Photography Best Practices To Drive Conversion and Improve Customer Loyalty

Moderator: Joe Barrett, CEO Sandbox Studio

Panel: Jo Amie, Global Operations Manager, Nike
Jared Blank, Vice President of E-commerce, Tommy Hilfiger
Product Content For Apparel, Accessory and Domestics Brands...

Conflicting Priorities:

- e-Commerce: Move the product
- Marketing: Reinforce the brand message

Which is more important? Who should be in charge?
What Makes Consumers Want To Buy

Desire

Information

What Keeps Consumers From Abandoning The Purchase
Tropical Pastel Bandeau Top

No need to accessorize the Tropical Pastel Bandeau Top; built-in bling with dazzling center jewels. Side boning and ruching flatter your curves. While a removable halter tie gives this strapless more options. With light, removable padding for extra lift. From our beachy, bright and right on trend Beach Sexy® Swim collection.

- Center front jewel
- Light removable padding
- Side boning for support
- Removable halter straps
- Adjustable back closure
- Imported nylon/spandex

Orig. $38 Sale $27.50
#281-736

Detail View
Tops Style Finder
Size & Fit
Send to a Friend

Color: white

Add More at a Time

Wish List
Add to Bag

Beach Sexy®
Tropical Pastel Cheeky Low-rise Bottom

Heat up the beach. Our Cheeky Low-rise Bikini Bottom gets tropical with a punchy pastel print, made extra flirty with ruffled edges and sexy back ruching. From our beachy, bright and right on trend Beach Sexy® Swim collection.
Supermodel™ Cami Sports Bra

Work out. Go out. Repeat. Meet the Supermodel™ Cami Sports Bra from Victoria’s Secret Sport®, a seamless sensation with wireless support for low impact sports. Removable pads let you wear this multi-tasker before, during and after your workout. BODY-WICK® technology moves moisture away from the body, so you feel cool while looking hot. Get a runway body now in performance workout gear, Made Sexy by Victoria’s Secret®.

- Minimum support, with no wire
- Removable cups for shape & support
- Racerback, with adjustable straps
- Engineered knitting technology eliminates seams
- Machine wash. Tumble dry.
- Imported polyester/nylon/spandex

$28.50 or Special 2/$49.50
#260-107

See Entire Outfit
Size & Fit
Send to a Friend

Click swatch to change color in photo

<table>
<thead>
<tr>
<th>size</th>
<th>color</th>
<th>quantity</th>
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Add More at a Time

Wish List
Add to Bag

Victoria's Secret Sport®
Runway Skirt
Optimize The Buying Experience

1. Readability
   • Angles
   • Lighting / Styling
   • Motion

2. Accuracy
   What you see on the screen is what you get in the box

3. Consistency
   Inconsistencies are distracting and avoidable
MIRACLESUIT MIRACLESUIT 1PC SWIMSUIT

SALE

Miraclesuit 1 pc Swim Dress. This suit features the exclusive Miralex fabric which allows you to appear "10lbs Lighter in the 10 seconds that it takes you to put it on" This solid colour dress offers a flare skirt design for style and coverage. Soft cup V Neck bra. The shirring details offers additional shaping to this suit.

WEB ID #: 248742
$290.00  $140.00

Reward points: 7000

SELECT COLOUR:

**Eggplant Deep Purple**

SIZE:

**SELECT A SIZE**

QUANTITY:

1

ADD TO SHOPPING BAG

ADD TO WISH LIST | EMAIL A FRIEND

PRODUCT DETAILS

Miraclesuit uses a Nylon/Lycra fabric which shapes and supports. All swimsuits need to be cared for to extend the life of the suit. Hand wash in cold water separately, no bleach, do not ring out, lay flat or hang to dry, do not dry clean.
The New Wave: Volcom Dress - Rumour Has It
PRICE: $59.50
A breezy white Volcom dress gets a dose of attitude from black straps and an exposed back zipper, taking this beachy look into after hours when the bonfire lights up.

- Cotton/polyester
- Machine wash
- Imported
- V neck, sleeveless, black adjustable straps, smocked at side of bust
- Knit detail, exposed back zip closure, lined
- Please refer to our Contemporary size chart
- Web ID: 620301

Be the first to write a review or start a Q&A about this product

SIZE:
COLOR:
QTY:

ADD TO BROWN BAG
OR
FIND IT IN STORE

EMAIL A FRIEND
ADD TO WISHLIST

SHIPPING INFO | EASY RETURNS
SHOCK ABSORBER ACTIVE MULTI SPORTS SUPPORT

A real favourite with active women, this stylish crop top design features internal cup-sized support for maximum comfort when working out. Shaped, padded, adjustable straps for extra support. Moisture-wicking, breathable and high performance fabrics. A great all-rounder.

WEB ID #: 240882
$67.00
Reward points: 3350

SELECT COLOUR: Black

SIZE:
SELECT A SIZE

QUANTITY:

ADD TO SHOPPING BAG

ADD TO WISH LIST | EMAIL A FRIEND

PRODUCT DETAILS
Extreme Support. Composition: 41% Polyamide, 54% Polyester, 5% Elastane
Velvet by Graham & Spencer Dress - Drapey
PRICE: $123.00

Intricate ruching and artful draping create an effortlessly elegant silhouette for this Velvet by Graham & Spencer dress.

- Rayon
- Hand wash
- Made in USA
- Crossover V neck, sleeveless
- Ruched sides
- Please refer to our Contemporary size chart
- Web ID: 619666

Be the first to write a review or start a Q&A about this product

SIZE: Select Size
COLOR: Black
QTY: 1

ADD TO BROWN BAG

EMAIL A FRIEND
ADD TO WISHLIST

SHARE: Facebook

SHIPPING INFO | EASY RETURNS
BROOCH

CRYSTAL BROOCH WITH EMERALD-COLORED STONES
BRASS AND ZAMAK BASE
L: 7.8 CM / 3.1"
Optimize The Buying Experience

1. **Readability**
   - Angles
   - Lighting / Styling
   - Motion

2. **Accuracy**
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3. **Consistency**
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Small

Caroke Cross-Body Minibag
Price: $49.00
Limited Time! Free Shipping on $100 or more colors available

Eldorado Small Cross-Body Travel Bag
Price: $49.00
Limited Time! Free Shipping on $100 or more colors available

Alvar XS Cross-Body Minibag
Price: $44.00
Limited Time! Free Shipping on $100 or more colors available

Tedros Cross-Body Minibag
Price: $44.00
Limited Time! Free Shipping on $100 or more colors available
Crochet Tunic  
Cloud Dancer  
$69.00

Boatneck Rolled Sleeve Top  
Coral Red  
$44.00

Boatneck Tee  
Dove Grey Heather  
$34.00

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Optimize The Buying Experience

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*Information*
Ecko Unltd. Exhibit Save Cope2 T-Shirt
$17.50 (was: $19.50)

Ecko Unltd. Exhibit Save Pez T-Shirt
$17.50 (was: $24.50)

Ecko Unltd. Exhibit Save the Rhino 123 Klan T-Shirt
$17.50 (was: $24.50)

Ecko Unltd. Exhibit Askew One T-Shirt
$15.50 (was: $19.50)

Ecko Unltd. Exhibit Askew One Distinguished Polo
$17.50 (was: $29.50)

Ecko Unltd. Exhibit First Quarter Polo
$24.50 (was: $39.50)

More colors available

More colors available

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e-commerce P&L
• Quantifiable
• "Defense"

Marketing Budget
• Unquantifiable
• "Offense"

Information

Desire
Photography and Video: Best Practices to Drive Conversion and Improve Customer Loyalty
Targeting the content
Targeting the content

**Obvious**
- Be present
- Consistency
- Quality
- Treatment – product vs. brand

**Below the surface**
- Instill trust
- Make emotional connection
- Value
- Content is King
Targeting the content
The Consumer Decides

Photo Standards Statement
All PDP photography must be true to the product but shown in the best possible light. We do not want wrinkle-less shots or styling that shows an inaccurate fit. The consumer wants to picture themselves in our products and to succeed we must keep the imagery real, and authentic to the actual product.

Nike

Products should be shot to best represent what they are and showcase their functionality.

Target

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Targeting the Content
The Consumer Decides
Targeting the Content
The Consumer Decides – segmentation

Geographical
Categorical
Seasonal
Age/ Gender
Personalization
B2B - wholesale
Targeting the Content
The Consumer Decides – segmentation
Fall-off investment and metrics

![Graph showing conversion, click on views, and bounce rates with respect to the number of product photos.](image)

- Red: Conversion
- Green: Click on views
- Blue: Bounce

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Technical Innovation
Sharing more information visually

- 360
- Zoom targeting
- Resolution – zoom functionality
- Interactive video
- Interactive selling content
- Dynamic swatching
- Online fit guides
- Product customization
- Mobile and Tablet consideration
ROI
Hidden ROI with photo and video

Factors:
• You get what you pay for
• Sharing information and inspiration

Hidden (non conversion):
• ROPO
• Returns
• SEO
• Brand integrity
• Opportunity Cost

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- Quantifiable
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