



Anatomy of the e-tailing group's 2014 Mystery Shopping Winner: HSN

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INTRO

We thought it would be informative to analyze HSN, this year's top ranking site from our 2014 review of 100 retailers, calling out the core elements and functionality that must be present and properly executed, serving as a tutorial for every retailer.

The details form the core of every compelling page, where retailers should start with the basics and build based upon category-centric demands.

We encourage each of you to review and refresh your key pages at least annually in order to retain customers and keep competition at bay.



TREND

Successful selling requires a strong foundation. At the e-tailing group, we believe that starts with key pages. As such, our annual Mystery Shopping allocates almost ¼ of our 100 indexing points to the following pages:

Feature or Functionality	Potential Points	EG100 4QE14	HSN
Key Page Total	23.00	18.67	21.75
Home Page	8.00	7.19	8.00
Category Page	2.00	1.52	2.00
Product Page	5.00	4.03	4.25
Shopping Cart	5.00	3.58	4.75
Help/ Customer Service Page	3.00	2.35	2.75

HOME PAGE

TOPLINE
MERCHANDISING
TACTICS



LIMITED-TIME
ONLY PROMOTION

EDITOR'S
PICKS

PURCHASE
WITH PURCHASE

CUSTOMER
PICKS

PRODUCT
BY PRICEPOINTS

RECENTLY
AIRED

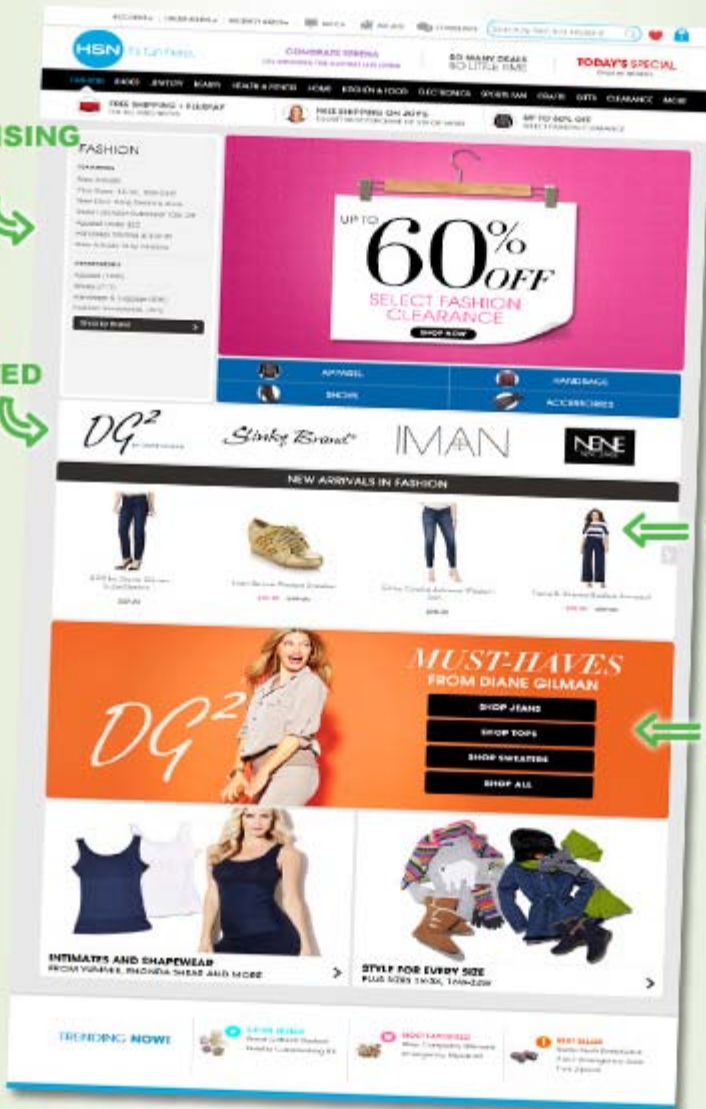
TRENDING
NOW

DEFERRED
PAYMENT

INTEGRATED
FOOTER

HELP
ICONS

CATEGORY PAGE



MERCHANDISING LINKS



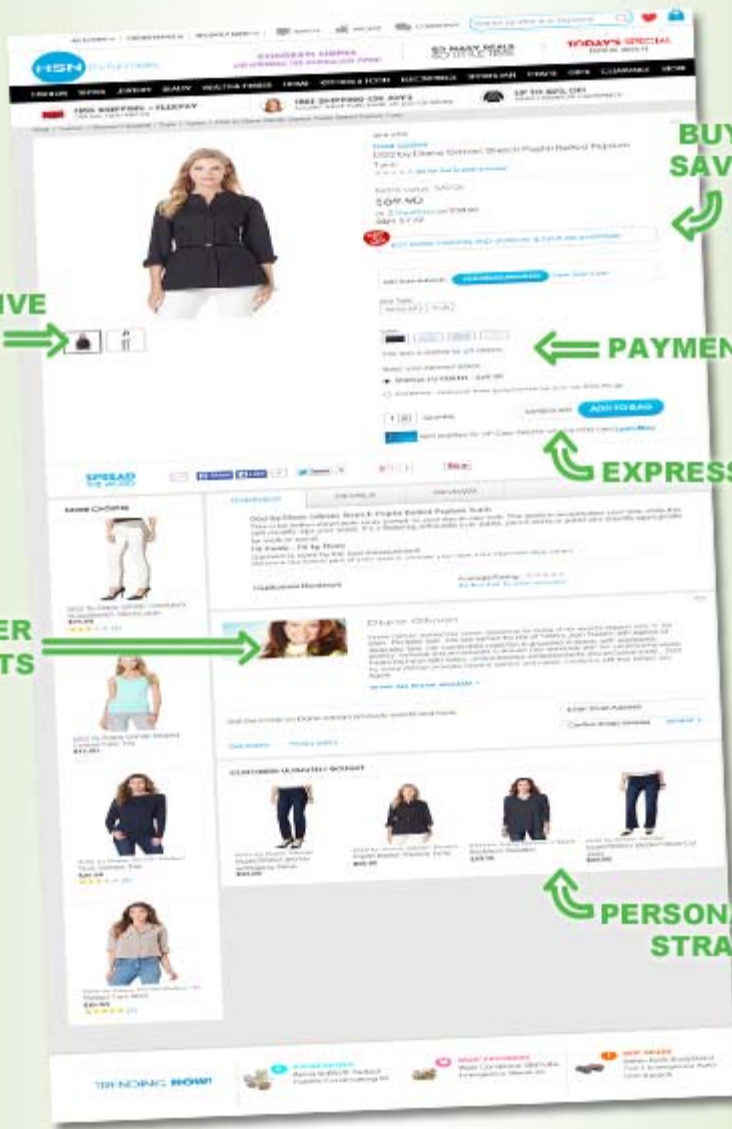
BRANDS HIGHLIGHTED



WHAT'S NEW

BRAND BOUTIQUES

PRODUCT PAGE



BUY MORE
SAVE MORE

ALTERNATIVE
VIEWS

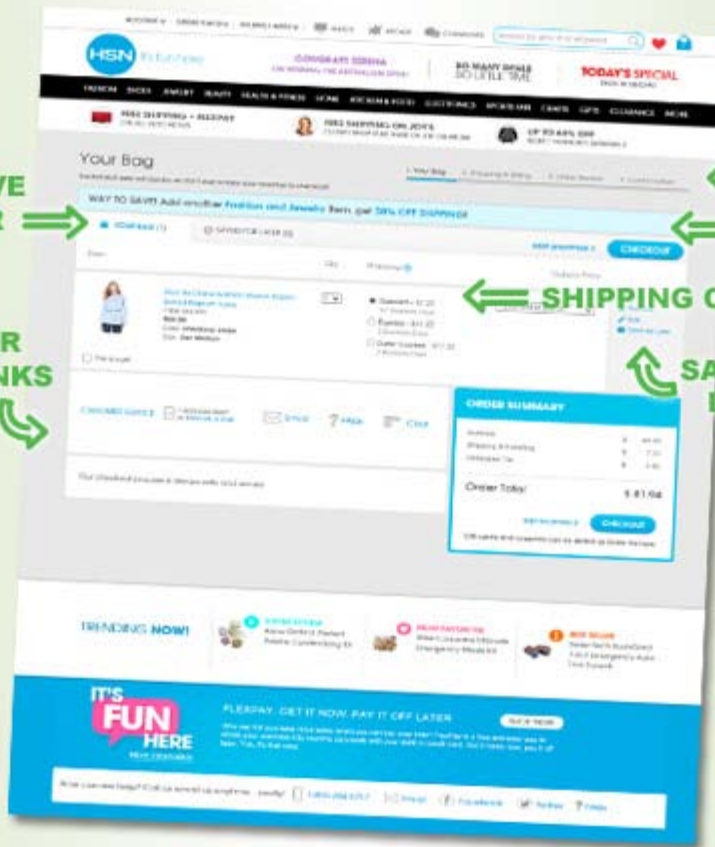
PAYMENT OPTIONS

EXPRESS BUY

DESIGNER
CALLOUTS

PERSONALIZATION
STRATEGIES

SHOPPING CART



TABBED SAVE FOR LATER

CUSTOMER SERVICE LINKS

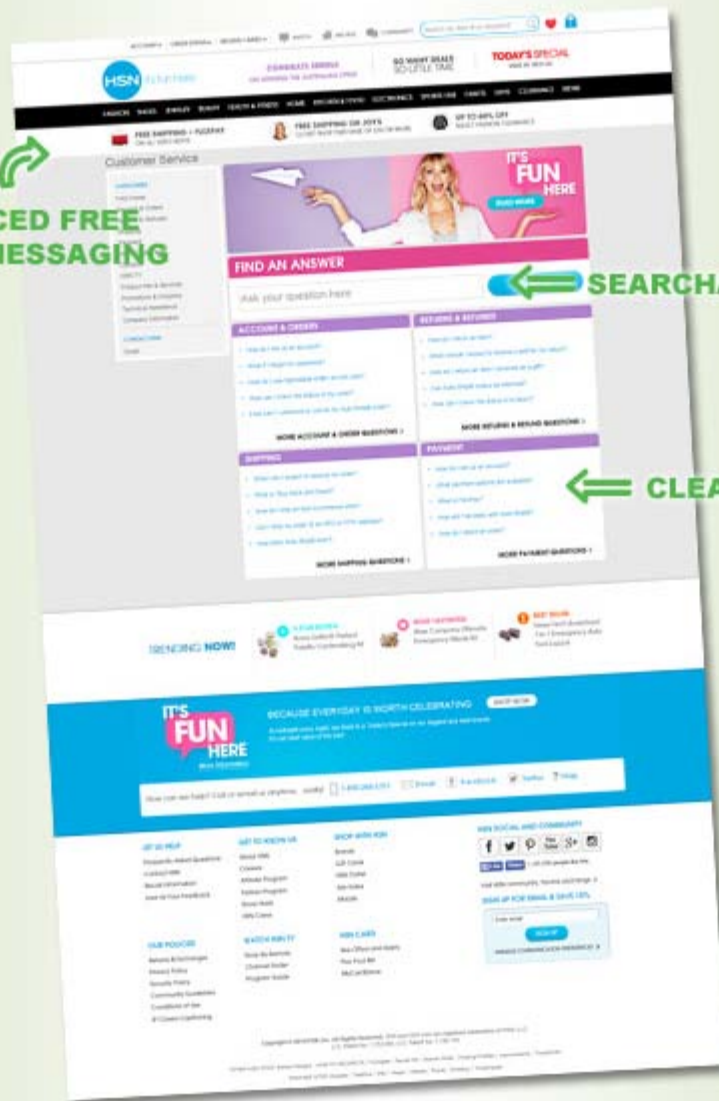
DELINEATED STEPPED CHECKOUT

UPSSELL

SHIPPING OPTIONS

SAVE FOR LATER

CUSTOMER SERVICE



REINFORCED FREE SHIPPING MESSAGING

SEARCHABLE FAQs

CLEAR POLICIES

CONCLUSION

KEY PAGE TLC

- T=Test new features throughout the year to ensure key pages are both current and compelling
- L=Level the playing field with best-in-class tools and technology that are both universally present in e-commerce and differentiated in your category
- C=Cultivate a culture that continually elevates key page perfection



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Share the details!

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