

PRODUCT DETAILS PAGE

Content Packet Overview

Recent studies and data indicate that shoppers are spending more time researching mattresses online before they decide to buy. When a shopper visits a PDP page on your website, they're getting close to adding the product to their shopping cart or visiting a showroom to try a specific model. They're looking for information that supports their decision that this is the right product.

Our PDP Content Packets were developed to help make it easier for you to create robust product pages that give shoppers the info they need to feel good about making a purchase.

How to Use the PDP Content Packets

- Download the content packet.
- Integrate the images and information into your existing PDP pages to enhance your content OR follow the PDP Blueprint on page 2.
- Whenever possible, add additional content and features to your website, such as:
 - **Ratings & Reviews:** 95% of shoppers read online reviews before making a purchase.* By providing this information on your PDP pages, you can influence purchase decisions. Additional information on ratings and reviews is available through TSI's Digital Edge program.
 - **Personal Appointment Scheduling:** Shoppers are increasingly interested in appointment shopping as it creates a more personalized experience. Tools like Schedulicity, available through TSI's Retail Edge program, help make this easy to execute and manage. Visit the snooz for more information.
 - **Add to Cart/Buy Now Option:** 46% of consumers say they are more open to purchasing a big-ticket item online than they were a year ago.** Giving your shoppers the option to buy online can help close the sale.
 - **Product Videos:** Integrating product videos into your PDP can help increase consumer engagement with your PDPs and influence purchase intent.

Product Details Page Blueprint

IMAGE CAROUSEL

- Image Carousel (IC1)
- Image Carousel (IC2)
- Image Carousel (IC3)
- Image Carousel (IC4)
- Image Carousel (IC5)
- Image Carousel (IC6)

TITLE

★★★★ | Ratings/Review Info

Price/Size Info

Delivery or Shipping Info
(Retailer info here, optional)

ADD TO CART

Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview.

- BULLET HEADER #1: Bullet description of around 200 characters (or less)
- BULLET HEADER #2: Bullet description of around 200 characters (or less)
- BULLET HEADER #3: Bullet description of around 200 characters (or less)
- BULLET HEADER #4: Bullet description of around 200 characters (or less)
- BULLET HEADER #5: Bullet description of around 200 characters (or less)

SAMPLE BULLET:

IDEAL FOR ALL SLEEP POSITIONS: This medium-firm memory foam mattress is designed for the way you sleep, whether that's on your back, stomach, or side.

Enhanced Content (EC1)

Enhanced Content (EC2)

Images & Graphics in This Product Details Page Packet

IMAGE CAROUSEL (2000x2000px)



Image Carousel (IC1)



Image Carousel (IC2)



Image Carousel (IC3)

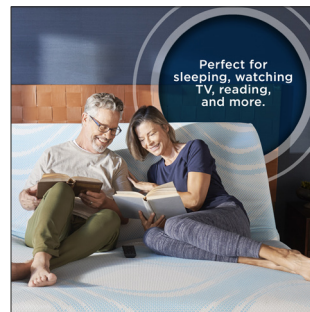


Image Carousel (IC4)



Image Carousel (IC6)



Image Carousel (IC7)

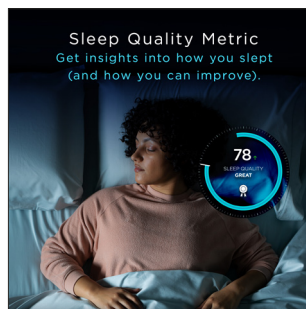


Image Carousel (IC8)



Image Carousel (IC9)



Image Carousel (IC10)

While our PDP Content Packets include a large number of assets, additional content may be available at TSIRetailConnection.com.

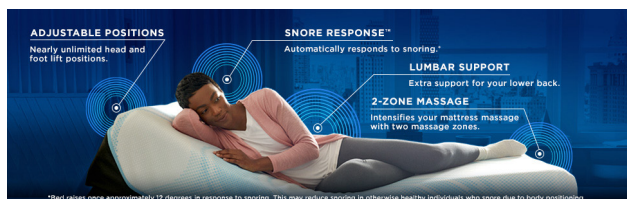
ENHANCED CONTENT (970x300px)



Enhanced Content (EC1)



Enhanced Content (EC2)



Enhanced Content (EC3)



Enhanced Content (EC4)

Images and graphics shown here are not to scale. Files included in the PDP packet will be sized as noted above.