

SERVICES FOR MULTI-CHANNEL RETAILERS

Virtucom Group is the most effective choice for building and maintaining online product catalogs. Proven results in achieving maximum conversion rates and profitability is why more multi-channel retailers use Virtucom to create their custom product content.

Proven Results

Virtucom's retail customers demand maximum return on investment from their content dollars. From Best Buy and Magnolia to Barnes & Noble and Toys R Us, Virtucom is helping leading retailers maximize success in the online channel.

Why do retailers choose Virtucom to create and manage their online product catalogs? Retailers often engage Virtucom with a desire for a cost-effective solution to create large product catalogs quickly. As they measure the difference in conversion and attachment rates, they develop conclusive evidence that Virtucom's approach to complete, accurate, consistent and branded content pulls higher conversion rates.

Retailers work with Virtucom to achieve higher conversion and attachment rates, lower return rates and more satisfied customers. And at the same time they continue to experience lower cost, faster time to market and uncompromising commitment to their brand.

With more retailers pursuing drop-ship and other deep assortment strategies, many of the same products are featured on other web sites. It is now even more important for retailers to differentiate product information to reflect their brand promise. Failure to do so forces retailers to compete on price alone.

Key Features

Category Requirements: The path to consistency

Virtucom pioneered the use of category guidelines, a process that defines all requirements for content building within a category. Category guidelines ensure every component of the product record meets requirements. Product title formulas score high in relevancy rankings on popular search engines; lead-in sentences compel users to view product detail pages; descriptions extend the retail brand and position key value points; feature/benefit statements explain the value of product functions; and normalized product attributes level the playing field for comparison functionality.

Brand Extension: Differentiating retail brands with every customer touch point

Retailers support the brand in part with key characteristics that define a look and feel. This is evident in the colors, graphics, words and sounds retailers extend to every customer touch point. Effective online product content reflects the retailer's brand characteristics, not the manufacturer's. This is a subtle but important key feature of Virtucom's approach.

Accuracy: A fundamental component to customer satisfaction

Retailers have virtually unlimited options to deepen online assortments. As volume demands increase, some are considering syndicated or aggregated product content. While less costly, these sources often deliver content with numerous inaccuracies that drive product return rates up and customer satisfaction down.

Because aggregated content is scraped from manufacturer web sites, it contains unsubstantiated claims and ambiguous terms that become associated with the retailer, not the manufacturer. With syndicated content, you receive only the content, not the product source material. This makes it impossible to determine what product information points are missing from the product record. It also makes it difficult to feature source material that online customers seek, such as owner's manuals, installation guides and warranty documents.

Our retail clients understand the value of content that is accurate, complete, consistent and reflective of their brand. They understand the value because they measure and compare it to options previously used.



VIRTUCOM GROUP

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Who We Are

We're online *publishers* with the ability to combine creativity, technology and efficient process-driven workflows to deliver product content that maximizes conversion rates, minimizes return rates and increases customer satisfaction.

We're content *specialists* with a passion for increasing your online profits by leveraging our experience in hundreds of product categories and dozens of retail formats.

We're *strategists* with the proven ability to craft an online content strategy that delivers maximum results for online retailers.

We're *technologists* with an understanding of how web technology uses content to deliver the user experience and influence purchasing behavior.

These capabilities define what we are—the product content services firm many of the nation's top multi-channel retailers work with so they can focus on what they do best . . . merchandising.

What We Do

Product Catalogs

We build custom product catalogs that meet every requirement defined by our retail customer. Our customers demand a high return on investment in the online channel and they understand that product content is a significant factor to achieving that goal.

Buying Guides

We build more than just great product content. Virtucom reflects the collective knowledge of individual product categories in building buying guides that allow your customers to research and evaluate product features. Many of the buying guides we have created can be found on HomeDepot.com, RadioShack.com, Sears.com and other leading multi-channel retailers.

Value Proposition

Focus: We take the heavy lifting out of e-commerce

When retailers engage Virtucom to create product content, internal resources can focus on selecting product and determining placement, price and promotion. Our clients tell us that when they utilize our services, internal merchandising and marketing resources can do what they do faster, better and more efficiently. Our services free these resources to focus on what distinguishes one retail brand from another, namely product assortment, placement, promotion, pricing and the total shopping experience that keeps customers returning . . . often.

Time to Market: Launching products the moment they're available

Time to market is critical. If it takes an internal department weeks instead of days to create product content, sales opportunities are lost to the competition. An important value proposition in working with Virtucom is time. Time to get product content accurate and complete the first time. Time to allow retailers to focus on what they do best. Time to get to market first.

Process Flexibility: Content delivered your way

We build and deliver content the way you need it. That may require delivering finished product records to your content management system using XML. Or you may require Virtucom to work remotely within your content management system to build and approve content. We currently work remotely with leading content management systems including IBM WebSphere Product Center, BroadVision and Content Server. You may also choose to use Virtucom's web-based approval system prior to receiving a final delivery of approved content. No matter what your process requirements are, Virtucom will develop an effective solution to exceed your expectations.

Experience: Proven track record of building online profitability for retail

Virtucom drives online success for retail giants such as Best Buy and RadioShack as well as specialists such as Toys R Us and Barnes & Noble. Our clients know that selecting the right partner to build online product content makes the difference between success and mediocrity. Clients know that Virtucom delivers more than category knowledge and outstanding copywriting capabilities.

Virtucom also brings deep expertise in structuring content for maximum relevancy and effectiveness, within your web site and on popular search engines.

We invite you to learn why more retailers who measure content effectiveness choose Virtucom Group.

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