

Your checklist for improving rich content experiences

Rich content experiences may vary by channel, but they always have the same objective: to engage the shopper or browser and conclude a sale. Rich content experiences have a far higher conversion rate—with 85% of shoppers saying product information and pictures are important to them when deciding which brand or retailer to buy from—so providing the most engaging experience is essential to the success of your business.

And to achieve those goals, you need strong master data governance.

This is by no means an exhaustive list, but ensuring you've considered everything below will give you a great start to delivering better rich content experiences.





Do you have pre-defined templates with design parameters according to the standards of each channel?

Rich content varies as each channel has a unique storytelling approach. Templates can provide guardrails to ensure that anything that's created is "channel-ready," by delivering the right content, formatted correctly with the right assets.



Do you have controlled access rights to structured content, to support responsible search and filter?

Roles should have access only to the data that is needed to support the job at hand. Search and filter capabilities should be designed for specific users to work in the most efficient manner.



Do you have linked digital assets matched up to product records that are known to meet required channel standards?



Do you have clearly defined roles and responsibilities, ownership, and accountability for the data model and the business owner of the data itself?



Do you have controls in place to ensure data is only shared or published to those with appropriate permissions and in the appropriate format?



Do you have defined role and group definitions which assign specific responsibilities to content creators?

Curating the right content is essential for generating positive outcomes. There may be multiple steps necessary to achieve that outcome, and require input from individuals, departments and teams, all of whom have accountability.



Do you have a Knowledge Graph view of product data and linked assets, showing relationships between entities to support advanced rich content querying at scale?

