDPs with useful, aspirational content like statistics, recipes, or tutorials is a smart move. Kettle & Fire did a great job of applying this tactic:

How to Enjoy Broths

Our bone broths have inviting, mild flavors making them easier to sip daily or add to your favorite recipes. For enhanced flavor experiences, spice them up to suit your taste buds!

Sip

Pour into stovetop safe cookware or microwave safe dish and heat to desired temp with preferred method. (Give it a stir! Natural ingredients may settle or be present on top.)

Stir

Your broth, your way. Customize to fit your tastes: add ginger, garlic, turmeric, cayenne, or any other spices or toppings you want; use as an alternative to stock in your favorite recipes; or, replace water when cooking things like rice or soaking dried beans. See our recipe library for more inspiration!

Smile

You'll be happy knowing that your body is receiving much-needed collagen every time you drink bone broth. We recommend at least 3 cups per week (optimal consumption is part of your daily diet) to help boost protein intake, reduce cravings, and provide support for your needs.

Tips for displaying installments on PDPs:

- When choosing how to display product content, make careful, creative decisions. Your information should be helpful and understandable.

- Imagine how your product can make your customers' lives more fun, enjoyable, and efficient.

6. Add Instagram galleries

An Instagram gallery (also an Instagram feed) can make your PDPs sparkle. Here is a good example from 100% PURE.
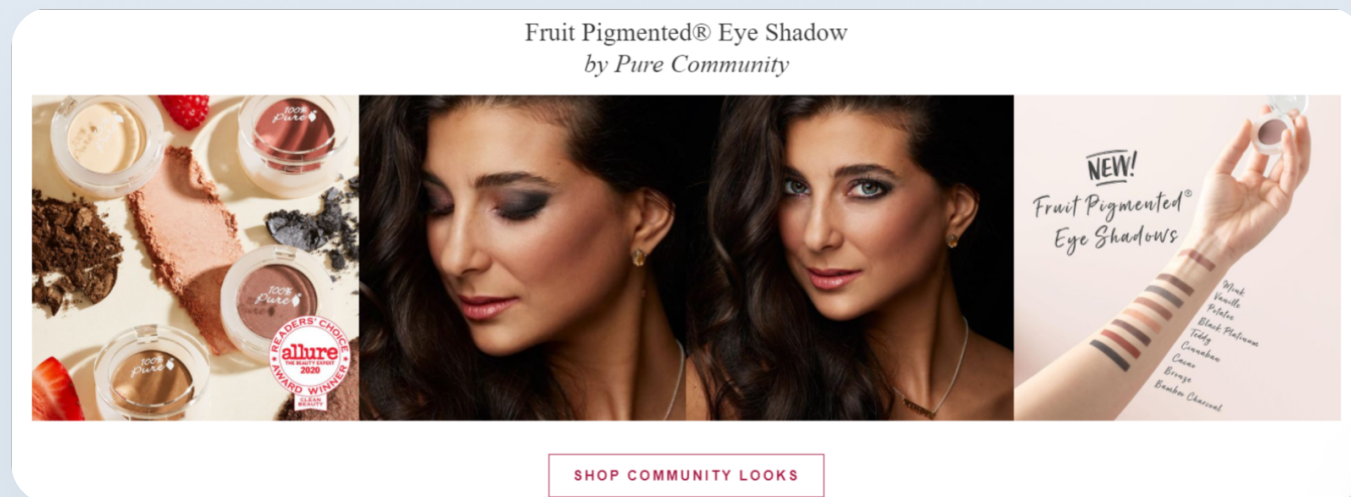
According to Yotpo, adding an Instagram gallery also helps "boost conversions by giving shoppers an authentic glimpse of your product and helping them picture themselves enjoying it.
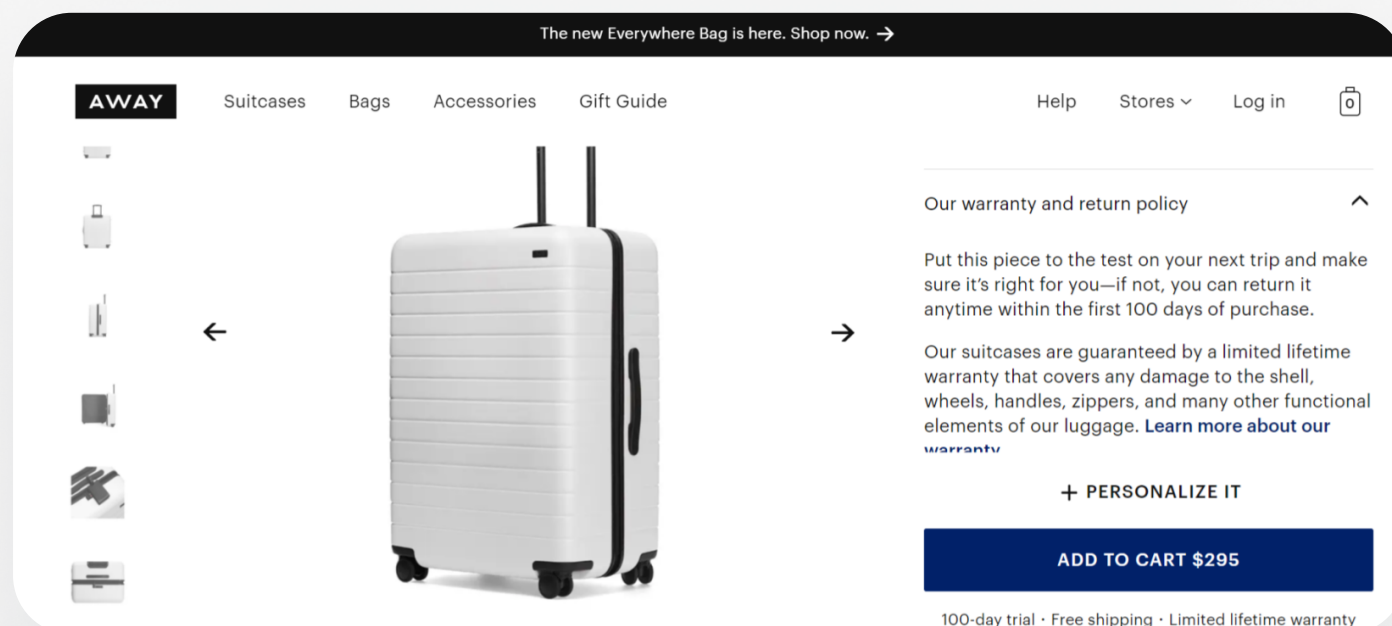
Tips for displaying installments on PDPs:

- Don't forget to add a title and short description to your Instagram galleries.

- For your Instagram galleries, choose the right layout (grid, slider, or collage).

- If a shopper hovers over one of your photos, you can add a hover effect to it.

- Display compelling, relevant Instagram images on each PDP.

7. Display shipping, refund, return, or warranty Policies

According to Barilliance, unexpected shipping costs are the top reason why shoppers leave an online store without making a purchase.

Return, refund, and warranty are other common issues in eCommerce. For example, UPS's 2019 survey found that "73% of shoppers surveyed said the overall returns experience impacts their likelihood to purchase from a retailer again. About 68% of survey respondents agree that the returns experience shapes their overall perceptions of a retailer.

Case in point:

Tips for displaying installments on PDPs:

- You should never copy policies from another site and paste them into your PDPs. Create your own versions instead.

- Be sure to use plain language and reiterate your commitment. Don't mislead your customers. Don't use scary phrases like "you must" or "we aren't responsible for."

- Below the add to cart button, display these policies. Make it easy for shoppers to find them.

Ready to maximize your product detail pages' performance?

Now you know how to design stellar product pages for your eCommerce store. Using these tips and examples, you'll be able to create a perfect PDP in no time.

Contact **our digital experts** to learn more.