

Increase your digital health for Black Friday



Creativity

Analytics



We make complicated, inefficient and expensive workflows **easier**

We enable more **engaging**, compelling experiences

And we make investments in assets and systems more **effective**



CREATE

ASSEMBLE

TARGET

DELIVER

VIEW

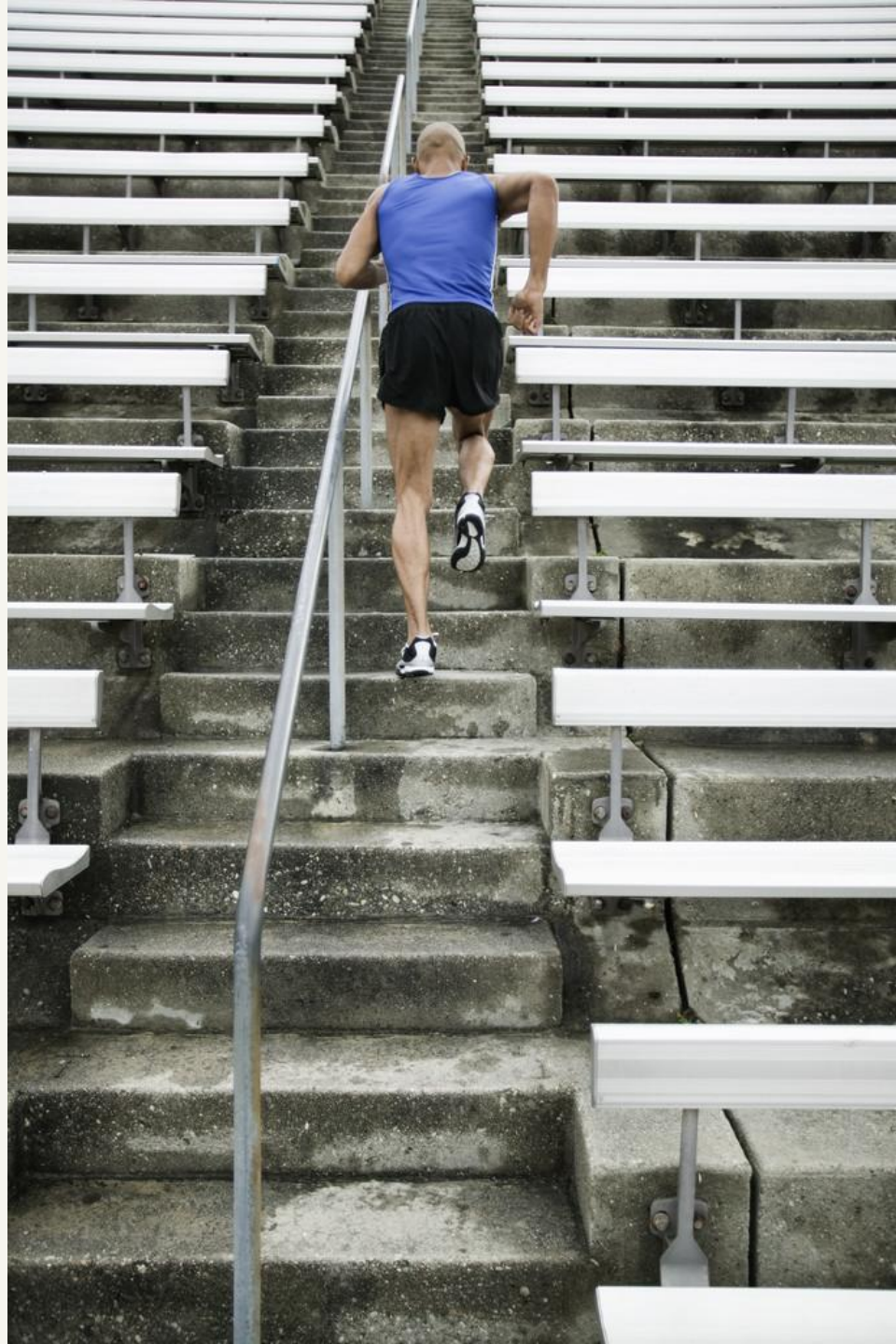
ANALYZE &
OPTIMIZE

Today's fitness checklist for digital health

- Nautilus:
 - Workout 1: Managing digital assets
 - Workout 2: Create engaging experiences
 - Workout 3: Using real-time testing
 - Workout 4: Use data to make decisions
- The etailing group:
 - Workout 5: The product page
 - Workout 6: Guidelines for product page execution
 - Workout 7: The e-tailing group Holiday Checklist

Increasing Digital Health

Streamline Marketing Efficiencies
with the Adobe® Online Marketing
Suite, powered by Omniture®



Increase your digital health for Black Friday



Today's Fitness Plan



About Nautilus



Workout 1:

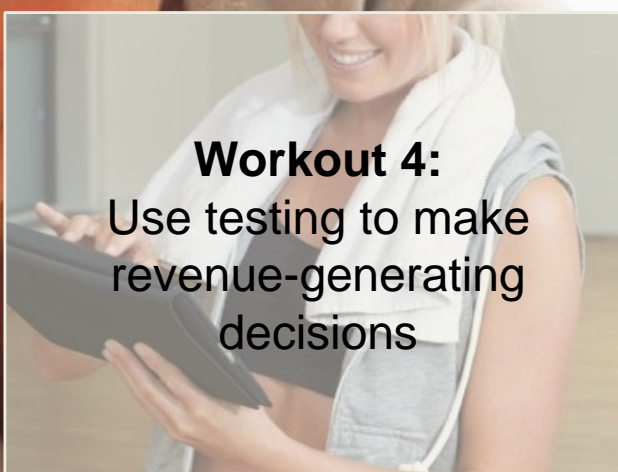
Create and manage digital images efficiently



Workout 2:

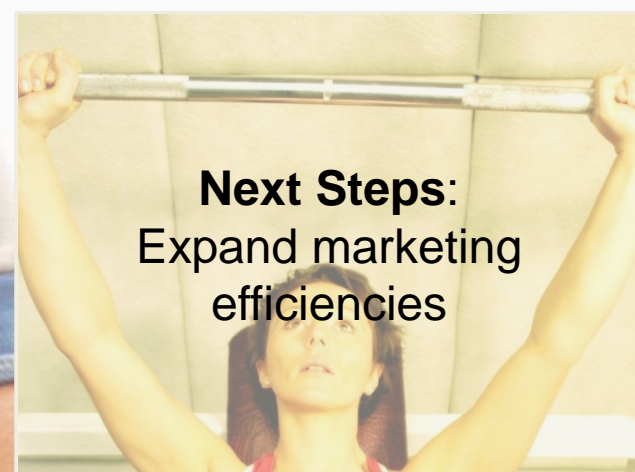
Use images to create a more engaging experience

Workout 3:
Implement real-time testing and data-driven decision making



Workout 4:

Use testing to make revenue-generating decisions



Next Steps:
Expand marketing efficiencies

About Nautilus, Inc.



Nautilus, Inc. is a home fitness-equipment retailer that provides tools and education to help people achieve a healthy lifestyle.

BOWFLEX Order Online or Call 1-800-886-6582 Today!

Bowflex® Home Gyms
Professional Gym Equipment Quality
Enjoy a convenient, in-home workout with the superior quality of a professional gym.
[Learn More >>](#)

Bowflex® TreadClimber®
3-in-1 Cardio Machine
The Bowflex® TreadClimber® 3-in-1 fitness machine gives you the power to change your life.
[Learn More >>](#)

Bowflex® SelectTech® Dumbbells
30 Free-Weights in One System
Dial up real results. Put the power of 30 standard free weights into one compact system.
[Learn More >>](#)

"I'm April Stuart. I lost 30 pounds walking on my TreadClimber."
Before TreadClimber

Bowflex® International Bowflex® Affiliate Program Bowflex® Catalog

TreadClimber
by BOWFLEX

Order online or call (800) 430-7114 Site Search Go Shopping Cart

TreadClimber Machine Home Gyms SelectTech® Dumbbells

Product Information Request a FREE DVD Info Kit Easy Financing Success Stories

Save Over \$350!
Get \$200 Off + Free Shipping with a TC5500 or TC5000 purchase, or Free Shipping with a TC1800 purchase! Just enter Promo Code 12H5U2 at Checkout. [Get Details!](#)

April Stuart
Lost 30 pounds in 4 months walking on her TreadClimber.
[VIEW APRIL'S STORY >](#)

Get The Body You Want In Half The Time®

Shop TreadClimbers
Find out which TreadClimber® is right for you.
[SHOP NOW](#)

Innovative Design
Fantastic results with an efficient, low-impact workout.
[LEARN MORE](#)

Financing Available Success Stories FREE DVD Info Kit

BOWFLEX Home Gyms TreadClimber Machine **SelectTech® Dumbbells**

ORDER ONLINE OR CALL (888) 858-3289 TODAY! Product Search Go **FREE Info Kit** Shopping Cart

Free 2-in-1 Stand!
Get a Free 2-in-1 Stand when you purchase Bowflex® SelectTech® Dumbbells! Just enter promo code OF 8707 at Checkout. [Get Details!](#)

Dial Up Your Workout with Bowflex® SelectTech® Dumbbells
Simple to use and extremely versatile — strength training has never been easier.
[Shop For SelectTech® Dumbbells >](#)

See How It Works

Special Financing Available
*Subject to credit approval
Apply and Buy Today

Want to know more? Request a **FREE Info Kit** today.
Request a FREE Info Kit

NAUTILUS

Product Search Go

Turn a **BEST BUY** into a **SMART DECISION**
with the award-winning Nautilus® E514 elliptical.

FIND OUT MORE!

Rated BEST MID-PRICED ELLIPTICAL
"This model is so smooth & feels like high priced gym models." — Prevention Magazine

PURE FITNESS
Advanced home fitness equipment from Nautilus®.
[View All Home Equipment](#)

SCHWINN RETAIL LOCATOR Find a Schwinn® dealer near you Product Search Go

UPRIGHT BIKES RECLINING BIKES ELLIPTICALS TREADMILLS AIRDYNE BIKES ACCESSORIES CUSTOMER SUPPORT

feel **GOOD** for **LIFE**

VIEW ALL SCHWINN® FITNESS PRODUCTS >

Schwinn® 225 Recumbent Bike

CONTROL YOUR WORKOUT
Schwinn® AirDyne® Bike

TRAIN THE WAY YOU WANT
Schwinn® 140 Upright Bike

RUN IN STYLE
Schwinn® 840 Treadmill

Enjoy the ride!

Nautilus, Inc. Family of Brands

Workout 1: Create and manage digital images efficiently



Cumbersome Creative-image Processes



Managing product photography was a time-consuming, inefficient process.



Manual uploads



New image creation



Efficiency Across the Board



Automate and scale the management of images across digital platforms to save time and marketing investment.

Marketers now have flexible access to image assets for sales and marketing materials.

[Contact Us](#) | [Where To Buy](#)

“We can now reuse our images across all websites to maximize our investment in every image.”
– Joe Cantwell, Senior Web Content Specialist, Nautilus



Our Brands
Nautilus®
Bowflex®
Schwinn® Fitness
Universal®
Investor Relations
Media
Corporate Information
Careers at Nautilus Inc.
Consumer Relations
Commercial Products



Nautilus, Inc. is a pure fitness company that provides tools and education necessary to help people achieve a fit and healthy lifestyle. With a brand portfolio that includes Nautilus®, Bowflex®, Schwinn® Fitness and Universal®, Nautilus manufactures and markets a complete line of innovative health and fitness products through direct, retail, specialty and international channels.



Changing the Game in Health and Fitness™

Workout 2: Use images to create a more engaging experience



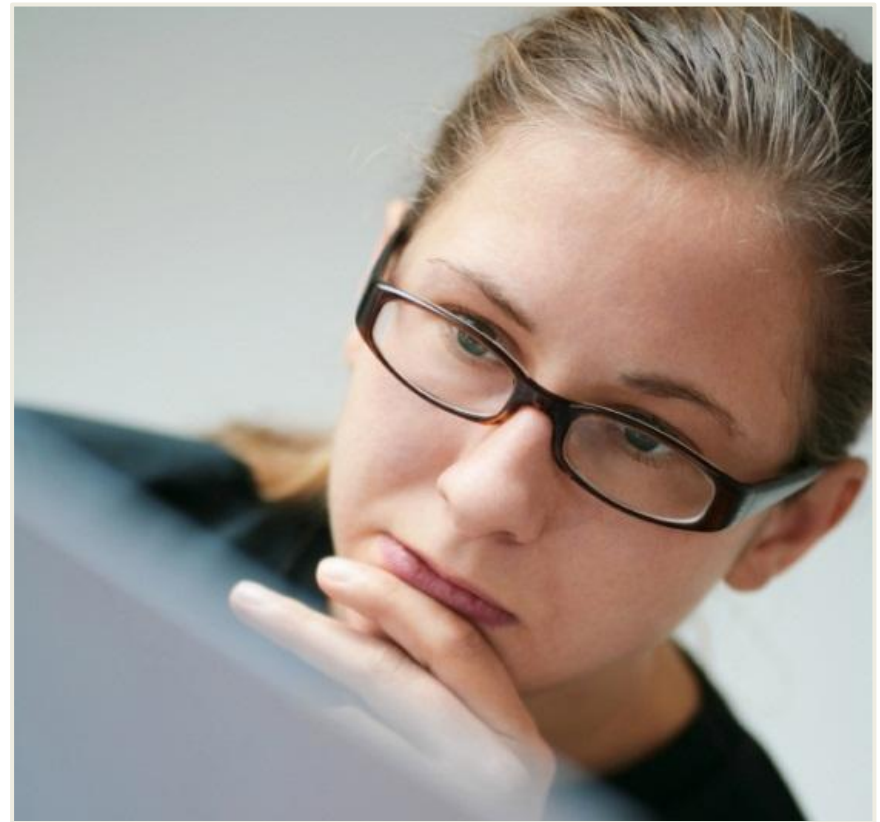
Alternate Views

360° Spin Zoom



One-sided Experiences

Customers only saw a single, static, three-quarter-view image for each product.



Multidimensional Experiences



Increase engagement by providing more relevant content and imagery.

Immediate deployment of *dynamic, interactive product images* provided a richer visitor experience.

“With Scene7[®], we can show customers several different angles of the product and enable visitors to zoom in and out for greater detail—all features that are critical to helping our customers feel more comfortable making investments in our products.”

– Joe Cantwell, Senior Web Content Specialist, Nautilus



Workout 3:
Implement real-time testing
and data-driven decision
making



Inefficient and Limited Tools



Extracting meaningful reports from their existing out-of-box content management solution was difficult and time consuming.

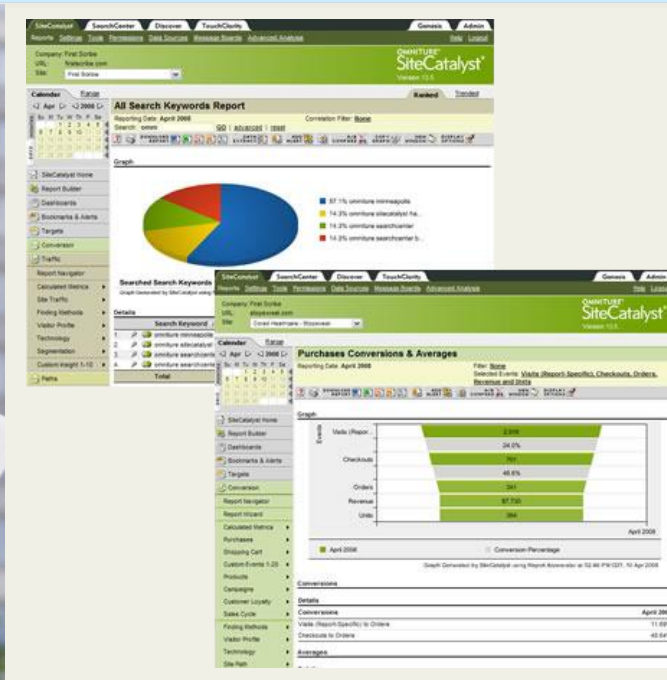


Comprehensive Insight and Flexibility



Meaningful reports accurately identify visitor traffic sources.

Marketers can now *accurately measure and more easily access* multichannel traffic data coming to the site.



Workout 4:
Use testing to make
revenue-generating decisions



Which holiday promotion yields the highest results?

TreadClimber
by **BOWFLEX.**

Order online or call (800) 860-5249

Site Search Go » Shopping Cart

TreadClimber® Machine Home Gyms SelectTech® Dumbbells

Product Information Request a FREE DVD Info Kit Easy Financing Success Stories

\$200 Off, Free Mat and Free Shipping!
Get \$200 Off, Free Mat and Free Shipping with a TreadClimber® cardio machine purchase! Just enter Promo Code **TSAYENOW** at Checkout. & [Get Details»](#)

TreadClimber
by **BOWFLEX.**

Order online or call (800) 926-1102

Site Search Go » Shopping Cart

TreadClimber® Machine Home Gyms SelectTech® Dumbbells

Product Information Request a FREE DVD Info Kit Easy Financing Success Stories

\$100 Off, Free Mat, Free Kettlebells and Free Shipping!
Get \$100 Off, Free Mat, Free Kettlebells and Free Shipping with a TreadClimber® cardio machine purchase! Just enter Promo Code **KSAVENOW** at Checkout. & [Get Details»](#)



Bowflex® TreadClimber® Cardio Machines
Get the benefits of a treadmill, stair climber and elliptical – all in one machine!

Bowflex® TC5500 - Our Top-Of-The-Line Model

- NEW: Goal-oriented technology = built-in personal motivation
- Customizable programming adapts to meet your fitness goals
- Longer foot treadles for our most comfortable machine ever!
- 4.5 mph max motor speed
- 5-year motor warranty



List Price: \$3,999
Our Price: \$3,299

Financing Available*

[Add to Cart](#)

[Learn More](#)

Bowflex® TC5000 - Our Best Selling Cardio Machine

- Exercise at your own pace with variable speeds
- Integrated heart rate display and calories-burned indicator
- 4 mph max motor speed
- 5-year motor warranty



List Price: \$2,999
Our Price: \$2,499

Financing Available*

[Add to Cart](#)

[Learn More](#)

- Products**
- TC5500 [»](#)
 - TC5000 [»](#)
 - TC1000 [»](#)
- [Compare Bowflex® TreadClimber® Machines \[»\]\(#\)](#)
- Accessories** [»](#)
- Satisfaction Guarantee** [»](#)
- Fitness Benefits**
- SATISFIED CUSTOMERS TELL THEIR STORIES**



Bowflex® TreadClimber® Cardio Machines
Get the benefits of a treadmill, stair climber and elliptical – all in one machine!

Bowflex® TC5500 - Our Top-Of-The-Line Model

- NEW: Goal-oriented technology = built-in personal motivation
- Customizable programming adapts to meet your fitness goals
- Longer foot treadles for our most comfortable machine ever!
- 4.5 mph max motor speed
- 5-year motor warranty



List Price: \$3,999
Our Price: \$3,299

Financing Available*

[Add to Cart](#)

[Learn More](#)

Bowflex® TC5000 - Our Best Selling Cardio Machine

- Exercise at your own pace with variable speeds
- Integrated heart rate display and calories-burned indicator
- 4 mph max motor speed
- 5-year motor warranty



List Price: \$2,999
Our Price: \$2,499

Financing Available*

[Add to Cart](#)

[Learn More](#)

- Products**
- TC5500 [»](#)
 - TC5000 [»](#)
 - TC1000 [»](#)
- [Compare Bowflex® TreadClimber® Machines \[»\]\(#\)](#)
- Accessories** [»](#)
- Satisfaction Guarantee** [»](#)
- Fitness Benefits**
- SATISFIED CUSTOMERS TELL THEIR STORIES**

Inefficient and Limited Tools

An in-house custom testing application built by an information-technology (IT) team required each testing scenario to be custom coded.

```
Provider = "Database=DB_home; Username=dbuser; Password=  
SelectSQL1 = " Select id, name, quantity from all a  
QuerySQL1 = " where id between decode(name, 'Scoot'  
QuerySQL2 = " group by id, name"  
SelectQuery = SelectSQL1 & QuerySQL1 & QuerySQL2  
Execute Query; Commit Transaction; Select new data  
Navigation
```

Overwhelming Options and Untested Navigation

Nautilus also needed an efficient testing platform to help determine which content was more likely to drive sales.

Marketers suspected that the Bowflex Home Gym and TreadClimber sites displayed too many product options for customers.



Marketers had no insight into the impact of recently added product reviews.



REVIEW SNAPSHOT by PowerReviews
★★★★★ 4.5 (based on 89 reviews)
100% of respondents would recommend this to a friend.

PROS	CONS	BEST USES
Easy to use (82) Comfortable (78) Durable (75) Strengthens (75) Easy to setup (43)	Hard to setup (21) Heavy / bulky (6) Uncomfortable (3)	General fitness (78) Strength training (71) Weight loss (49) Low impact exercise (33) Performance training (29)

Reviewed by 89 customers

Displaying reviews 1-10 Back to top

By Shogun from Mele, ontario, canada
★★★★★ 4.5 one amazing machine
7/3/2011

PROS	CONS	BEST USES
Comfortable Easy To Use Quiet Strengthens Sturdy		General Fitness Low Impact Exercise Strength Training Weight Loss

Comments about Bowflex Xtreme 2 SE Home Gym: great machine. Just wish it came standard with 310lbs.

BOTTOM LINE: Yes, I would recommend this to a friend

Was this review helpful? Yes / No - You may also flag this review

Comment on this review

By gazza from bremernton, washington
(8 of 1 customer's found this review helpful)
★★★★★ 5.0 what a machine and results in weeks.
9/14/2011

PROS	CONS	BEST USES
Comfortable Easy To Setup Easy To Use Set was easyfun Strengthens		General Fitness Strength Training

Comments about Bowflex Xtreme 2 SE Home Gym: the bowflex is a fun machine to workout and the change from one exercise to another is easy! i would tell

Marketers suspected that a shorter shopping-cart process would increase sales, but lacked the data-driven insight to prove the assumption.



Save Over \$400!
Get Free Shipping + a Free Resistance Upgrade & Mat with a Bowflex Home Gym purchase
Just enter promo code **CFRBF\$37** at Checkout. [Get Details](#)

BOWFLEX Home Gyms • TreadClimber Machine • SelectTech Dumbbells

ORDER ONLINE OR CALL 800.952.6818 TODAY! Product Search

We Also Suggest:

- Bowflex Xtreme 2 SE \$99.99
- Bowflex Xtreme 2 SE Home Gym \$49.95

Over 1.5 million owners
Bowflex home gyms have been recognized as one of the most dependable and trusted names in home fitness for over 20 years. Get fit with 20-minute workouts, three times a week and the assurance of our 100% Six Week Satisfaction Guarantee.

Your Shopping Cart
Note: Items placed in your shopping cart will be saved for 14 days, but merchandise availability is not guaranteed.

Product	Qty	Total	Shipping	
Bowflex Xtreme 2 SE Available Shipping Methods: <input type="radio"/>	1 <input type="button" value="Change"/>	\$1,599.00	\$169.99	<input type="button" value="Remove"/>

Summary
Estimated Shipping Charge \$169.99
Order Sub-Total \$1,768.99

Have any special promotional codes?
Enter code and click "Apply Code"

McAfee SECURE
10/13/11 10:40 AM

Streamlined Navigation and Relevant Content

An automated testing platform tests the impact of product displays, customer reviews, and checkout pathing and offers efficient testing and data access.

Marketers can now easily determine which site content, display elements, and navigation pathing are driving sales.

Consumers preferred fewer products on the site, as indicated by site-conversion rates.

Displays featuring product reviews delivered a 13 percent lift in overall site conversion.

Adobe Test&Target™ indicated that a shorter checkout process *did not* positively affect sales.

The screenshot shows a product page for Bowflex Xtrim® 2 SE. The top navigation bar includes the Bowflex logo and links for Home Gyms, Tread/Clubber Machines, and SelectTech Dumbbells. Below the navigation, there's a promotional banner for compact size gym equipment. The main content area features two product images with 'Learn More' buttons. Below the products, there's a section for 'Special Financing Available' with a 'Check availability' link. A 'Product Rating' section shows a 4.6 star rating with 89 reviews and a 'Write a Review' link. A 'Gallery' section is also visible. At the bottom, the 'Your Shopping Cart' section shows a table with one item: Bowflex Xtrim® 2 SE, priced at \$1,599.00. The cart summary shows an estimated shipping charge of \$169.00 and an order sub-total of \$1,768.00. There are 'Continue Shopping' and 'Go to Checkout' buttons throughout the page.

“The Adobe solution automates the testing process, enabling us to test a variety of content instantly without any coding. It’s much more efficient and allows us to test more content and get better results.”

– Ricardo Cheriell, Senior Web Content Specialist, Nautilus

“One of the most beneficial aspects of testing has been that we have data to cut down on internal debates and save us from making critical mistakes. The Adobe Online Marketing Suite delivers real, actionable data that removes any guesswork.”

– Joe Cantwell, Senior Web Content Specialist, Nautilus

Next Steps: Expand Marketing Efficiencies



Mobile devices



Social media



“The Adobe Online Marketing Suite gives us all the resources we need to make sure our sites are intuitive, provide the right content, and, above all, meet the needs of our customers.”

— Amy Dorsett, Manager,
Enterprise Web, Nautilus

ADOBE® SITECATALYST®

Powered by Omniture®

ADOBE® TEST&TARGET™

Powered by Omniture®

ADOBE® scene7®

Key Takeaways

3 ways to get your site in shape for the holidays

1

Reduce
cumbersome
processes



2

Use testing to
boost customer
experience



3

Use data to
increase holiday
ROI



Increase your digital health for Black Friday





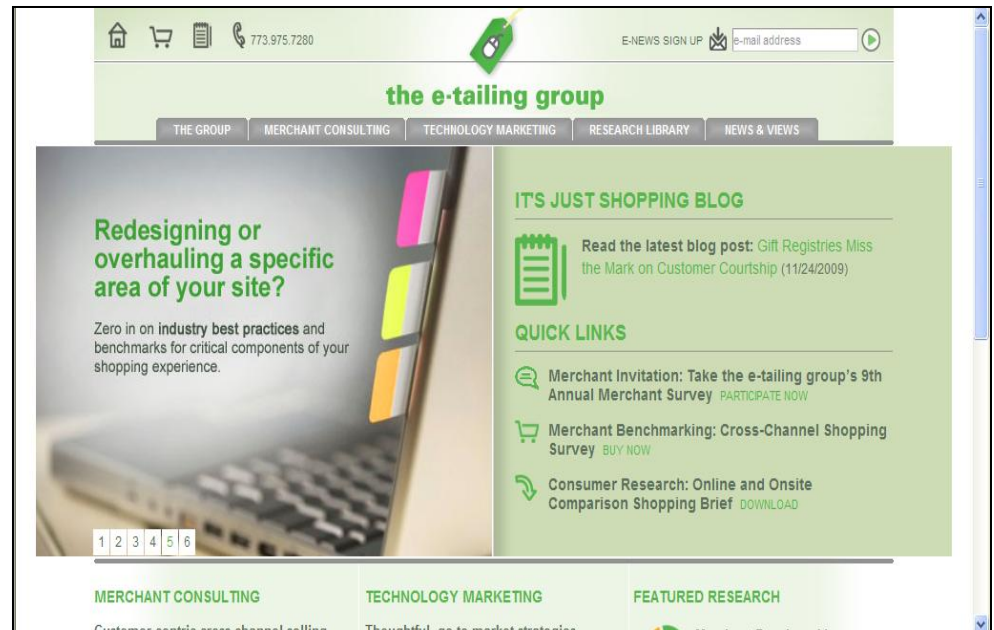
PERFECTING THE PRODUCT PAGE: GUIDELINES FOR DECISION-MAKING

Presented by
Lauren Freedman,
President, the e-tailing group

The Voice of Cross-Channel Merchandising

Straight talk from “in-the-trenches” online merchandising experts

- 16 years e-commerce **consulting**
- **Author**, It's Just Shopping
- **50+** years traditional retail and catalog experience
- **Fortune 500 client projects** ranging from strategic planning, merchandising, marketing, to technology development and messaging
- **Cross-category** projects spanning specialty retail to departments
- **Proprietary research studies** on mystery shopping, merchandising, mobile and consumer behavior



AGENDA

- Workout 5: The Product Page
- Workout 6: Guidelines for Product Page Execution
 - Showcase #1: Product Page Strategies
 - Showcase #2: Imagery Standards
 - Showcase #3: Category-Centric Tools
 - Showcase #4: Video
 - Showcase #5: Product Recommendations
- Workout 7: The e-tailing group Holiday Checklist

THE PRODUCT PAGE— FUNDAMENTAL FOR CONVERSION

- **Cornerstone of the shopping experience** as today many shoppers are driven directly to that page
- Fundamental for consumers to **research, select** and ultimately **purchase** products
- Must combine **complete product information** from specs to product details
- Should **showcase product imagery**, ideally bringing the product to life through rich media tools such as zoom and alternative views
- A **year-round** selling destination

THE PRODUCT PAGE— TACTICAL & PLATFORM CHALLENGES

- From an evolutionary standpoint, **content has reached new heights** with guides and video integration fueling online research
- Product page upgrades center on **social dimensions** that originate with user-generated content
- Merchants are reassessing how they will render product pages via **mobile phones** and the growing tablet market

THE PRODUCT PAGE— HOLISTIC THINKING & EXECUTION



- **Product page testing it is essential** to understand tactics that resonate with visitors and their **optimal placement** given one's brand and category
- Building a **testing culture**, merchants will be in a position to evolve conversion by delivering a more **personalized and targeted experience**

TEN-YEAR PRODUCT PAGE TACTICAL PENETRATION IS DIRECTIONAL

the e-tailing group Mystery Shopping Features	2010	2009	2008	2007	2006	2005	2004	2003	2002
STANDARDS									
Product Recommendations	98%	98%	95%	96%	90%	88%*	80%	79%	71%
Video	88%	64%	62%	45%	38%	20%	8%	12%	17%
Zoom	86%	88%	90%	86%	81%	79%	70%	62%	61%
Alternative Views	80%	76%	68%	66%	57%	45%	21%	12%	n/a
CATEGORY-CENTRIC									
Color Change	61%*	64%*	60%*	57%*	46%*	34%*	24%*	13%*	9%
Shop by Outfit	51%	32%*	39%*	40%*	24%*	30%*	37%*	6%*	n/a
View in a Room	49%*	42%*	27%*	5%*	11%*	9%*	8%*	n/a	n/a
3D	18%	21%	10%	9%	14%	4%*	4%*	4%	2%
COMMUNITY-CENTRIC									
Product Reviews	87%	74%	58%	50%	38%	32%	24%	n/a	n/a
Share Button	75%	67%	28%	n/a	n/a	n/a	n/a	n/a	n/a
"Like" Button	36%	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

FEATURE VALUE DRIVES DEVELOPMENT

Keyword search	99%	Sharing via social networking	86%	Email customer service alerts	67%
Cross-sells	96%	Category content	83%	Color change	65%
Email as a merchandising vehicle	96%	Exclusives	83%	Interactive tools	65%
What's new	96%	Zoom	81%	Gift certificates/Card via email	64%
Sales/Specials	95%	Promotional Incentives to buy	76%	Gift certificates/Cards via mail	63%
Seasonal promotions	92%	Video	75%	Product comparisons	63%
Top sellers	92%	Alternative/deferred payment methods	74%	Mobile applications	61%
Up-sells	92%	Blogs	74%	Live chat	59%
Guided navigation	91%	Gift center/Gift suggestions	73%	Multiple ship-to's	59%
Merchandised search landing pages	90%	Recently viewed	73%	Limited hour promotions	58%
Advanced search	88%	Brand showcase	72%	As advertised/As seen in	57%
Product ratings/Reviews	88%	QuickView	72%	Frequent buyer programs	56%
Free shipping - conditional	87%	Twitter marketing	72%	Create your own /personalized products	50%
Alternate views	86%	Contests	69%	Shop by outfit/ solution/View in a room	48%
Coupons/Rebates	86%	Free shipping - unconditional	69%	In-store pick up and/or Returns	43%
Facebook merchandising/marketing	86%	Mobile commerce	68%	Gift/Wedding registry	33%
		Wish lists	68%	In-store product locator/look-up	32%

Workout 6:

GUIDELINES FOR PRODUCT PAGE DECISION-MAKING

A. PRODUCT PAGE PRESENTATION

Evaluate the vision for the page and how it integrates into the overall shopping experience allocating the requisite investment to drive success

THE COMPREHENSIVE STANDARD

The screenshot shows a product page for 'Madison Home Office Furniture' on the Macy's website. The page features a large main image of a desk and chair, a detailed description, a list of features, a price section with original and sale prices, and a 'shipping & returns' section. There are also social media sharing options, a review section, and a 'related products' section on the right side.

Navigation: for the home | bed & bath | women | men | juniors | kids | beauty & fragrance | shoes | handbags & accessories | jewelry & watches | sale

Search: SEARCH | Keyword, Web ID | GO | [the gift guide](#) | STORES | DEALS & PROMOTIONS | GIFT CARDS | WEDDING REGISTRY

Breadcrumbs: furniture > Office Furniture > Home Office Collections > Madison Home Office Furniture

Product Title: **CLOSEOUT! Madison Home Office Furniture**

Description: Stay on top of your work. Easily arranged to fit your unique office space, this modular collection offers everything you need to stay organized and productive. Open credenza features three top drawers, two file drawers and charging-station drawer with four electrical outlets for cell phones, PDAs and other electronic devices. Attached Power Director strip includes five electrical outlets, phone jack, USB port and Ethernet data port. Drop-front desk drawer offers easy access to your keyboard or laptop. Please select a specific furniture piece or set for more information.

Shipping & Returns:

- Desk and credenza feature drop-front keyboard drawers
- Corner unit shelf stores CPU tower unit
- Power Director II is attached to credenza: 5 electrical outlets, phone jack, USB port and Ethernet data port
- Smart hutch features 3 utility drawers and removable partitions
- Leather tilt-swivel chair
- Collection includes desk, open credenza, smart hutch, corner unit and swivel chair

Price: **Orig. \$499.00**
Now \$299.00

Item: **CLOSEOUT! Madison Home Office Chair, Leather Swivel**

Price: **Orig. \$469.00**
Now \$299.00

Other customers also shopped:

- Amato Home Office Furniture**
\$199.00 - 1,747.00
- Avenue Home Office Furniture**
\$299.00 - 3,494.00
- Atlas Home Office Furniture**
\$299.00 - 2,097.00

- Robust product details,
- Large product image with zoom
- Room with a view
- Social elements
- Cross-selling

Showcase #2: Product Page Strategies

Inside DVF Store Finder Sign Up for Email Hello, You Log in or Register United States \$ Shopping Bag

Shop The Trends Fashion Diane Vintage Collection Handbags Shoes Accessories Home

Fashion < More The Wrap Shop < Previous Next >

Runway
The Wrap Shop
+ Dresses
+ Tops & Knits
+ Pants & Skirts
Jackets & Outerwear
Maternity
+ Swim
+ Sale

New Julian Wrap Dress
in Sun Dial

Incredibly chic every time. No buttons, no zippers, slip in and out without a sound. Dress hits above the knee and features a soft tie belt.

100% Silk Jersey
23" from the natural waist imported

\$325.00

Colors:

Size: [Size Guide](#)

Qty:

[Add to Shopping Bag](#)

Call 1-888-472-2383 for Availability.

[Share This](#)
[Like](#) Be the first of your friends to like this.

You May Also Like

MINIMALIST CONTRADITION

- Product plays the starring role
- On-model image
- One alternative view
- Color change
- Cross-sells
- Social elements


BRAND-CENTRIC ENHANCEMENT

HERE'S NO PLACE LIKE... **HSN** ORDER STATUS | MY ACCOUNT | SIGN IN | SHOPPING BAG: 0 | WISH LIST: 0 | MY ALERTS: 0

CUSTOMER SERVICE EMAIL | Like 76K


JEWELRY | APPAREL | SHOES & BAGS | BEAUTY | KITCHEN | ELECTRONICS | HOME DECOR | HOME SOLUTIONS | HEALTH | CRAFTS | CLEARANCE | ARCADE | + MORE


HSN Shopping > Jewelry > TELIO by Doris Panos > Earrings > Drop Earrings



ONLINE ONLY
TELIO by Doris Panos Swing Station Drop Earrings Item: 118-697
HSN Price: \$144.95 or 4 payments of \$36.23
 Shipping & Handling: \$6.21 [Save on shipping](#)

★★★★★ 5.0 (1 Review)
 Like Send

Select Color:


Select Payment Option:
 1 payment of \$144.95  **ExtraFlex** available when paying with HSN Credit Cards


Roll on to Zoom View Larger

CUSTOMER REVIEWS Write a Review >

TELIO by Doris Panos Swing Station Drop Earrings Reviews

★★★★★ Average Customer Rating: 5.0
 Sort reviews by: Date - Newest First

BIG BOLD BEAUTIFUL... Phxgirl, AZ
 ★★★★★ 3/28/2011
 These earrings are beautiful, but you must like very long large bold earrings.
 Was this review helpful to you? Yes | No Report if Inappropriate >

Share this review: 

ADD TO BAG Buy This Now > Add To Dressing Room > ?
 Add To Wish List >

Description Shipping Info

TELIO by Doris Panos Swing Station Drop Earrings
 When it comes to dazzle, you adhere to the strictest principles. Stay true to your fashion fundamentals. Get dressed in Doris' crystal-strewn tribute to sophisticated shine.

Design Information


- Open, marquise-shaped station at top
- Pear-shaped drop has marquise-shaped and freeform metalwork with interior, "swing" design drop

TELIO by Doris Panos Swing Station Drop Earrings Details


- Color Choices: Goldtone or Silvertone
- Measurements: Approx. 3-1/4"L x 1-5/16"W
- Findings: Clip-on backs
- Finish: Polished
- Country of Origin: China
- Packaging: Boxed
- Warranty: Manufacturer's lifetime limited

See All TELIO by Doris Panos >


More Choices



TELIO by Doris Panos Simulated Pearl Drop Earrings
HSN Price: \$59.95
Clearance Price: \$20.93



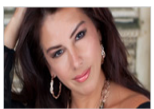
TELIO by Doris Panos "Honey Drop" Crystal-Accented Cabochon Earrings
HSN Price: \$49.95



TELIO by Doris Panos "Fantasy" Drop Earrings
HSN Price: \$59.95
Clearance Price: \$17.96

- Video
- Recently viewed - personalized
- Recommended products
- Promotional elements
- Buy now, save to wish list or dressing room
- Extended payment options

ABOUT TELIO BY DORIS PANOS




Dare to be different. Doris Panos' unique jewelry creations exude an elegance that puts them in a class of their own. Her entire collection exemplifies the high-end looks and quality for which the designer is known and adored.

WHEN TO WATCH

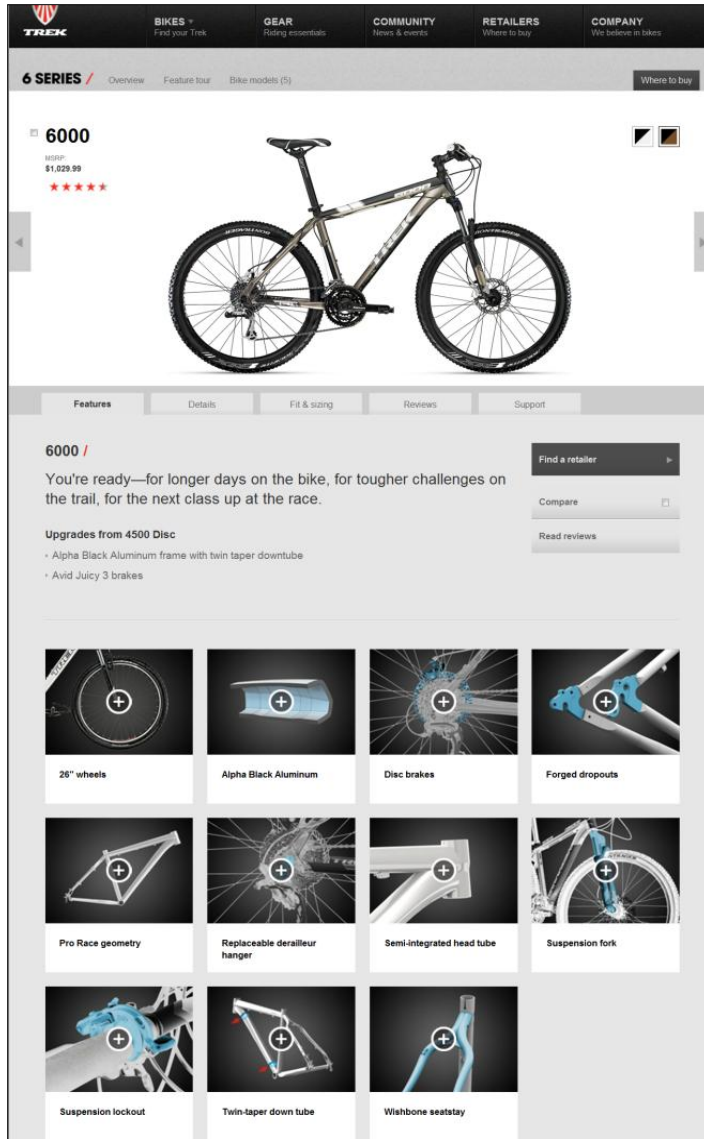
Get an email alert when TELIO by Doris Panos products will be on TV.
 Enter your email address **SIGN UP** See Details | Privacy Policy

RECENTLY VIEWED ITEMS



TELIO by Doris Panos Swing Station Drop Earrings
HSN Price: \$144.95

Showcase #2: Product Page Strategies



IMAGERY-CENTRIC SELLING

- Classic tabbing
- Find a retailer
- Color change
- Compare tools

Showcase #2: Product Page Strategies

INFORMATION-CENTRIC VISION

- Comprehensive information
- Recently viewed
- Color change
- Social elements

DESIGN WITHIN REACH

EMAIL SIGN UP
DWR BLOG | DESIGN NOTES
REQUEST A CATALOG
DWR 3D ROOM PLANNER
TRADE & CONTRACT

ABOUT DWR | DWR LOCATIONS | 800.944.2233 | LIVE CHAT

Enter keyword or Item#

MY ACCOUNT | CUSTOMER SERVICE | (0 items) \$0.00

[NEW](#) | [LIVING](#) | [DINING](#) | [BEDROOM](#) | [OUTDOOR](#) | [WORKSPACE](#) | [STORAGE](#) | [LIGHTING](#) | [RUGS](#) | [ACCESSORIES](#) | [DESIGNERS](#) | [SALE](#)

Home > [Living](#) > [Lounge Chairs | Recliners](#) > [Chairs](#) > [NEW](#) | *Designed by Hans J. Wegner for Carl Hansen & Son*

[PREVIOUS PRODUCT](#) [NEXT PRODUCT](#)

CH468 Chair

NEW | *Designed by Hans J. Wegner for Carl Hansen & Son*

Hans J. Wegner designed more than 400 chairs in his prolific career, some of which were never put into production. This gives us a unique gift from the past: the chance to posthumously discover previously unknown mid-century classics by a modern master. Wegner's CH468 Chair was designed in 1960, but it wasn't until 2010 that Carl Hansen & Son – Wegner's exclusive manufacturer and license holder – brought it into production. This upholstered chair is roomy enough to allow for various lounging positions, while its back, which is divided into three parts, offers support for the whole spine. The enveloping seat, back and arms are perfectly balanced on polished stainless steel legs, which offer material counterpoint and visual lightness. The seat cushion is a luxurious blend of down and foam, ensuring enduring comfort while maintaining its shape. Pair with the optional Ottoman (sold separately), which picks up the material and visual contrast of the Chair. Made in Denmark.

SHARE THIS: [f](#) [g+](#) [t](#) [v](#)


Item#	Product	Qty	Price
22288	CH468 Hallingdal	<input type="text" value="0"/>	\$5,265.00 USD
Select a Color <input type="text"/>			
22269	CH468 Divina Melange	<input type="text" value="0"/>	\$5,265.00 USD
Select a Color <input type="text"/>			

[PRINT PAGE](#) | [SAVE TO MY WISH LIST](#) | [EMAIL THIS PAGE](#) |

Measurements & Materials | More Information | Designer


Hans Wegner

Hans Wegner stands among designers Finn Juhl, Arne Jacobsen, Børge Mogensen, Poul Kjærholm and Verner Panton as a master of 20th-century Danish Modernism. More specifically, he was instrumental in developing a body of work known as organic functionalism. His early training included both carpentry and architecture; he worked for Erik Møller and Arne Jacobsen designing furniture for the Århus Town Hall in the early 1940s before establishing his own furniture studio. [Read more >](#)




ZOOM / ADDITIONAL VIEWS

Swatch name: Beige



RECENTLY VIEWED...



Ollie - Lounge Armchair
\$1,000.00 USD



1. What features should be part of your product page experience?
2. Which elements will serve as differentiators beyond the basics?
3. What ROI or standards will you put in place to assess the value of any given feature?
4. What layout is appropriate for your assortment and set of tactics?
5. How can you maintain a roadmap that notes future feature needs while simultaneously ensuring that existing site features are up to best-in-class standards?

B. IMAGERY STANDARDS

Deliver a “tactile” experience and determine placement of all visual elements to differentiate continually testing for optimization

.

THE FOUNDATION OF IMAGERY


the e-tailing group Mystery Shopping Penetration	4Q10	4Q09	4Q08
Zoom	86%	89%	90%
Alternate views	80%	76%	68%
3D	18%	21%	10%
Color Change	61%*	64%*	60%*

- Zoom quickly became a standard where initial rendering was simply a larger image while others incorporated rollovers along with pan and zoom
- Results from our *Annual Merchant Survey* find alternative views have risen to 14th place (out of fifty reviewed features) behind critical site features such as search, guided navigation, and sales
- 3D has maintained its presence for home, technology, and a handful of other categories
- Color change is invaluable for shoppers who want to visualize product in their preferred hue.

* Subset of EG100 merchants

Source: the e-tailing group Annual Mystery Shopping Study, 2010

IMAGERY INSPIRES SHOPPERS



NEW AT COACH

- HANDBAGS
- WALLETS & WRISTLETS
- ACCESSORIES
- SHOES
- JEWELRY
- APPAREL
- LIMITED EDITIONS
- GIFTS

POPPY


COACH MEN'S



VISIT OUR NEW BRAND
REEDKRAKOFF.COM

Audrey

register | sign in | my account | order status | wishlist |

madison





new madison laser cut op art leather sophia satchel

\$498.00 style:16997

Airy, perforated leather with the delicacy of eyelet lace gives this feminine silhouette a carefree, easy polish that goes from day to evening.

- Laser-cut Op Art leather
- Inside zip, cell phone and multifunction pockets
- Zip-top closure, fabric lining
- Handles with 5" drop
- Shoulder strap with 14" drop
- 14 1/4" (L) x 9 1/2" (H) x 3 1/4" (W)

CHOOSE COLOR

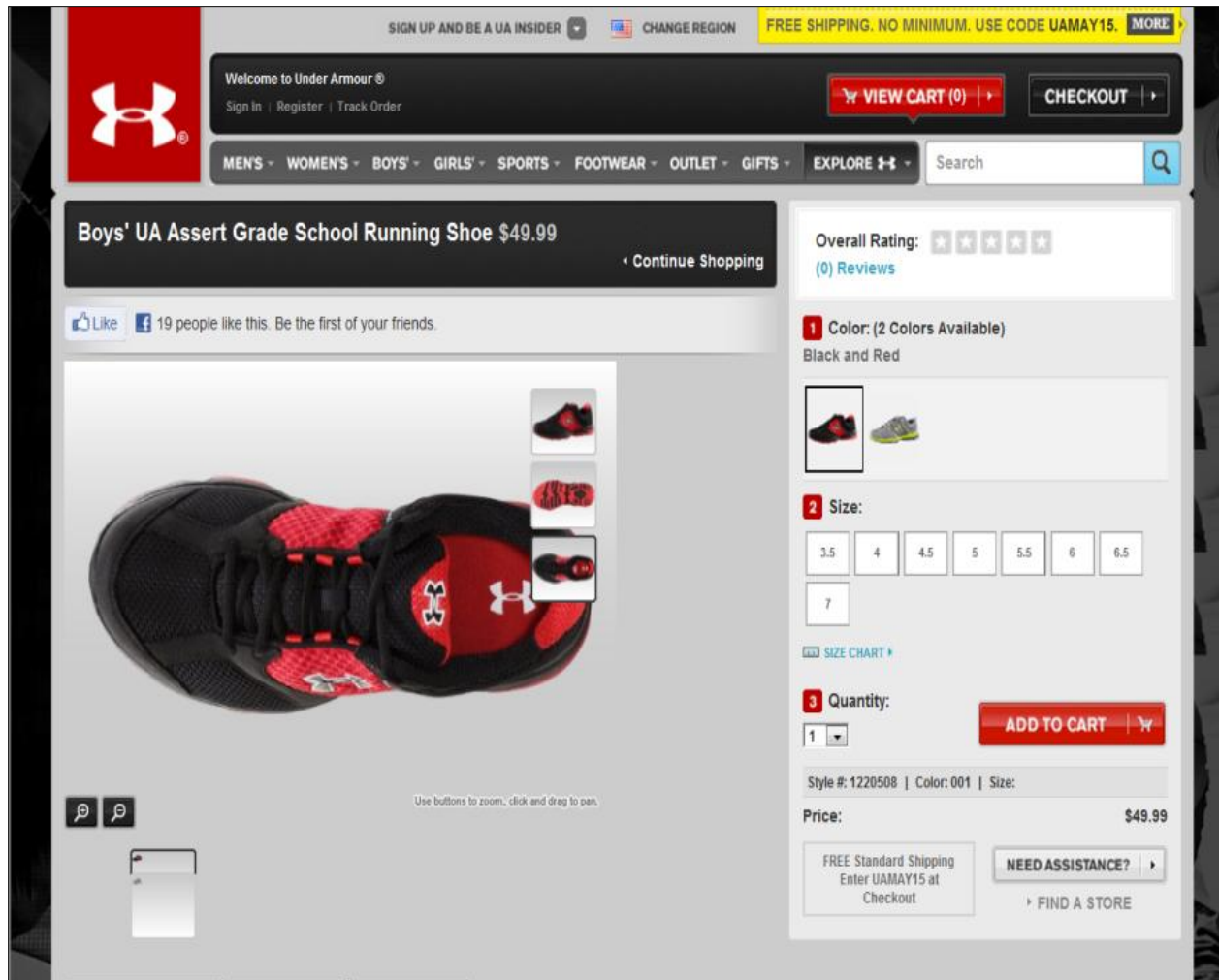
SILVER / PEARL GREY in stock

CHOOSE QUANTITY

CHOOSE SHIPPING ADDRESS

[BROWSE RELATED ITEMS](#)

THE DEVIL IS IN THE DETAILS



- Color change
- Zoom tools
- Social capabilities
- Customer service messaging

Showcase #3: Imagery Standards

LANDS' END BUSINESS OUTFITTERS

ENTER KEYWORD OR ITEM # SEARCH

STORE LOCATOR TRACK ORDER CREATE ACCOUNT / SIGN IN SHOPPING BAG

WOMEN MEN GIRLS BOYS SWIM OUTERWEAR SHOES SCHOOL UNIFORMS FOR THE HOME LUGGAGE OVERSTOCKS

Homepage > search for "women's regular beach living paisley print scoop tankini"

Women's Regular Beach Living Paisley Print Scoop Tankini Swimsuit Top

Item # 39942-9AL8 ~~\$54.50~~ **NOW \$38.15**

Rating 176 Reviews

Like 42

REGULAR PETITE LONG PLUS

Swim Bra Cup Regular

Regular D DD DDD Mastectomy

Size

2 4 6 8 10 12 14 18

SIZE CHART

Color Pool Blue Paisley

Reduced Price

ORDER A FREE SWATCH

Gift Box \$6

Ship To [Me]

SHIPPING INFORMATION

Quantity 1 SELECT SIZE **ADD TO BAG**

DESCRIPTION

A top that changes its look.

- Top can be cinched in front and at the armhole for a different look
- Straps can be worn X-back or straight style
- Supportive underwire bra with removable soft cups (Plus size has underwire bra with sewn-in soft cups)
- Mastectomy suit has a higher neckline and armholes, plus an underwire bra with sewn-in soft cups and prosthesis pockets
- Secure locking hardware on the straps. [View proper latch placement.](#)
- Fabric provides [UPF 50 sun protection](#)
- Mix tops and bottoms (sold separately) to suit your style, mix sizes for a perfect fit

Our Beach Living® collection lets you create your ideal suit. With this top, it's easy to change your look. Straps can be worn two different ways to mix it up (and to help prevent tan lines). 80% nylon/20% spandex. Hand wash. Imported.

VIEWS + REVIEWS

REAL PEOPLE. REAL OPINIONS. GUARANTEED. PERIOD.

Rating Fit

156 out of 175 (89%) customers would recommend this product. FITS SMALL FITS BIG

REVIEW THIS PRODUCT Choose a Sort Order

YOU MIGHT ALSO LIKE

Vertical Rugby Stripe Beach Towel ~~\$22.50~~ **Now \$15.00**

Women's Regular Beach Living Swimsuit with... ~~\$59.50~~ **Now \$41.65**


Women's Regular Beach Living Dot Scoop... ~~\$54.50~~ **Now \$38.15**

Women's Regular Beach Living Mini Swimsuit ~~\$44.50~~ **Now \$31.15**

SHOW THE DETAILS FROM PRODUCT THROUGH SERVICE

- Alternative views
- Fabric close-up
- Color change
- On-model photography

EXPOSE MULTIPLE VIEWS



EST. 1980 NEWPORT BEACH, CA

Get 10% off!
Email Sign Up | Order Status | Sign In

MY BAG







GO

Flat \$5 Shipping or Free over \$50

Like 958K

WOMENS | MENS | SHOES | SWIM | WHATS NEW | SALE | BRANDS

Womens > Jeans > **Bullhead Hermosa Super Skinny Rinsed Indigo Jeans**



BULLHEAD

Bullhead Hermosa Super Skinny Rinsed Indigo Jeans

\$39.50
2 For \$59

Our perfect skinny fit, super slim all over. Dark cast denim with a tainted vintage appearance, sits low on waist.

- Subtle grinding on hem and pockets.
- 5-pocket detailing & zip fly.
- Authenticity patch on waistband.
- 12" leg opening.
- Logo-embossed button waist.

Machine washable. Imported. 99% cotton, 1% spandex.

COLOR: RINSED INDIGO

SIZE: [SIZE CHART](#)


QUANTITY:

ADD TO BAG >


ADD TO WISH LIST

E-MAIL TO A FRIEND

You may also like:



Bullhead
Hermosa Super Skinny Rinsed Indigo 2 Jeans
\$39.50

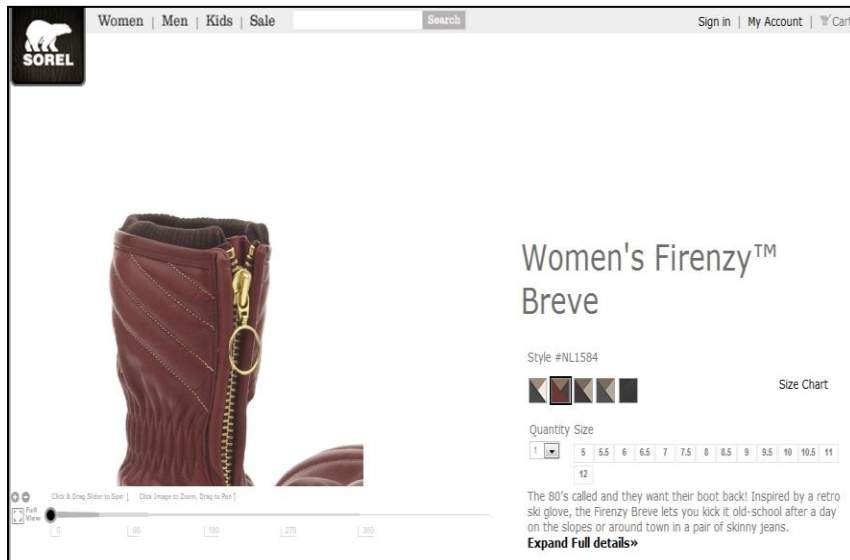


Bullhead
Hermosa Super Skinny Vintage Indigo Jeans
\$19.99

Like 18 | Tweet 0

SHOWN: RINSED INDIGO
Style #0860103688049

FULL SCREEN AND 3D EFFECTS GIVE SHOPPERS NEEDED INFO





1. Do your customers typically like to touch a product prior to purchasing?
2. How many pictures/views will be required to tell the full product story?
3. Will lifestyle shots be desirable or are thumbnails adequate?
4. Are model shots a necessary and/or wise investment?
5. Are most of your products available across a range of colors?
6. Would seeing product in a 3D environment make for better previewing prior to purchasing?



1. Does your brand make a strong investment via imagery?
2. What is a reasonable photography investment?
3. Can brand images better tell or reinforce your company's story?
4. Is imagery already available within your organization and can it be leveraged to visually enhance the site?
5. Can you tap into manufacturers to secure imagery and supplement photography requirements?
6. Can traditional areas of the shopping experience (category page, customer service, retail locator) be bettered with imagery?

C. CATEGORY-CENTRIC TOOLS

Thinking out-of-the box will fuel differentiation from competitors while exemplary execution should deliver desired results and best support your brand strategy

the e-tailing group Mystery Shopping Penetration	4Q10	4Q09	4Q08
Shop by outfit	51%*	32%*	39%*
View in a Room	49%*	42%*	27%*
Product Personalization	46%*	37%*	24%
Interactive Tools	34%	35%	33%

Showcase #4: Category-Centric Tools

the ANTHROPOLOGIST

YOUR ACCOUNT
order status.....
wish list.....

SEARCH

SHOPPING BAG ...0 item(s)
checkout

* Clothes Shoes & Bags Jewelry & Accessories Beauty at Home sale

FEATURES
new arrivals
outfits: Fiesta
findings & finds
Chop Chop
the day's décor
sweet success
perfect mix
set the scene
steal a moment
time to shine
outfits: coastal
back detail tops
all points southwest
leifsdottir

SHOP BY CATEGORY
dresses
sweaters
blouses
knits & tees
basic layers
jackets
denim
pants
shorts
skirts
swimwear
sleep & lounge
intimates

HOME > CLOTHES > OUTFITS: FIESTA > CHOP CHOP

Chop Chop
24 people like this. Be the first of your friends.

Logged in as Lauren Freedman
Add a comment...

Eunice R Monteciar 1:29 am
I love this outfit!

Holly Asher Drinen May 16
I agree with Ms. Zimmer!

Cynthia Kay Little May 16
The mix of patterns is so summery.

Leah Shirey Steever May 16
p.s. GREAT JOB GIRLS AT ANTHRO!

Leah Shirey Steever May 16
LOVE!!!

Cisus Button-Up, Gingham
★★★★★ 12 reviews
read the reviews
Crafted of soft-brushed voile and topped with roll-tab sleeves, Sanctuary's lightweight shirt encourages you to laze about in the grass and soak up some rays.
• Button front
• Cotton
• Machine wash
• 27"L
• Imported
\$88.00
style# 20304846
color: GREEN MOTIF
size: NO SIZE SELECTED
XS S M L
size guide
qty: 1
ADD TO BAG
shop all printed
go to product page

Goldfield Skirt
★★★★★ 4 reviews
read the reviews
Seeing bright petals bloom against a blue silk sky feels like the epitome of springtime. By Edme & Eslyle.
• Side zip
• Silk
• Dry clean
• 26"L
• Imported
\$70.05
style# 20676755
color: BLUE MOTIF
size: NO SIZE SELECTED
0 2 4 6 8 10 12
size guide
qty: 1
ADD TO BAG
shop all skirts
go to product page

CREATIVE TOOLS SELL APPAREL

- On-figure and mannequins display products
- Color change
- Social element where shoppers can share their thoughts about the outfit

EDUCATE PRIOR TO PURCHASING

The screenshot shows the Viking website's product page for a 48" Custom Sealed Burner Range (VGCC Custom Series). The page is designed to educate users before purchase through several key features:

- Navigation and Search:** A top navigation bar includes "PRODUCTS", "WHERE TO BUY", "COOKING SCHOOL", "THE VIKING LIFE", "ABOUT VIKING", and "DESIGN RESOURCES", along with a search bar.
- Product Overview:** The main product image is a large, high-resolution photograph of the orange range. Below it, a caption reads "Shown with optional backguard - P48BG8".
- Customization Panel:** A right-hand panel titled "Customize a Viking Range" allows users to select features and request a quote. It includes:
 - Exclusive Finishes:** A grid of 24 color swatches for the range's body.
 - Accent Options:** Two color swatches for the control panel.
 - Fuel Options:** Radio buttons for "Natural Gas" (selected) and "Propane Gas".
 - Burner Configuration:** Four diagrams showing different burner layouts, labeled VGCC548-8B, VGCC548-6G, and two others.
- Interactive Elements:** A "Request a Quote" button is prominently displayed. Below the main image, a "Videos" section features two video thumbnails: "Braising Meat (5:11 minutes)" and "Flat Omelet (1:31 minutes)".
- Sidebar and Footer:** A left sidebar lists various kitchen categories like "Freestanding Ranges", "Rangetops", "Cooktops", "Ovens", "Microwaves", etc. The bottom of the page features the "the e-tailing group" logo.

- Request a quote selecting from exclusive finishes, accents
- Interactivity gives potential customers a sense of the price range they may need to pay for the desired product

HOME CATEGORY PERSONALIZATION

Shaw FLOORS

Customer Care | Shaw eNewsletter | My Shaw Floors (Log In / Join) | Tips, Trends & Care | Try on a Floor | Virtually Redesign Rooms

CARPET AREA RUG TILE & STONE HARDWOOD LAMINATE FIND A RETAILER SEARCH GO

Home / PRINT THIS PAGE

Tivoli 13

Style: CS955
Collection: Ceramic Solutions
Construction: Porcelain Tile
Glaze Hardness: 6,000
Shade & Texture Variation: Moderate

FIND A RETAILER
Enter ZIP: GO
 Only show retailers selling this specific product

Sizes Available

Style #	W	H	T	SqF/Box	PEI	Price Range (Material Only)
CS955	13"	x 13"	x 5/16	17.90	4	\$4.00 - 4.99/sq. ft.
CS956	20"	x 20"	x 7/16	16.15	4	\$4.00 - 4.99/sq. ft.

PERFORMANCE

Product Features:
→ Frost Resistant

This handsome glazed porcelain tile reflects the timeless beauty of honed travertine and features four classic colorations.

TRY ON THIS FLOOR IN ▶ OUR ROOM ▶ YOUR ROOM

Available Colors

Color 00701 Noce

ADD TO MY SHAW FLOORS

Grout Option Selected: 204 Wheat — contrasting

Contrasting Coordinating Accent

- Shoppers view product in their room or one customized by the merchant
- Favorites can be saved and added to “My Shaw Floors”
- Detailed images

Showcase #4: Category-Centric Tools

INTERACTIVE TOOLS CONFIGURE FURNITURE

The screenshot displays the IDEON website's configuration tool for a sofa. The interface includes a navigation menu with 'Collections', 'Styles', and 'Size/Shape' (selected). Under 'Size/Shape', 'Chair', 'Settee', and 'Sofa' are listed, with 'Sofa' being the active selection. The main area shows a 3D rendering of a brown leather sofa with casters. To the right, a 'Foot Style' dropdown menu is open, showing a grid of options. The 'Non-Locking Caster in Silver' option is highlighted with a red border. Below the grid are 'Options' and 'Upholstery' dropdowns.

Sign In | Register | [Start Over](#) | Choose Options | Help

IDEON

Collections Styles **Size/Shape**

Chair Settee **Sofa**

Back Style

Valance

Foot Style

Foot Style

- Standard Plastic
- Non-Locking Caster in Black
- Locking Caster in Black
- Non-Locking Caster in Silver**
- Locking Caster in Silver
- Angular Brushed Alum.
- 1.5in Pole, Brushed Steel
- 1.5in Pole, Silver Pwdr Coat
- Wood Tapered Cylinder

Options

Upholstery



1. Will your customer be more engaged learning about product and making their decisions via interactive means?
2. Does your customer typically purchase a single item or is an outfit standard fare?
3. Is it important to visualize the products in a room environment?
4. Can brand be overlaid to truly differentiate the customer experience?
5. What solutions can be delivered in an interactive fashion to drive more business online or to support pre-store visits?

D. VIDEO

Video is powerful and must be integrated creatively on the product page from how-tos to connecting with one's community

PRODUCT PAGE DYNAMICS

the e-tailing group Mystery Shopping Penetration	4Q10	4Q09
Videos/Audio	88%	64%
Location: Home Page	16%*	Not tracked
Category Page	36%*	Not tracked
Brand Boutique	41%*	Not tracked
Product Page	73%*	55%*
Type: Branding Content	69%*	Not tracked
Manufacturer Content	47%*	Not tracked
Category Content	53%*	Not tracked
Product Content	76%*	Not tracked
Guides/ How To's	33%*	Not tracked

- The product page tops the list of locations where video was present
- From a branding perspective, video lookbooks, runway shows, and an overarching brand experience support corporate goals while imparting the flavor of both brand and product to potential customers

* Subset of EG100 merchants

Source: the e-tailing group Annual Mystery Shopping Study,2010

VIDEO BRANDS THE PRODUCT PAGE

Always something new at BareEscentuals.com We've been busy adding some new features to our site. Check out our quick overview to see what we've come up with. [LEARN MORE](#)

BARE ESSENTUALS | bareMinerals | BUXOM | md formulations | Gift Card | Where to Shop | My Account

Shopping Bag (0 item) [Get Started Now Save over 75%](#)

SHOP | EXPERIENCE | ABOUT BE |


Horecee S.

Los Angeles, CA

Customer Since: 2005
Skin Type & Condition: combination, Uneven, Deep

[Print](#) | [Share](#)

Her Story:



And let me tell you, you ask what type of girl I am, I am the most laid back, don't want anything that's gonna take a long time to do...I like quick and easy and out the door. And, that's definitely what bareMinerals is - quick and fast.





















Items Used:
[ORIGINAL SPF 15 Foundation](#) | [100% Natural Lipgloss](#)

Amazing

Real Stories

Skin Shade | **Skin Type** | **Skin Condition**

Pick a shade [Show All](#)

SHARE YOUR STORY
Has our makeup changed your life? Inspire us with your story.
[Start Sharing](#)

STANDOUT VISUAL TREATMENT

The screenshot displays the Free People website interface. At the top, the brand name "FREE PEOPLE" is prominently featured. Navigation tabs include "WHAT'S NEW", "CLOTHES", "ACCESSORIES", "SHOES", "INTIMATELY FP", "VINTAGE LOVES", "SWIM", and "*SALE*". A search bar is located in the top right corner. The main content area features a large image of a model wearing the "Taverniti Overall Shorts". To the right of the image, the product name "Taverniti Overall Shorts" is displayed, along with the style number "20333142" and the price "\$228.00". A "Write the 1st Review" button is visible. Below the product description, there are options to select a size (24, 25, 26, 27, 28, 29, 30, 31) and a "color: grey" selection. The page also includes a "VIEW VIDEO" button and a "DETAILS & SHOPPING" tab.

FREE PEOPLE

Bldg 25 BLOG

my stuff

shopping basket: 0 items checkout

search: Enter Keywords or Style #

WHAT'S NEW CLOTHES ACCESSORIES SHOES INTIMATELY FP VINTAGE LOVES SWIM *SALE*

clothes > dresses & rompers

previous item next item need help? 1.800.309.1500 email us return policy shipping i

VIEW VIDEO

DETAILS & SHOPPING REVIEWS & FITTING (0)

Taverniti Overall Shorts
Style: 20333142

price: \$228.00

color: grey availability

size: select a size chart

24 25 26 27 28 29 30 31

Write the 1st Review

Soft denim overall shorts with distress marks throughout. Two front side pockets, four back pockets, and one large pocket at the chest. Adjustable overall straps. Carpenter pant loops in the back. Button openings at both sides of the hip.

ROBUST MEDIA GALLERY

The screenshot shows the Renault Cars website interface. At the top left is the Renault logo. The main header features the text "RENAULT CARS" and a navigation menu with links for "RENAULT CARS", "RENAULT VANS", "RENAULT BUSINESS", "USED CARS", "OWNER SERVICES", and "ABOUT RENAULT". A secondary navigation bar shows the breadcrumb path: "Renault UK > Renault Cars > Clío Range > Clío Sport Tourer > Media gallery". The main content area is titled "CLIO SPORT TOURER PRACTICALITY AND STYLE" and includes social sharing options like "Ask Renault", "Print", "Send to a friend", and "Share". A left sidebar contains a menu with "Clío Sport Tourer" and "Media gallery" (which is expanded to show "Videos", "360° views", "Safety Features", "New Technology", "Comfort Features", and "Photos"). The central "VIDEOS" section contains the text "Click on the thumbnails to view the videos." and a large video thumbnail showing a man and a woman looking at a car. On the right, there is a "CLIO SPORT TOURER" section with a "Vehicle Specifications" link.



1. Can video embellish existing how-to content?
2. Where within the site can video augment the shopping experience?
3. What is the optimal solution to create and deploy video assets?
4. What merits making the investment in video for an individual product?
5. Which benchmarks or measurements should merchants put in place to assess video's performance from engagement to conversion?

E. PERSONALIZED RECOMMENDATIONS

Set a strategy for deploying recommendations and enhance the visual treatment to optimize results

PERSONALIZATION STRATEGIES

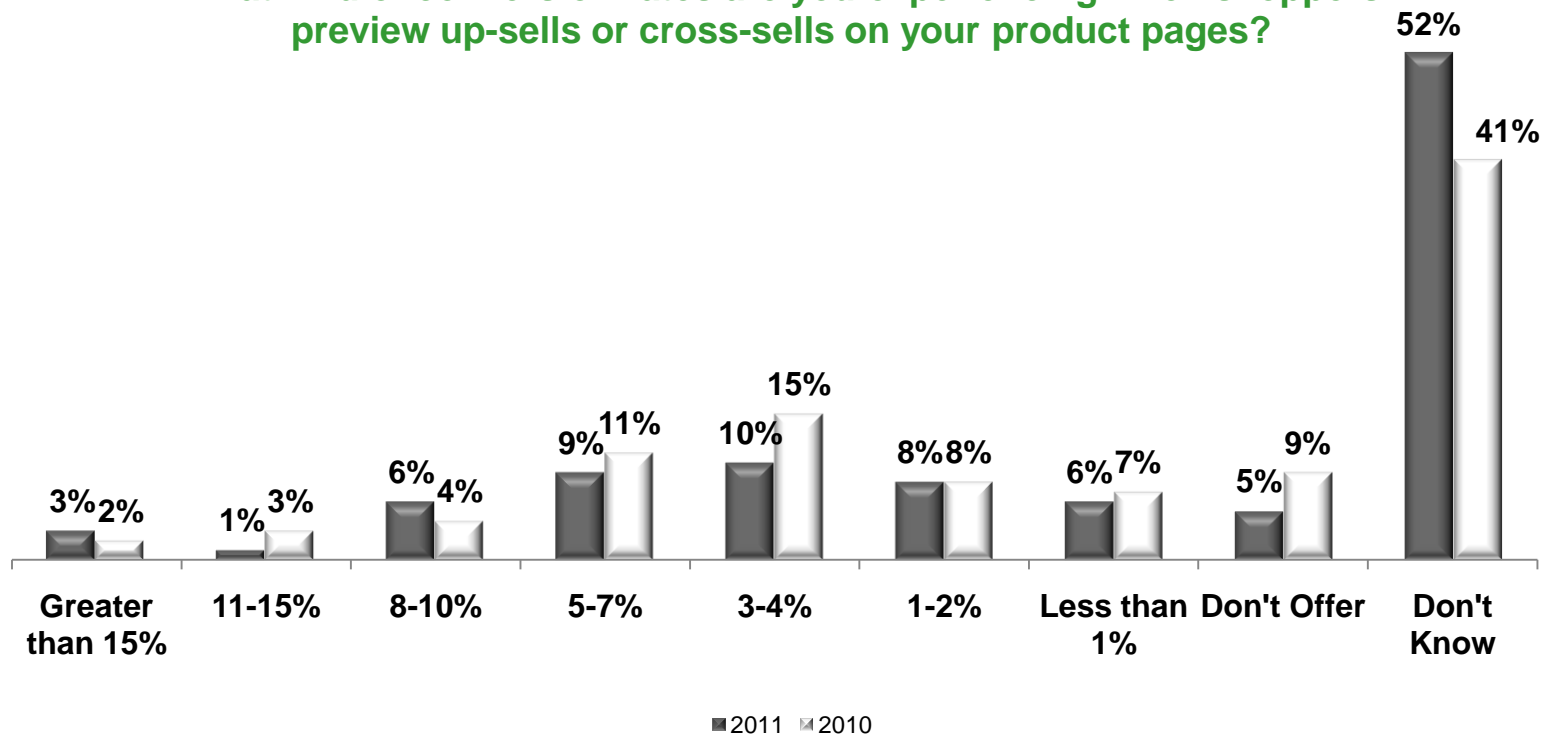
- Personalization strategies, including placement of up-sells and cross-sells, are seen as important retention strategies and given a top-2 rating by 61% of the merchants
- 16% of merchants report personalizing the site experience by dynamically showing the product
- 14% take advantage of algorithms to fuel those efforts
- 37% of merchants who track up-sell and cross-sell revenue contribution find it in the 3-10% range, consistent with 2010 at 36%

Source: the e-tailing group 10th Annual Merchant Survey, 2011

UP-SELL & CROSS-SELL CONVERSION

- 33% of product page up-sell and cross-sell conversion rates are in the 1-10% range, lower than 2010 (38%) as a greater percent of merchants did not track this metric (52% vs. 41%)

What kind of conversion rates are you experiencing when shoppers preview up-sells or cross-sells on your product pages?



Source: the e-tailing group 10th Annual Merchant Survey, 2011

COLLECTION PURCHASING


LAMPS PLUS.
Your Cart Order Status 1-800-782-1967

Sale Clearance Catalog Shop by Room Stores Portfolio Contact Us Review Us

Ceiling Lights | Lamps | Floor Lamps | Wall Lights | Outdoor Lights | Ceiling Fans | Furniture | Décor | More

America's Largest Specialty Lighting Retailer - 120% Guarantee and More
Call Center Hours 5am - 11pm (Pacific) 7 days a week!

LAMPS PLUS > Floor Lamps > Contemporary > Sonneman Treluci Piccolo Black Floor Lamp [Return To Product Sort](#)



Sonneman Treluci Piccolo Black Floor Lamp
(78447)

A wonderful design with three adjustable lamp arms and a marble base.

Our Price \$1,300.91
Compare \$1,954.99

FREE SHIPPING*
In Stock - Ships in 1 to 2 Days

[Check Store Availability](#)

QTY: 1

[Compare/Add to Portfolio](#)

[Print This Item](#)

[E-mail This Item](#)

[View Similar Items](#)

[Lighting Collections](#)

[View Other Finishes](#)

[Hot Trends](#)

Product Rating
★★★★★ (1 Ratings) [Write a Review](#) [Read 1 Reviews](#)

Review This Item For a **Chance to Win \$500!** [view rules](#)


This innovative floor lamp comes from award-winning designer Robert Sonneman. The piece features three adjustable arms, each with a metal shade. Adjust and point the arms and lamp heads as desired to create a nearly endless number of looks and lighting effects. Arms are in a polished chrome finish. Base is in a white marble.

- Black finish metal shades.
- Built-in on-off switches on each lamp.
- Also includes one on-off line cord switch.
- Takes three 60 watt bulbs (not included).
- 69" maximum height.
- 44" maximum width.
- 8" diameter shades.
- 18" wide base.

The Robert Sonneman Story

[Click here to watch this video](#)


Also available in these finishes:




Sonneman Treluci Piccolo White Floor Lamp (576113)
PRICE: **\$1,300.91**

Related Items: Select items below and add them to your Portfolio or Cart!


Select All | Select None Add Selected to: [Portfolio](#) | [Shopping Cart](#)




Vienna Full Spectrum Crystal Window Table Lamp(31305)
PRICE: **\$199.99** Select




Pospini Euro Geometric Arc Floor Lamp(10579)
PRICE: **\$299.99** Select



Robert Abbey Wonton Collection Silver Plug-In Swing Arm(26159)
PRICE: **\$174.99** Select



Silver and Gold Beaded 42" Wide Round Wall Mirror(H5470)
PRICE: **\$419.91** Select



Lacy Teardrops Aqua Latte Area Rug (93800)
PRICE: **\$418.91** Select

Select All | Select None Add Selected to: [Portfolio](#) | [Shopping Cart](#)

Review This Item For a Chance to Win \$500! [view rules](#)

PRODUCT REVIEWS SUMMARY for Sonneman Treluci Piccolo Black Floor Lamp

Avg. Customer Rating: ★★★★★ 5 Stars (based on 1 reviews)

100 % of respondents would recommend this to a friend

Customers most agreed on the following attributes:

Pros:

- Best Uses:** Decoration(1), Reading(1)
- Describe:** Practical(1)
- Yourself:**
- Primary Use:** Personal(1)

Already own it? [Write a Review](#)

Showcase #6: Product Recommendations

STELLAR VISUAL EXECUTION

- Product recommendations
- Zoom, full screen, and image gallery
- Size/fit guide

The screenshot displays the Nike website's product page for the Nike Smash Knit Women's Tennis Dress. The page layout includes a top navigation bar with 'myLOCKER 0', 'ORDER STATUS', 'CART 0', and a search bar. A left sidebar contains a navigation menu with categories like 'WOMEN', 'MEN', 'GIRLS', 'BOYS', and 'CUSTOMIZE'. The main content area features a large product image of the dress, a price tag of '\$90.00', and a 'Be the first to rate this product' prompt. Below the main image is a gallery with 'GALLERY', 'ZOOM', and 'FULLSCREEN' options. The product details section includes 'STYLE # / COLOR # 405193-608', 'Cerise/Gridiron/Gridiron', a size selection dropdown, a quantity selector set to '1', and a 'SIZE & FIT GUIDE' link. A 'SHARE' button and 'ADD TO CART' button are also present. The 'HIGHLIGHTS' section describes the dress's features, such as 'Dri-FIT fabric to wick sweat away' and 'Built-in bra'. The 'CUSTOMER REVIEWS' section is currently empty. The 'YOU MIGHT ALSO LIKE...' section recommends four products: Nike Crush E Sunglasses (\$105.00), Nike Smash Classic Women's Tennis Tank (\$30.00), Nike Air Max Mirabella 3 Women's Tennis Shoe (\$65.00), and Nike Smash Flirty Women's Tennis Skirt (\$55.00). An 'INSPIRED BY' section features a photo of Serena Williams and a link to 'See related products for Serena Williams'.



1. Will recommendations be populated manually, automated or a combination of both?
2. Where within the site will recommendations see the greatest attachment rate?
3. What should be populated from the product page to shopping cart and post-order to be most relevant for the shopper?
4. Are you leveraging analytics to best understand consumer buying patterns?

THE PRODUCT PAGE— HOLISTIC THINKING & EXECUTION



- **Product page testing it is essential** to understand tactics that resonate with visitors and their **optimal placement** given one's brand and category
- Building a **testing culture**, merchants will be in a position to evolve conversion by delivering a more **personalized and targeted experience**

EG Checklist for Product Page Holiday Execution

1. Reinforce your value proposition
2. Highlight product availability
3. Emphasize when products will be delivered
4. Highlight free shipping
5. Showcase gift cards from the product page to the shopping cart
6. Note if gift wrap is available via a visual icon
7. Make shoppers aware of other channels where last minute product can be picked up
8. Showcase related products as this is one time of year folks may spend a little something extra
9. Integrate customer service policies particularly centered on your guarantee and returns to build consumer confidence
10. Deploy chat to timely answer questions during this hectic holiday time frame

THANK YOU

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4 Key Takeaways

- Eliminate manual processes
- Use testing to get your site in shape for the holidays
- Use personalization to boost customer experiences
- Keep your product pages dynamic



Increase your digital health for Black Friday





Adobe

Obtain additional resources at:

www.omniture.com/webinars

877.722.7088

webcasts@adobe.com

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