

Q4 2016: E-commerce Trend Report



Advanced Performance Examples



Digital Trailblazers



Spotlight Functionality: Social Media Integration

Featured Brands:

PRADA FOREVER 21 amazon BANANA REPUBLIC



TOM FORD



Actionable Intelligence to Grow Digital Success

About NorthPage

NorthPage Digital Marketing Intelligence delivers actionable insights and pinpoints opportunities to improve digital program performance. We answer the following questions:

WHY

Why are my digital programs at current levels?

HOW

How do I drive better results?

WHO

Who is best in my space and how do I compare?

About Our Report

The E-commerce Trend Report is a collection of best-in-class digital marketing programs from Q4 2016.

Here is how NorthPage built the report:

1. Just like Google, NorthPage caches public information about websites
2. We run that information against 5,000+ best practices for digital marketing
3. Our output is formatted into an easy-to-read report

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Category Page Deployment



Amazon deploys category pages that promote paths to buy top rated products



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Product Merchandising

JLG has large in-use images on product pages

JLG
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Dealer Locator | - Search - | Q

Equipment | Industries | Parts & Services | Training | News & Events | Resources | About JLG | JLG Used

Home > Equipment > Low-Level Access > Push Around Mast Lift > 830P

830P

Push Around Mast Lift

Key Specs [SEE ALL SPECS](#)

- Machine Width: 2 ft 6 in. / 0.75 m
- Platform Height: 8 ft 2 in. / 2.49 m

Key Features

- Easy to push into position; ideal for finish work and sensitive floor applications
- No setup time required — once in position, simply lock the caster wheels, press a button to elevate and get right to work
- Innovative flip up and self-supporting platform, combined with neatly packaged components, allow for unmatched service access



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Category Page Merchandising

Tory Burch includes videos of products in use, increasing user engagement and product merchandising

QUICKSHOP
CASHMERE SYDNEY SWEATER
\$275.00

QUICKSHOP
SCARLET CARDIGAN
\$325.00

QUICKSHOP
JESSICA CARDIGAN
\$495.00

QUICKSHOP
WOVEN COTTON BEACH PONCHO
\$325.00

QUICKSHOP
SIMONE CARDIGAN
\$225.00

QUICKSHOP
SIMONE CARDIGAN
\$225.00

QUICKSHOP
CASHMERE ROSEMARY CARDIGAN
\$295.00

Product video plays directly on category page

Visitor Clicks "Play" Button



TORY BURCH

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Product Reviews

Nike's product pages have advanced reviews. Instead of reviewing just the product experience, visitors review for Size, Fit, Comfort and Durability

The screenshot shows a Nike product page with a review summary and a detailed review. The summary includes a 4.6 star rating, 56 reviews, and a 95% recommendation rate. The detailed review includes a 3-star rating, a title "LOVE THE ELITES, BUT THESE FALL SHORT.", and a text review. The review is accompanied by attribute bars for Comfort and Fit, and a response from Nike.

Review Summary:
 ★★★★★ 4.6
 56 REVIEWS
 95% OF REVIEWERS RECOMMEND THIS PRODUCT
 ADD YOUR REVIEW

Review Attributes:

Attribute	Rating (1-5)
Size	3
Fit	3
Comfort	3
Durability	3

Review Details:
 ★★☆☆☆ Sep 14, 2016
LOVE THE ELITES, BUT THESE FALL SHORT.
 xjsynx, Denver, CO, USA
 This review was submitted as a sweepstakes entry.
 Love the colorway and design, but unfortunately the weird insole and fit of the shoe are very uncomfortable, and actually have my feet hurting after wearing them awhile.
 I hoped after breaking in, they would feel better, but instead they felt worse.

Response from Nike:

Review bars show ratings on various product attributes





Customer Uploaded Pictures and Videos

Simon Air Game
\$14.88 & FREE Shipping on orders over \$49. Details | In Stock. Ships from and sold by Amazon.com. Gift-wrap available. See all buying options

Customer Reviews
★★★★★ 23
4.6 out of 5 stars

5 star	74%
4 star	22%
3 star	4%
2 star	0%
1 star	0%

Share your thoughts with other customers
Write a customer review

See all 23 customer reviews

Top Customer Reviews

★★★★★ I had forgotten how fun Simon was!
By Brenda Frank VINE VOICE on September 10, 2016
Package Type: Standard Packaging Vine Customer Review
This game quickly brought me back to the 80's and the hot pretty neat. You can wave or hover your hand as stated or single player function that gets pretty involved. The two play require four hands to be used to complete the sequences. original and it comes with batteries. Highly recommend this on the coffee table for a while because the kids and the ad
Comment 4 people found this helpful. Was this review helpful? Yes No

★★★★★ An old classic with a high-tech improvement
By D. S. TOP 1000 REVIEWER VINE VOICE on September 6, 2016
Package Type: Standard Packaging Vine Customer Review

Length: 0:38 Mins

and if you have some other people in your family, this will be

Video Player:
★★★★★ An old classic with a high-tech improvement
By D. S. TOP 1000 REVIEWER VINE VOICE on September 6, 2016
0:00 / 0:38

Amazon allows customers to upload pictures and videos, improving both online support and engagement



[View the Source URL](#)



Minimalist Home Page Design



The Prada website has a minimalist home page design showing product images that fill the entire page. A “hamburger” menu is the only navigation tool

PRADA

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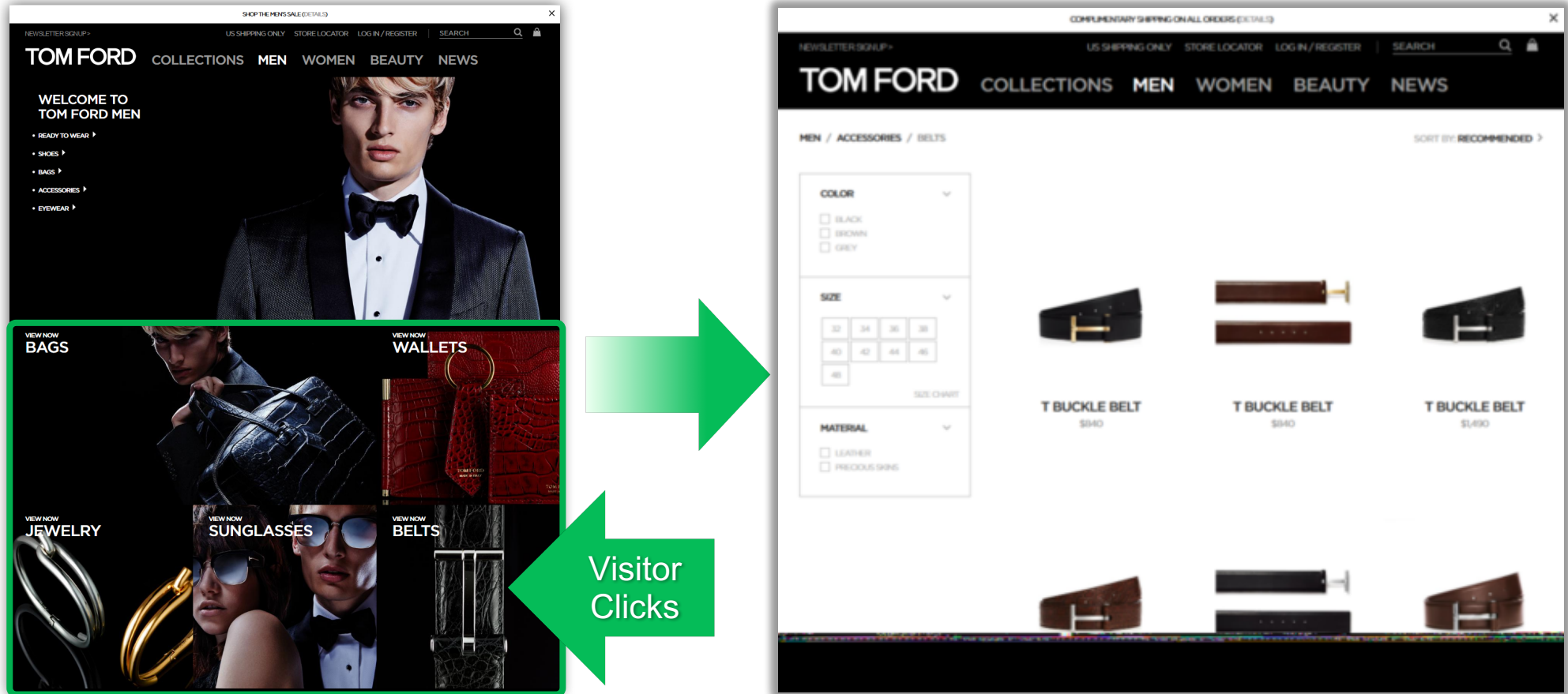
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Quick Link Website Template Design



Tom Ford's website has navigation quick links embedded within a tile based design

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Customer-Generated Content:

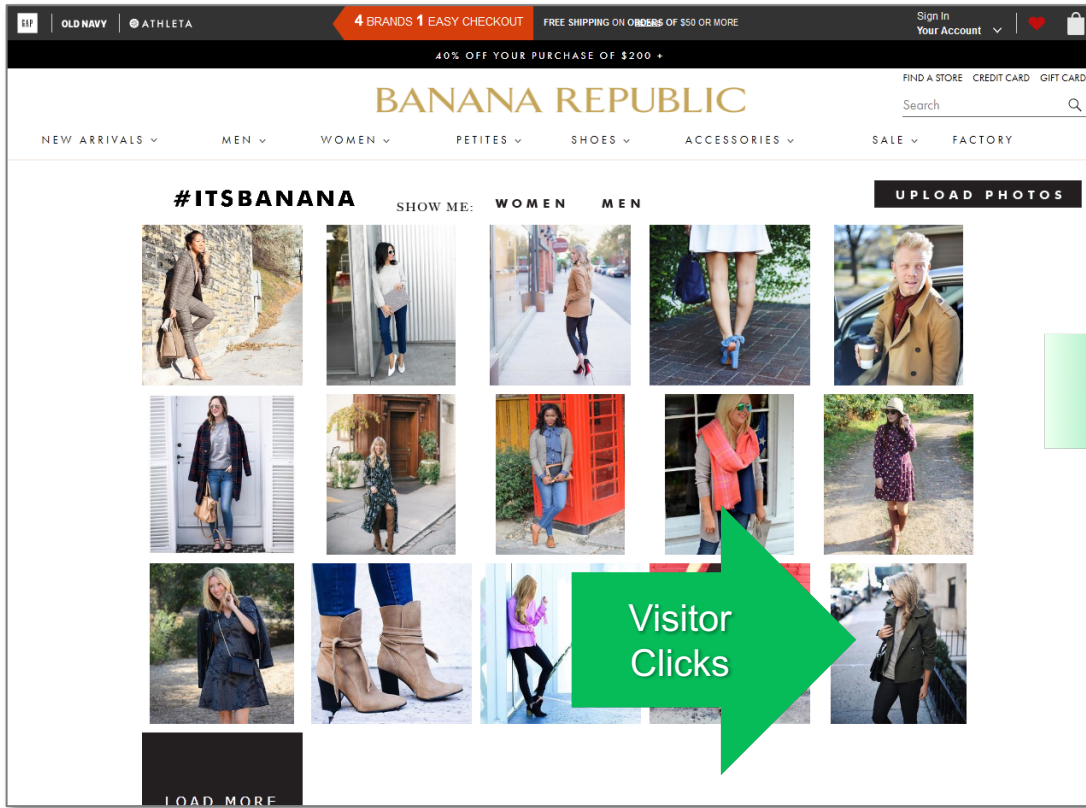
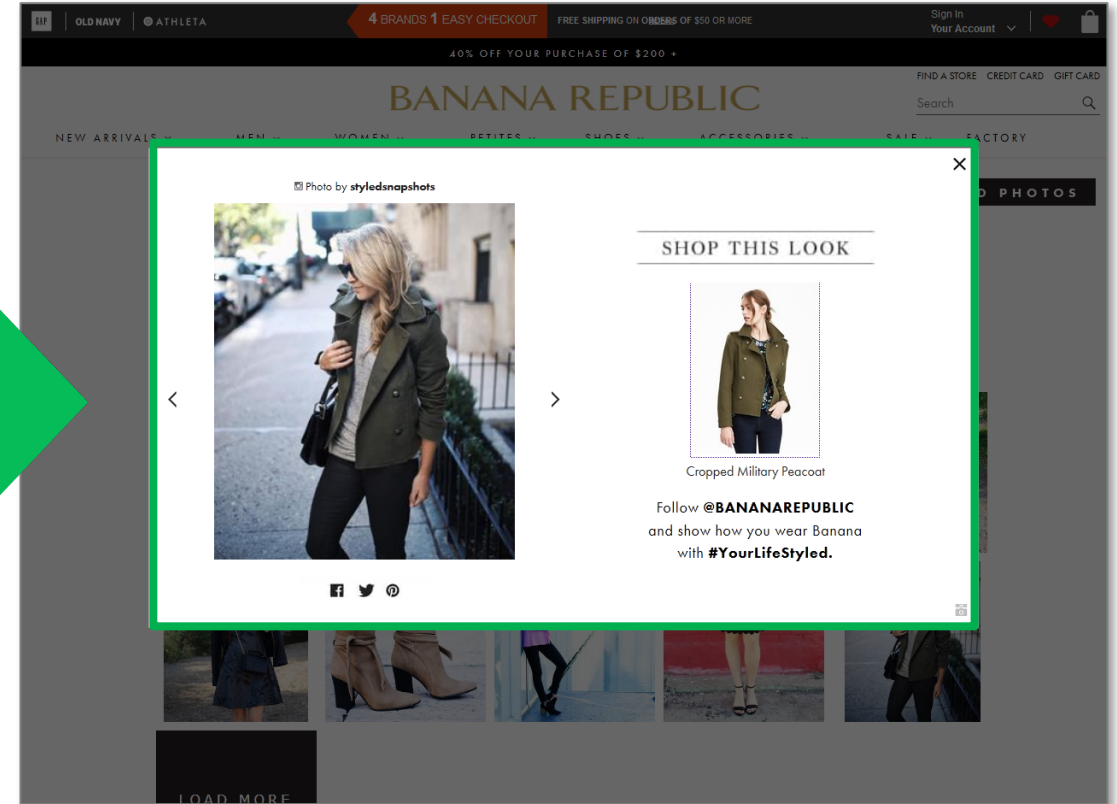
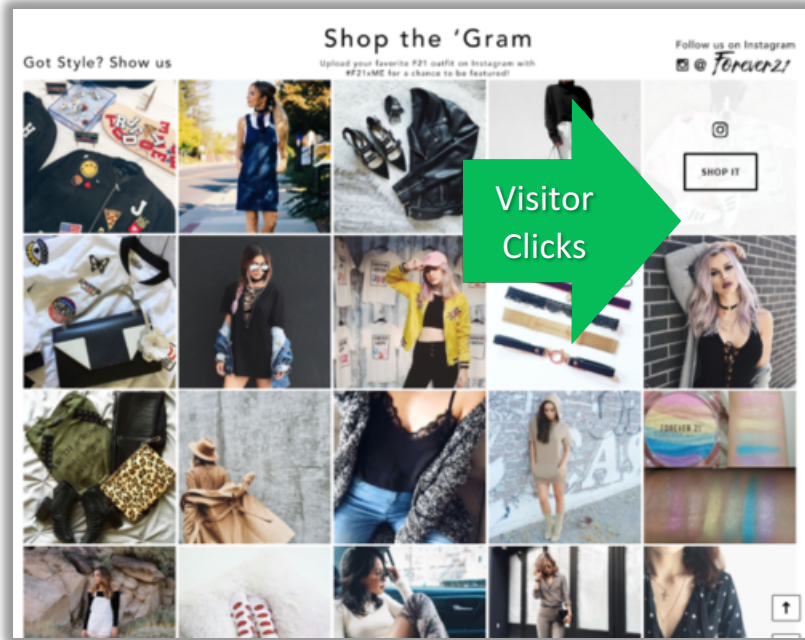


Image Opens with a Link to Product Promoted:

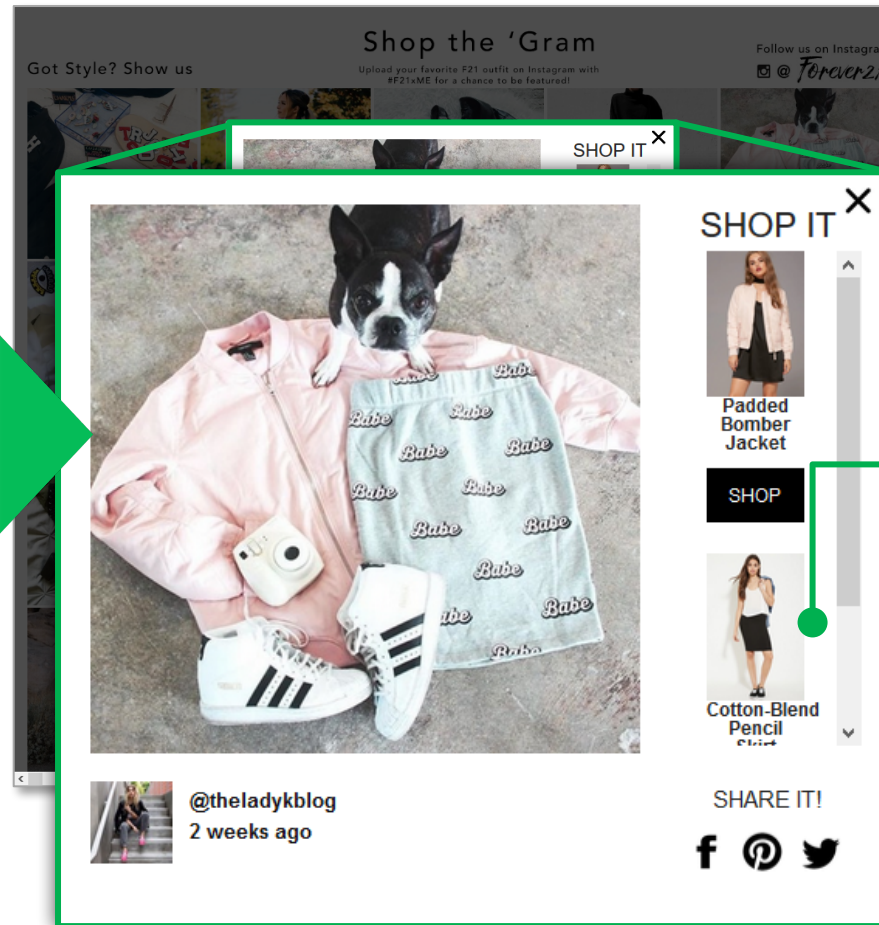


Banana Republic lets visitors view customer photos and purchase the products shown in the selected image

Spotlight Functionality: Social Media Integration



Forever 21's home page lets visitors upload photos of products in-use



Visitors can purchase products shown in customer photos

FOREVER 21

[View the Source URL](#)

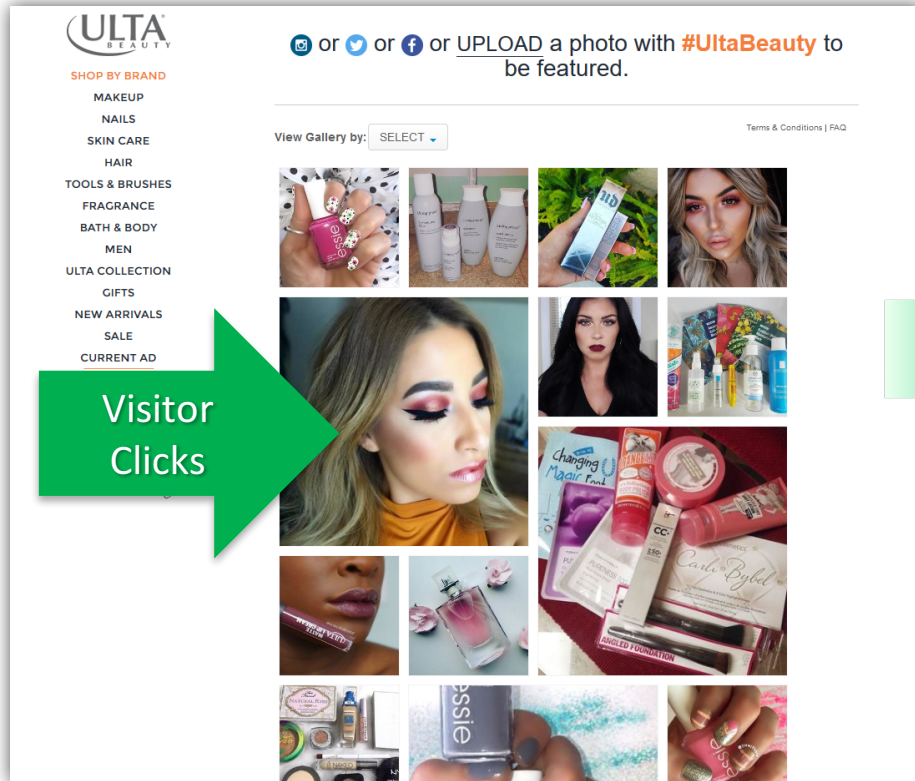
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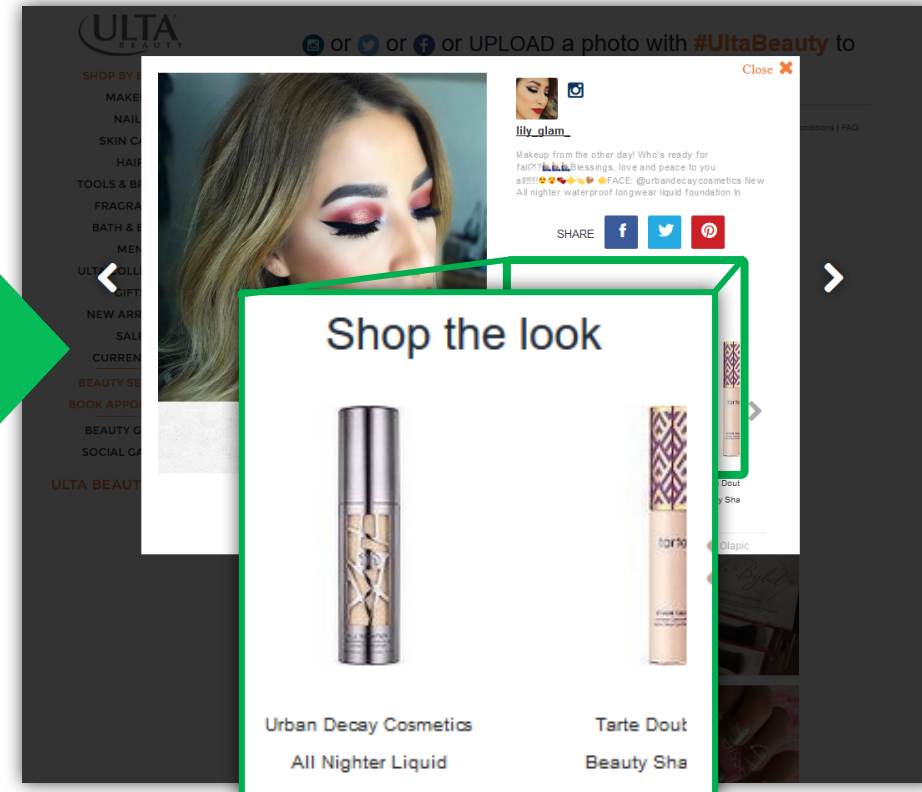
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Spotlight Functionality: Social Media Integration

Photos Uploaded by Customer:



Visitors Purchase Products in Customer Photos:



Ulta's Share Gallery allows visitors to upload photos of products in-use, which drives demand and conversion rates as visitors purchase items from the photos

Thank you

The Trend Report is just a small sample of the information NorthPage provides

To learn more about NorthPage and our solutions, please contact:

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NorthPage Enterprise Customers:



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