

hello...

... and welcome to Mars Wrigley and b2b.store's latest eB2B Playbook, which shares best practice on optimising perfect content for ordering platforms.

Our latest guide focusing on the convenience industry's digital usage delves into the world of eCommerce and why simply having an online sales presence isn't enough alone to unlock the riches on offer.

While the number of wholesalers now trading online has ballooned over the past decade – with a helping hand from a pandemic along the way – many businesses are still leaving cash on the table by not getting the basics right on their sites and product detail pages.

Our perfect content eB2B Playbook provides you with everything you'll need to ensure your ordering platform is up to scratch, taking you through the steps to ensuring all your content is optimised to sell your products and give you the best chance of conversion.

A key part of the learnings we want to share with you is nailing how you show off your products in the best light, providing your customers with all the information they need to find the right product and press that 'add to basket' button when building an order.

We cover the importance of using the correct imagery, selecting the best graphics for conversions, and ensuring your product titles, descriptions and other content are performing at their best to boost your sales.

Throughout the guide, we also highlight the resources out there to help wholesalers get their online shelf right, most notably looking at how NielsenIQ (NIQ) Brandbank can be used to sharpen up your website and provide the assets to make it easier to keep up to date.

As ever, our teams are always on hand to offer further support to wholesalers who want to find out more or have any queries about any of the topics we raise. We hope the guide is helpful!

Lauren Johnson

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Why eCommerce MATTERS

The potential on offer for a successful B2B online-ordering platform is huge – it just needs to be unlocked



68% of foodservice and retail operators only shop online through wholesalers' platforms*

Retailers make an average of 7.3 purchases online per month, with an average order value of £348.92*

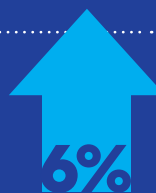


42% of retailers buy on impulse, highlighting the opportunity to display and promote products effectively*



Online delivery is the #1 route to market, with click & collect (14%), in-person in depot (14%) and telephone (5%) lagging behind*

Product recognition online through good imagery drives up to 6% sales uplift



Retailers' online motivations

The main drivers for retailers buying online show why a slick and easy-to-use eCommerce site is so important

No.1
It saves times (96%)

No.2
Ease of ordering (81%)

No.3
It's easy to find products (42%)

* Source: Lumina Intelligence, Wholesale Online Report, Dec 2024

Source: Mars Wrigley and b2b.store retailer survey, 2024

We all need a HERO

Primary images are the window to your product & drive recognition – crucial for any sales conversion



What is a primary/hero image?

A primary or hero image refers to the main image on a product listing page. It's the first and most prominent visual customers see when browsing an eCommerce site, so needs to be eye catching and showcase the product in the best possible way.

INSPIRE

Hero images should be clear, inspire customers, and drive brand and pack recognition instantly across large and small screens – leading to higher conversion and fewer returns.

It's critical to get this right because a good hero image is often a key factor in a customer's decision to buy or find out more about a product, while improving their experience on your site by making products easier to find.

Key elements for a hero image

- 1 BRAND/SUB-BRAND
- 2 FORMAT
- 3 WEIGHT
- 4 CONSUMER PACKAGING
- 5 CASE PACKAGING

5

1

2

What makes a good primary/hero image in eB2B?

An effective hero image clearly and quickly displays a product's core information: what it is, quantity size and reason to buy.

The goal is for a product to stand out when it appears on a product or category page, or in search results. Put simply, a good hero image could make all the difference when a retailer is deciding if they'll buy a product or not.

The image should be as representative of what the product

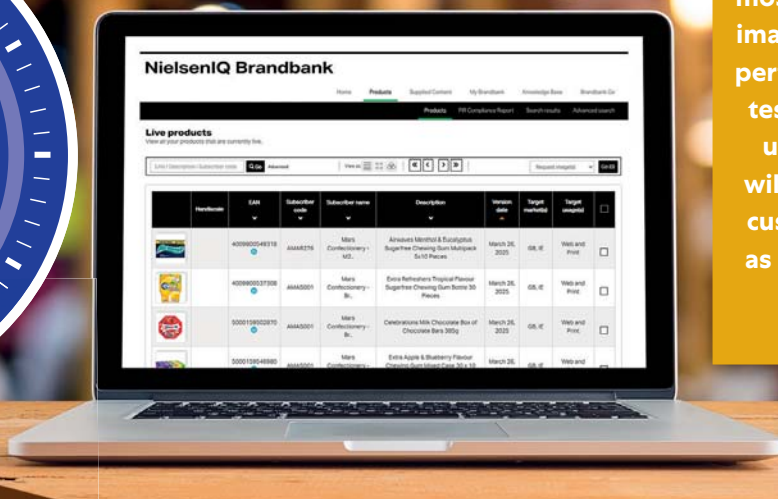
looks like as possible, with a focus on images looking like the real packaging a consumer receives to help drive quick brand recognition.

The challenge is that standard pack images are often not suitable for mobile viewing, so they need to be optimised for them to be readable on smaller screens. This means the hero image may have to differ slightly from real-life packaging, while still maintaining the key elements of the product.



COMING SOON

Optimising digital shelf content is critical to winning in the online channel. That's why Mars Wrigley is prioritising rigorous research to uncover what makes the most impactful hero image in eB2B. With performance-driven testing underway, updated results will be shared with customer partners as soon as insights are unlocked.



How can NIQ Brandbank help?

NIQ Brandbank captures and manages product content, including hi-res hero images, for wholesalers to populate their online-ordering sites.

The images are regularly updated by suppliers (such as Mars Wrigley), ensuring the product images will be up to date, capturing all brand and packaging changes to reflect the product that's being sold.

NIQ Brandbank offers a vast library of professionally created and brand-approved images that have been shot for optimal B2B use to convert online sales.

In addition to this, NIQ Brandbank's Mobile Ready Image Service supports wholesalers with the creation of mobile-friendly hero images that still display all key details on smaller screens – keeping their sites optimised.

Who's for SECONDS?

Secondary images should drive additional clarity and inspire customers, giving them the final push to add to basket



What is a secondary image?

A secondary image refers to any supporting graphics that are used on a product listing. Whereas a primary image is the initial image that can be seen on search or taxonomy results, the secondary shots will only be seen when a customer chooses to engage with the product on the digital shelf/product page – think swipeable images when shopping for clothes online.

The focus of a secondary image is to inspire sales conversion, providing additional reasons for a customer to stock up. Typically, this means showcasing to retailers how the product will look on shelf and out of a packet.

Due to their eCommerce provider, some wholesalers have limited capacity to include additional images, but where possible, this is a valuable tool to help with conversion.





Don't forget category images

When creating a successful B2B online-ordering site, there's understandably a big focus on getting the primary image right – although as this page shows, there's a lot of value in secondary images too. But there's more to focus on than just that.

Taxonomy of a site is crucial to help customers navigate and find products as easily as possible, meaning a series of clearly defined product categories will be created to guide people to what they want. Despite this, category images are often forgotten.

Those category images are windows to a product display page that champions the best brands and deals, so need to work hard to encourage retailers to click on them.

Arranging an attractive collection of products – and keeping them up to date with packaging changes – is crucial. NIQ Brandbank offers a service that creates relevant category images that will inspire your customer to click and browse in multiple areas of your site.

What makes a good secondary image in B2B?

There are different types of secondary image, although if used alongside an effective primary image, a customer will already have established all of the main factual elements they'll need to know.

This means a secondary image can back that up with supporting information that makes the product look sellable and more appealing in order to convert the sale.

Wholesalers should be including secondary images because they can enhance product

visualisation, build trust and drive more conversions by providing extra detail and context.

One way to do this is by using showcase images, which are any pictures that show merchandising support that will help retailers to sell to the consumer in their store – helping customers envisage what this will look like on sale and gain confidence the product will sell.

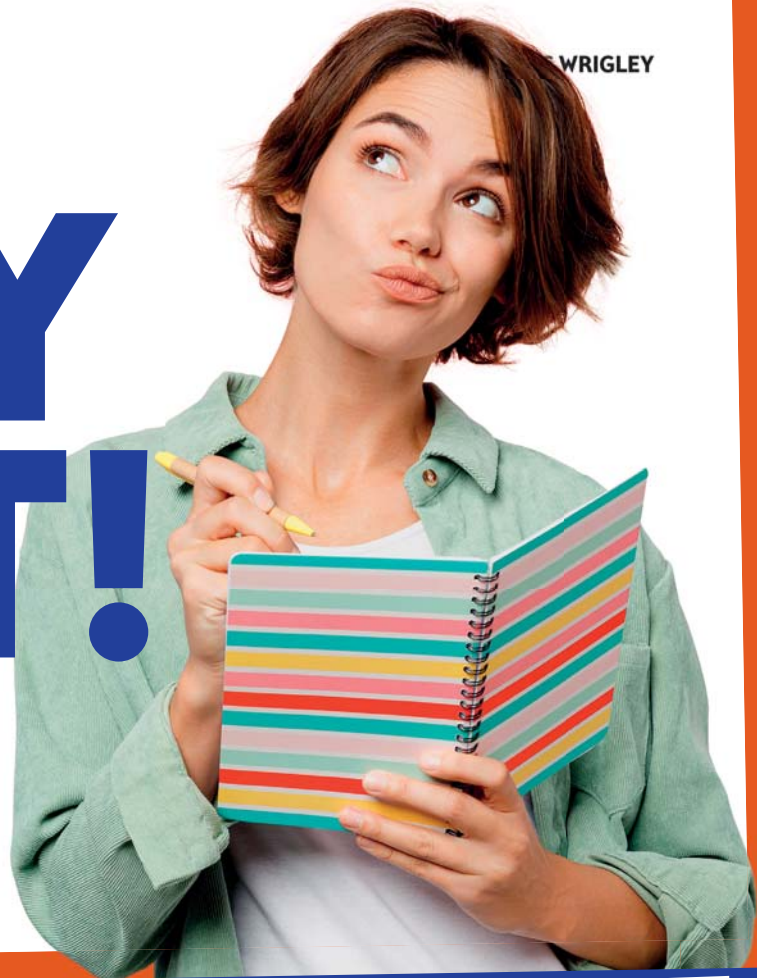
Alternatively, taste appeal can be built by showing the product out of its packaging or by including a marketing lifestyle image or messages showing a consumer eating or drinking it, providing a different way to convert sales.

Key elements for a secondary image

- SHOWCASE TRADE UNIT
- CONSUMER PACKAGING
- PRODUCT IMAGE
- ENHANCED BRAND CONTENT



COPY THAT!



Whether it's to provide your customers with product information or to help with search, getting your written content right is crucial

The name game

What's in a name? It turns out quite a lot when it comes to products on your eCommerce site – but it's one of the most commonly overlooked areas.

Apart from obvious errors, such as typos and misspellings, that can happen when uploading products, some product titles fail because they don't include all of the required information on Product Display Pages.

SEARCH

Worse still, a poorly inputted product title can also fall foul of a site's search algorithm, meaning a popular product doesn't appear in relevant search results.

A well-crafted product title should capture all of a product's key attributes: brand, sub-brand, format, size or weight, and variety – providing a customer with

everything they need to decide on a purchase at a glance. But while adding all the info, be mindful of character counts and what is visible on different devices.

PERFORMANCE

Incomplete product titles significantly impact search performance too, with results based on the words in a product title. Your online-ordering site will match those words against product titles to reveal the most relevant results, so complete and accurate titles ensure products appear in the right searches.

The 2024 Lumina Online Report found more than a quarter (28%) of search terms retailers use on wholesaler websites includes a brand name, highlighting the need to prioritise complete and accurate titles.



5%
of retail searches currently don't return results



13%
of total sessions by retailers on a wholesaler website included search



28%
of retail search terms include brand names, with several leading brands appearing in the top 200 search terms

Source: Lumina Intelligence Wholesale Online Report, Dec 2024

Give your customers more

Come for the product title, stay for the product description. While the title is a key metric for search and encouraging customers to make quick decisions to add products to their baskets, the accompanying written content is important for people requiring another level of detail.

Product descriptions should concisely provide additional product, legal, and nutritional information, while also reaffirming essential product details such as size, flavour and ingredients. Providing this level of detail is

important for certain customers with specific needs, helping to build trust with customers.

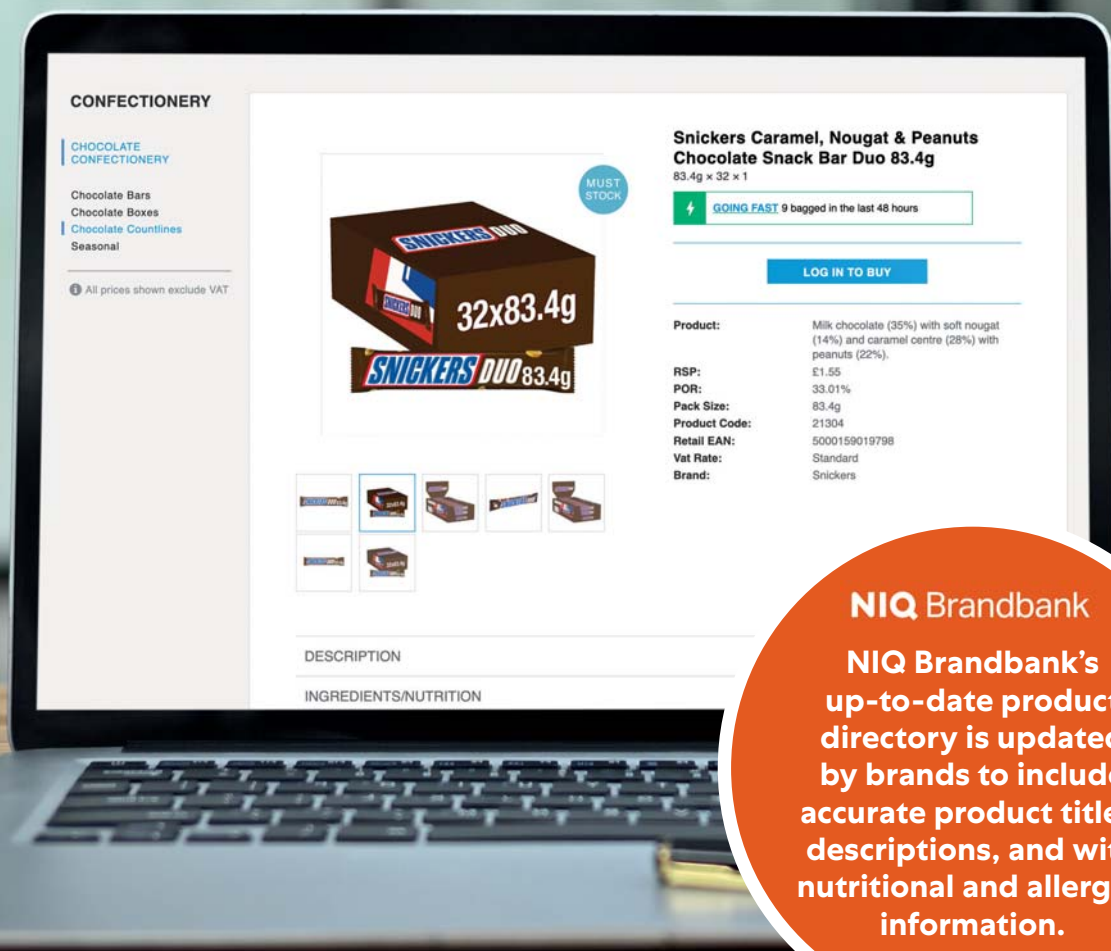
SPECIAL

The product description also provides a chance to include any additional brand information, such as special deals or merchandising support that is linked to the product – although it's important to keep that updated.

The product information included in the description may also help with search ranking on some wholesaler sites, depending on how they recognise keywords.

Product copy checklist

- ✓ Complete product title
- ✓ Title includes all key info (e.g. size and flavour)
- ✓ No typos or misspellings
- ✓ Clear and concise product description
- ✓ Include all additional product, legal and nutritional info



NIQ Brandbank
NIQ Brandbank's up-to-date product directory is updated by brands to include accurate product titles, descriptions, and with nutritional and allergen information.

How to use NielsenIQ Brandbank's PRODUCT LIBRARY

Perfecting the content on your ordering site is much simpler with the help of Brandbank – it's as easy as 1, 2, 3...

The dashboard

The NIQ Brandbank dashboard is the home screen of the product library. The dashboard links to every area of the product library, allowing you to manage your content from one place. This is the first screen you will see after you log in.

1. ALERTS: Content that requires an action from you will appear here

2. DISPLAY: Relevant news and NIQ Brandbank updates

3. STATUS BY SUBSCRIBER CODE: Track the status of your content in the product library. Clicking on a single subscriber code will display all products associated with that code

4. PRODUCT TICKER: Quick access to your last viewed product and a selection of other products. This appears on a rotating ticker

5. SEARCH: Perform a quick search entering either the full or partial product name, subcode or complete EAN into the search bar

6. MENU TOOLBAR: Navigate to key areas of the product library from the main menu

7. EU 1169 HEALTH CHECK: Check the status of your compliance with EU 1169 guidelines. Clicking on each section will display a list of applicable products



Scan the QR code to watch NIQ Brandbank's Product Library training webinar



1 Alerts

Templates in progress: 12 Check Now

40 Product(s) awaiting approval. Check Now

We are here to help you.

Work directly with NIQ Brandbank SMEs to drive your objectives and requirements, whilst helping you achieve efficiencies.

[Find out more](#)

3 Your product status by subscriber code

Subscriber code	Subscriber name	Live	Pending release	Awaiting approval	Outstanding rejected	Outstanding delist
OFRE145	Fresh Desk Test Account	0	0	0	0	0
ONET065	Training Team Demo	30	1	26	0	0
OSEA050	Retailer 1 Test GB non routed	5	0	0	0	0
OTRA104	Training Team Evolve 1b	56	0	25	0	1
VILB001	I-Label	0	0	0	0	0
ONET005	Training Team (product library)	0	0	6	0	2
ONET037	Imaging Training	0	0	8	3	0
OEOV111	Evolve UK/IE 1B Test Account	31	0	2	0	1
OAAA673	IT Data Model Test Account	4	0	0	0	0
Total		126	1	67	3	4

4 Latest viewed product **Your oldest products**

Grid of product images including a water bottle, meat packages, and a fish.

5

NielsenIQ Brandbank

6

Home Products Enrich Connect+ Connect+ Supplied Content My Brandbank Projects Knowledge Base Evolve

EU 1169/2011 Health Check

12% 50% 38% 0%

Not compliant Compliant Not applicable To be confirmed

7

Connect+

You have no available Connect+ modules left.

Actions

Search for products

Upload an asset

Add subscriber

Manage my account

8

My product lists

Products for Order 11

Fabrics 1

Manage

9

Saved searches

BB

Bread

Tea

Manage

Need any help? Please use our **live chat**

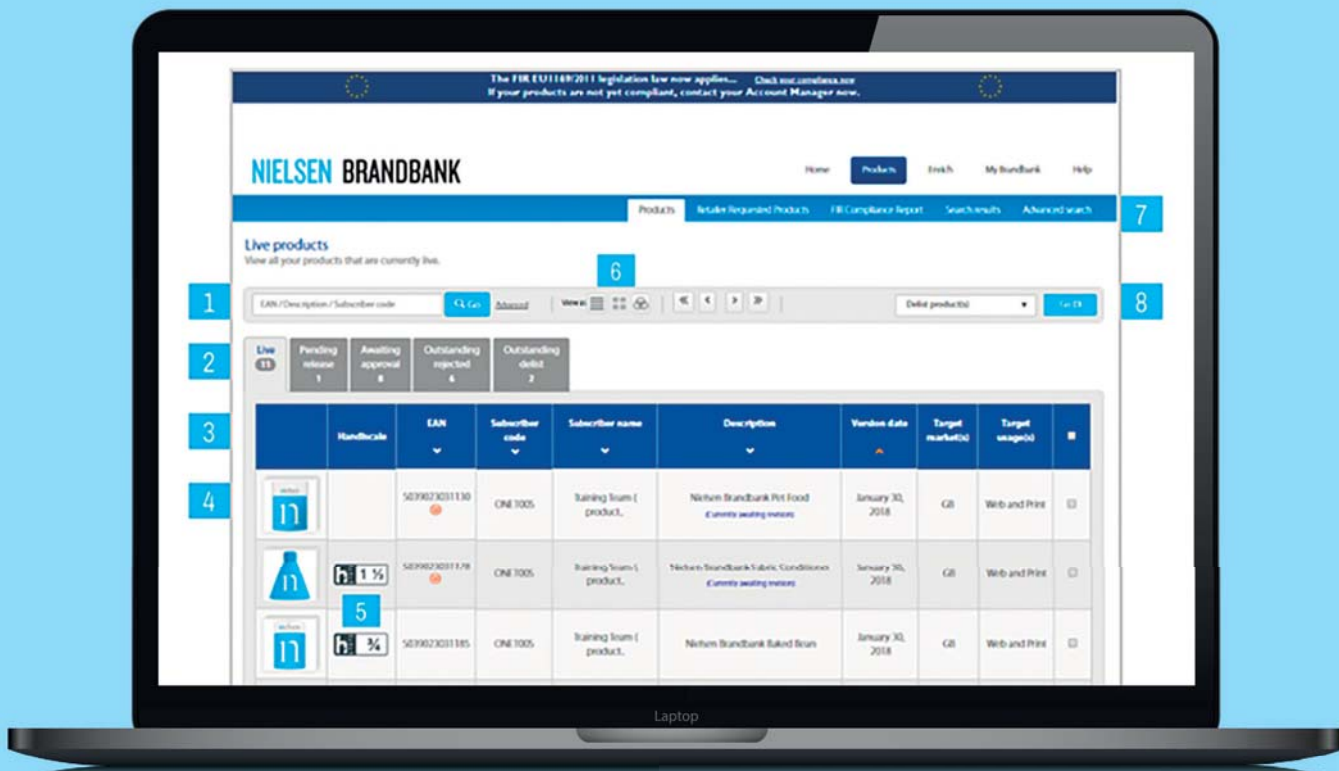
Reply here...

SEARCH TIP

Entering a EAN into the search bar with an asterisk at the start will show search results with those string of digits at the end, while using an asterisk at the end of the number will show EANs beginning with that string of digits

8. ACTIONS PANEL: Access to key functions, such as search and account management

9. LISTS: Quick access to saved lists, such as saved searches and product lists.

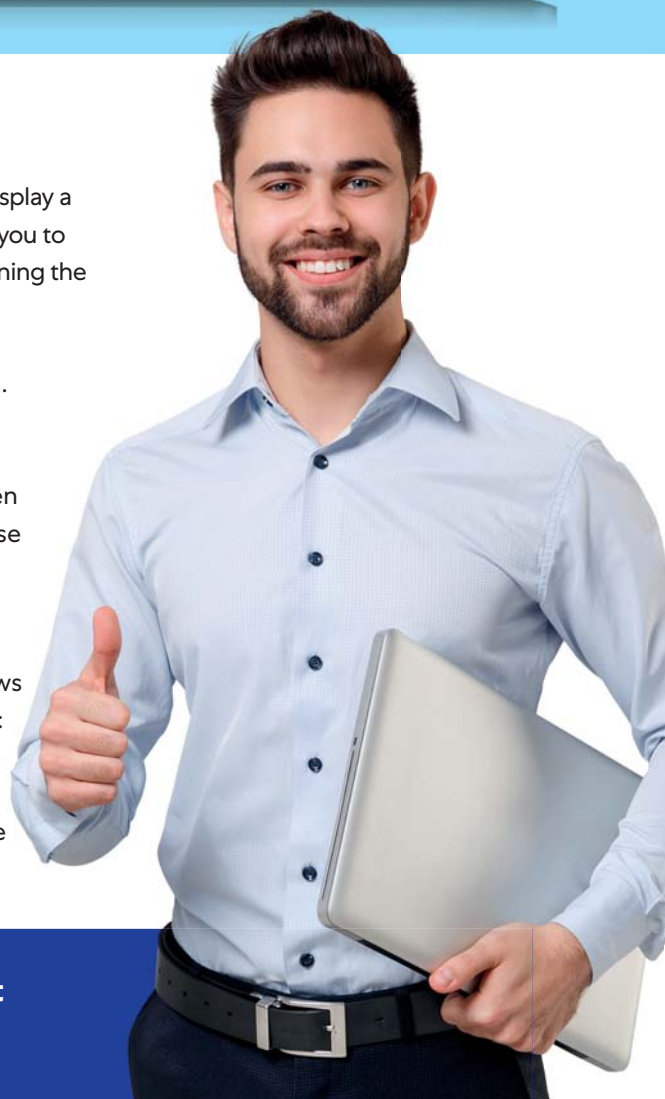


Products page

Clicking on the Products button on the main menu will bring up a complete list of products you can access in the Product Library.

- 1. SEARCH:** Find products by entering details into the box, or click Advanced to filter the current results using additional options
- 2. STATUS TABS:** Show only products with the status displayed in the tab header. The number next to each header shows the total number of products with that status
- 3. HEADER:** Click on each section header to sort by ascending or descending order. The EAN column displays markers for EU1169 compliance and medical products

- 4. PRODUCT IMAGES:** Will display a carousel of images, allowing you to preview images without opening the product page
- 5. HANDISCALE:** Displays a product’s Handiscale rating. When hovered over, the dimensions are displayed.
- 6. VIEW AS:** Switch between list and gallery views, choose to display all products or separate them by status
- 7. SUB-MENU:** Choose different product page views
- 8. ACTIONS DROP-DOWN:** A selection of actions that can be used to affect multiple products using the check boxes



Find out about NIQ Brandbank’s Product Listing page by scanning the QR code

Product information

Find all the images and data you need to make the content on your ordering site perfect. Everything Brandbank is stored on the selected product appears on the Product Information page to be viewed and used elsewhere.



For more information on how to sign up for a NIQ Brandbank account, contact ukieretailenquiries@nielseniq.com


1. PRODUCT IMAGE – The ID shot of the product displayed as standard. Click to see a larger, more detailed view

2. PRODUCT DATA – All product data is displayed here, including ingredients, marketing information and storage instructions,


depending on what's available

3. ACTION – Download product images or data, or perform management actions on a product


MOST USED T-SHOTS FOR WHOLESALERS




T1 ID SHOT




T3 ASPIRATIONAL



T31 INFOGRAPHIC GENERIC 1



T597 MOBILE CREATIVE ID



T913 MOBILE OPTIMISED CASE

How do I download assets?

Stored within the product library is all the content for your selected products, providing a central location to download what you need quickly and easily. Images are available in a variety of resolutions and settings, so they can be used for everything from catalogues to marketing billboards. To download, follow these steps:

1. Select 'get image' from the Actions menu for an individual image, or select multiple products using the checkboxes, then choose 'request image(s)' from the

dropdown menu. Click 'go'.

2. On the image request screen, select the resolution required for the image download or select 'create custom' to define your own settings.

3. The 'create custom' screen displays several fields, such as file type, width & height, DPI/resolution, cropping, background and colour profile. All settings will be saved for future downloads.

PRODUCT INFORMATION

NIQ Brandbank's data capture service stores all product information. This can be printed,

saved as a PDF, or downloaded in XML or Excel files, with each option appearing in the Actions menu. To download info for multiple products, select what you want to download, press Data Extract, then click 'generate', followed by 'download now'.



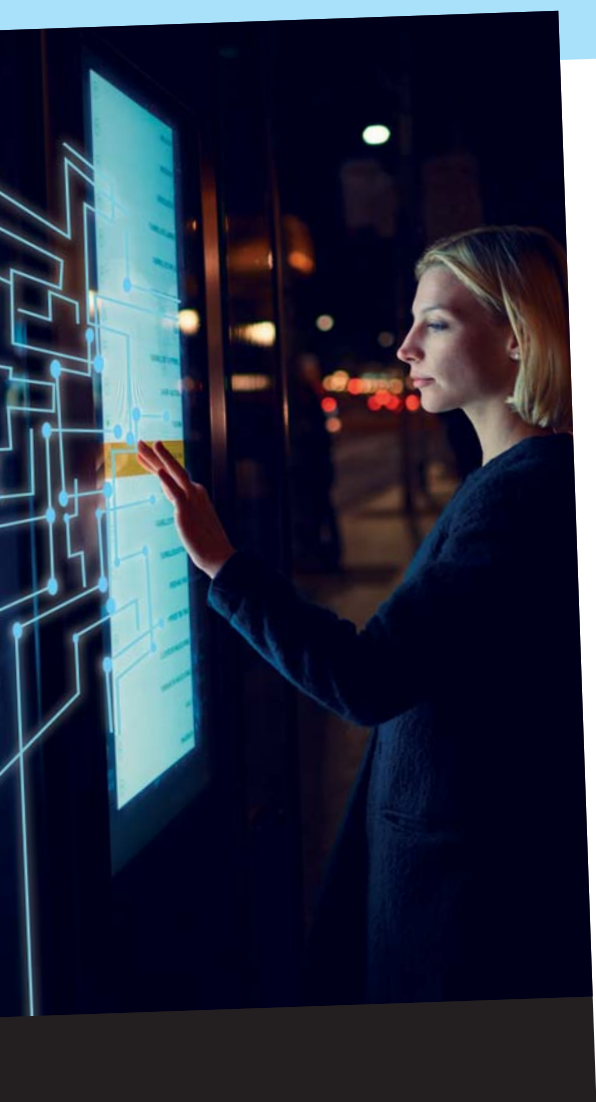
Scan to view NIQ Brandbank's video guide for downloading product images

NIQ Brandbank have automated Machine-to-Machine API feeds available to help wholesalers manage their ranges, content and content currency/accuracy. Interested? Contact sales@nielseniq.com for more

Track your CUSTOMER JOURNEY



Path-to-purchase data provides important insight into how effective your online-ordering site is – but many wholesalers aren't even monitoring it



Why is tracking your customer journey so important?

Getting to grips with how your customers are using your eCommerce site is key to growing your online business and making more sales.

Gaining an understanding of regular habits helps to identify why sales aren't converting, whether it's issues with the primary image, product title or how you display pricing.

The trouble is, many wholesalers aren't aware of how to set up a read on path to purchase on their sites and that if done correctly once, it will provide a steady stream of data that could lead to more sales.

The answer is to use Google Analytics. With the correct setup, the analytics tool will track every step of a customers' path to purchase, highlighting areas that

need to be fine-tuned, where promotional campaigns could be improved, and offer insight into your pricing strategy.

UNDERSTANDING THE CUSTOMER JOURNEY PROVIDES ACTIONABLE BUSINESS INSIGHT

- Which products are getting the most interest
- Identifying where customers are dropping off before completing orders
- Discovering differences in your customers' behaviours
- Using data to increase conversions

What should wholesalers be tracking?

To get the best results, wholesalers need to focus their attention on particular parts of their site. This will provide the data that is most valuable for improving performance and avoid collecting too much information to shield the true insight that is

required to make a difference.

Using Google Analytics in the right way will help to gauge the effectiveness of the optimised product imagery, written content and advertising you've applied with the advice from the preceding pages.

THE KEY STEPS TO TRACK IN ORDER TO GET THE clearest picture of the buying process are:



How to set up path-to-purchase tracking

As with most websites, your online-ordering site will have the ability to be hooked up to analytics software, with Google Analytics 4 (GA4) the most commonly used.

GA4 is free and can be installed quickly. We'd also recommend installing Google Tag Manager on to your site to allow you to add, update and remove tags, and allow you to manage all tags without the need to regularly change the coding on your site.

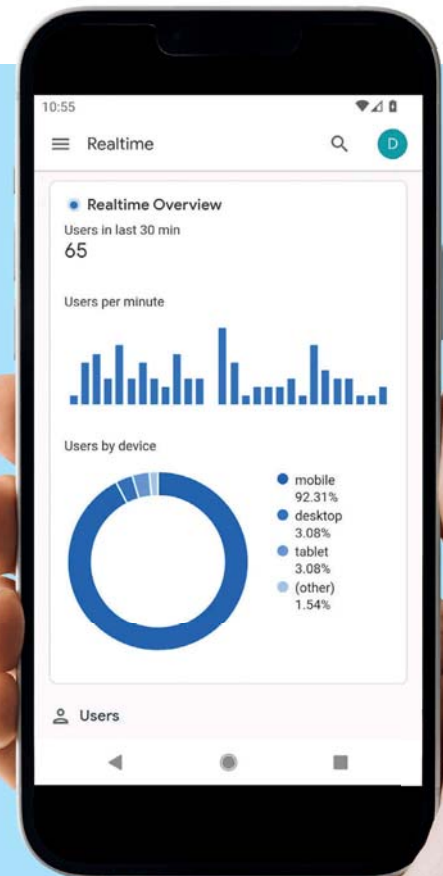
Getting the help of somebody with site development knowledge – or who is confident enough to make minor coding tweaks – to make those initial

changes is the best way to get started, but there shouldn't be any need to have somebody technical on hand beyond that.

JOURNEY

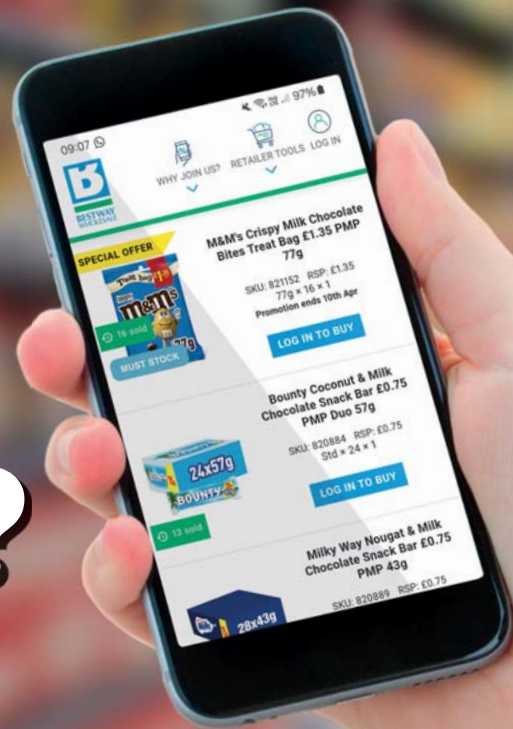
Track each step of the customer journey, with the numbers highlighting where most customers are stopping on their route to purchase. If one page or section of the site is showing a significant drop off, then you'll know this is the part of the process that requires focus.

To get things started, get in touch with your eCommerce provider if you're unable to make the changes to your site yourself.



Is your house in order?

Make sure your online-ordering platform is on point



- ✓ Set up a site that showcases your brand
- ✓ Ensure all your products are uploaded online
- ✓ Properly categorise products so they're easily navigated
- ✓ Use NIQ Brandbank to download most up-to-date product imagery
- ✓ Make sure all product imagery is up to date
- ✓ Use clear, appealing images in primary positions
- ✓ Use secondary images to highlight usage and inspire conversion
- ✓ Insert complete product titles, spelled correctly
- ✓ Add content to provide additional product and legal information
- ✓ Refine content to support retailer search algorithm



Want to find out more?

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