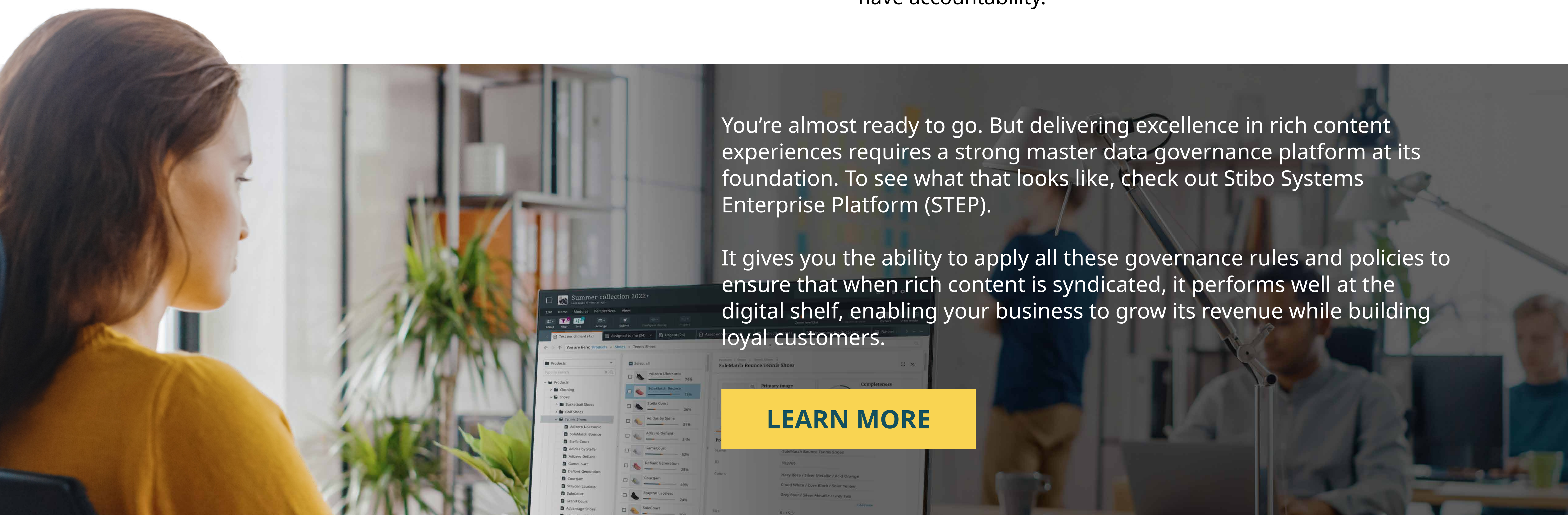
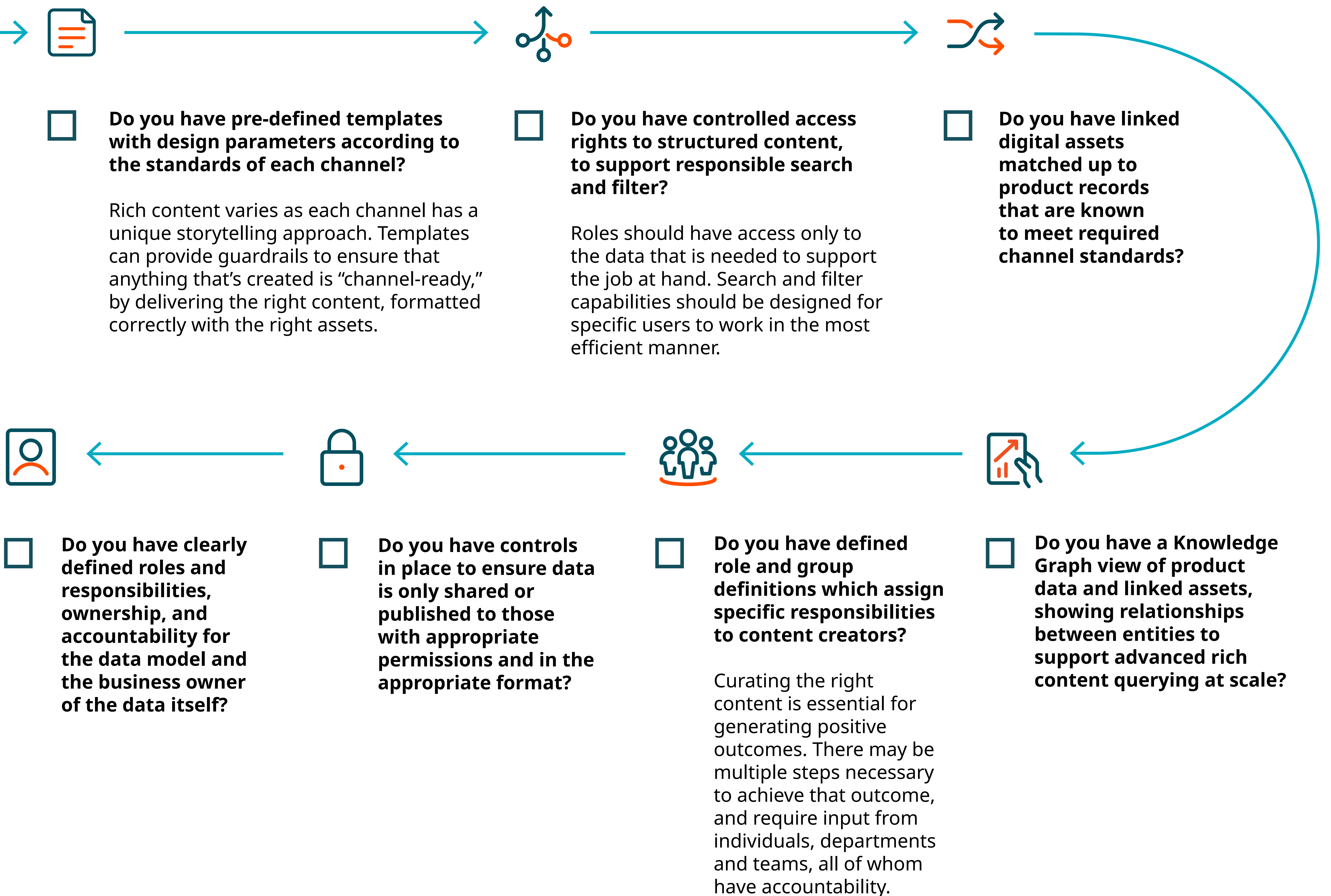


# Your checklist for improving rich content experiences

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.



You're almost ready to go. But delivering excellence in rich content experiences requires a strong master data governance platform at its foundation. To see what that looks like, check out Stibo Systems Enterprise Platform (STEP).

It gives you the ability to apply all these governance rules and policies to ensure that when rich content is syndicated, it performs well at the digital shelf, enabling your business to grow its revenue while building loyal customers.

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