

Optimising your online sales with NEXT

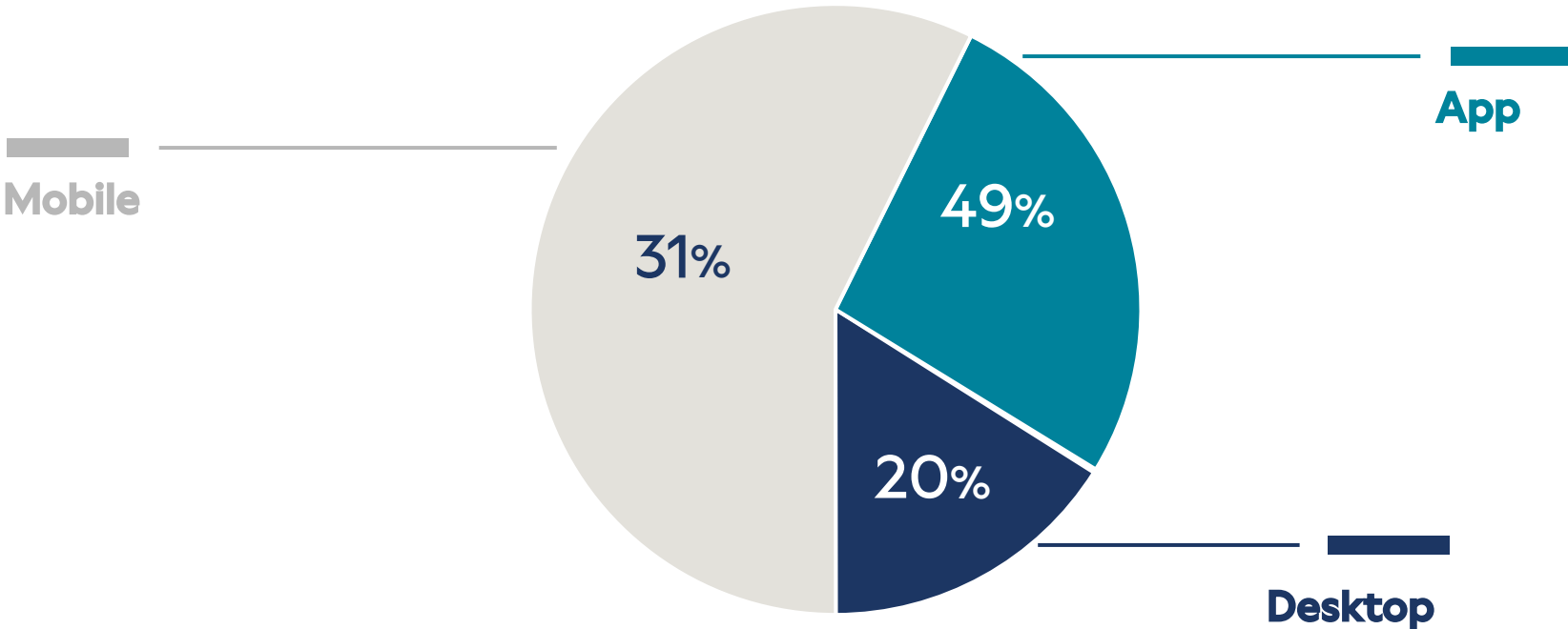
Last updated 14/04/24

NEXT



Look out for this icon. We will flag things you can do to help optimize your sales on our website

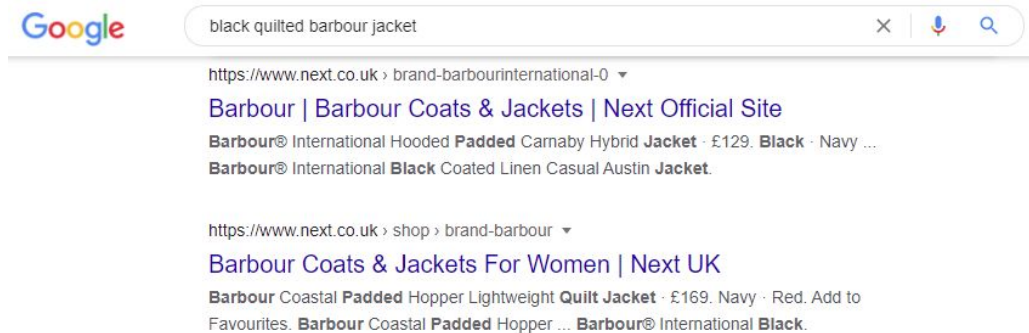
Devices customers use to access NEXT



NEXT

The Power of Google Search... Increasing Brands customers

45% of our customers start their journey on google



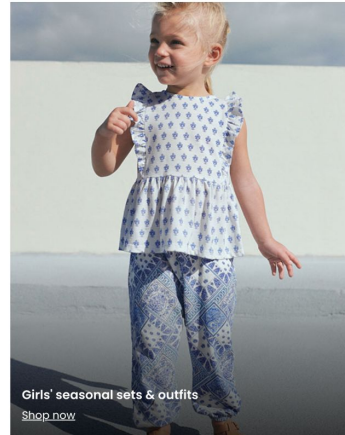
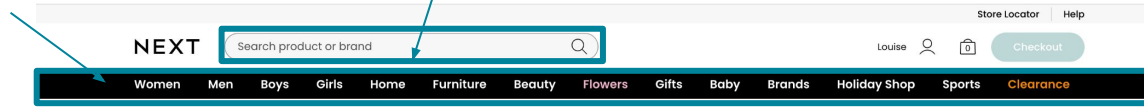
How our products are described on our website contributes to how high they appear in Google Search Results

How customers find products on NEXT.co.uk

The top 3 Product Finding Method's make up **71% of Brands Sales**

Navigation Bar

Onsite Search



Product Finding Method	Brands %
Navigation Bar	32%
Onsite Search	30%
Shopping Bag	9%
Storefront	8%
Intelligent Recommendations	6%
Landing on Product Description Page	6%
Landing on Product Listing Page	6%
Favourites	2%
Homepage	1%

NEXT

Navigation Bar

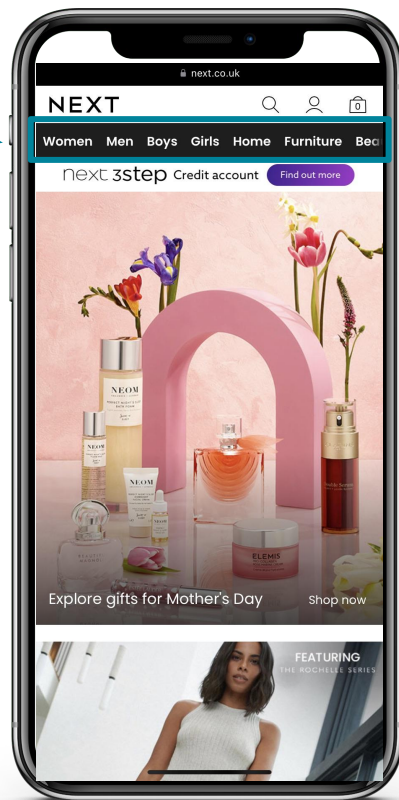
32% of Brands Sales

Our Customers shop Gender first then Category, followed by Brand. Attribution is key and will improve sales

ACTION

It's really important that you accurately complete the PIF so that your products show under the correct attributes on our website

Navigation Bar



Brands % split by Navigation Bar Link

Navigation Bar Link	% of Nav Bar Sales	% of total Site Sales
Women	44%	14%
Men	9%	3%
Boys	3%	1%
Girls	3%	1%
Brands	2%	1%
Sports	1%	0%
Baby	1%	0%
Clearance	37%	11%

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Onsite Searches

20% of Brands Sales

Having a strong product title will support with products returning from Onsite Searches.

ACTION

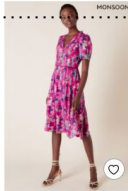
The **product title** is made up using the following fields in the PIF:

Brand + Manufacturer's colour name + Product description

Top 3 Tips for **Product Descriptions** :

- Use the descriptions from your own website
- Include any feature/style within the product description field e.g. "Ditsy print midi".
- Make sure you add the "Fit" to the description if you are not planning to Fit Group. If fit grouping this will auto populate
- Use **Google** friendly descriptions

Do NOT include Brand or Colour in the product description as it gets picked up from the other fields in the PIF



Monsoon Aluna Floral Dress

Monsoon
Pink Aluna
Floral Tea
Dress



Monsoon Ditsy Print Midi Dress
£80

Monsoon
Black Ditsy
Print Midi
Dress

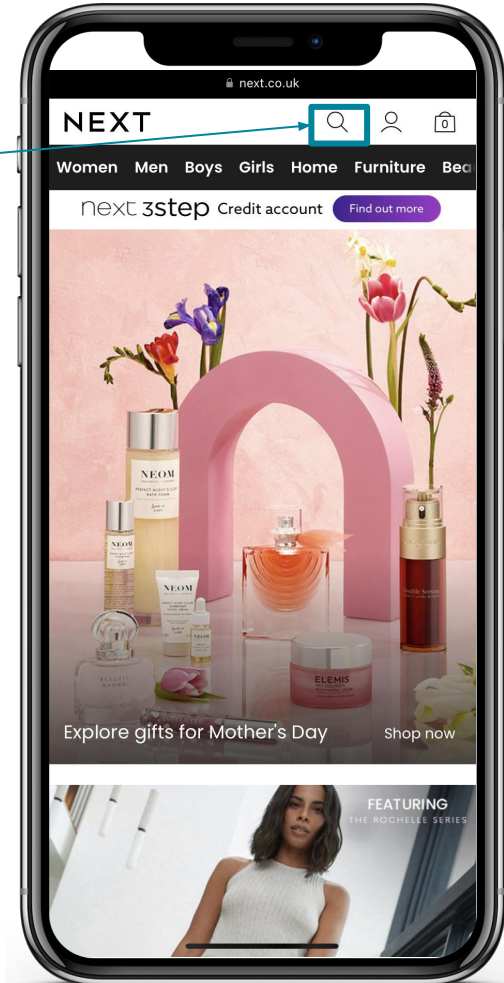


Superdry High Rise Cut Off Shorts

Superdry
Blue High
Rise Cut
Off Denim
Shorts

NEXT

Onsite Search



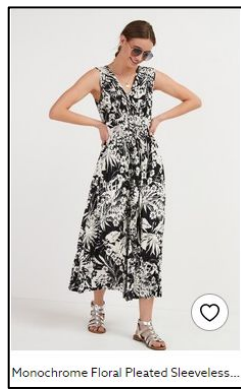
Top 10 colour searches

Colour	Avg Monthly Volume
Black	449,000
White	275,000
Red	121,000
Pink	114,000
Blue	106,000
Green	105,000
Grey	77,000
Orange	21,000
Yellow	20,000
Purple	16,000

ACTION

It's important that you select the most accurate colour from the "Standard colour" dropdown in the PIF.

Add more specific colours to the manufacturers colour name e.g. Coral Pink



Monochrome Floral Pleated Sleeveless...

Onsite search improvements made to the Product Title by adding a generic colour. If your products have a more detailed colour e.g. Khaki always follow with a standard colour as well e.g. Coral Pink, Khaki Green etc



Black Floral Pleated Sleeveless Dress.



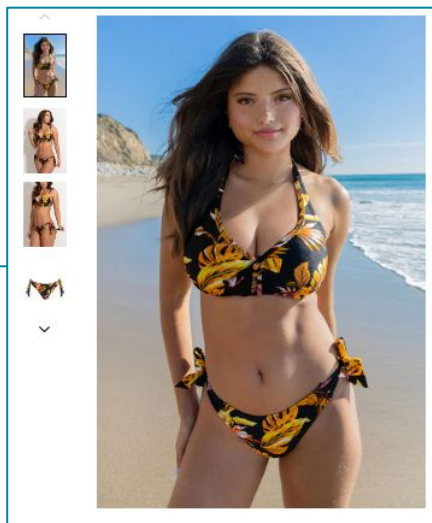
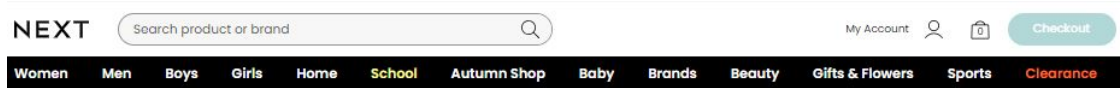
Coral Textured Shirt Dress



Coral **Pink** Textured Shirt Dress

NEXT

Product Page (PDP) Opportunities

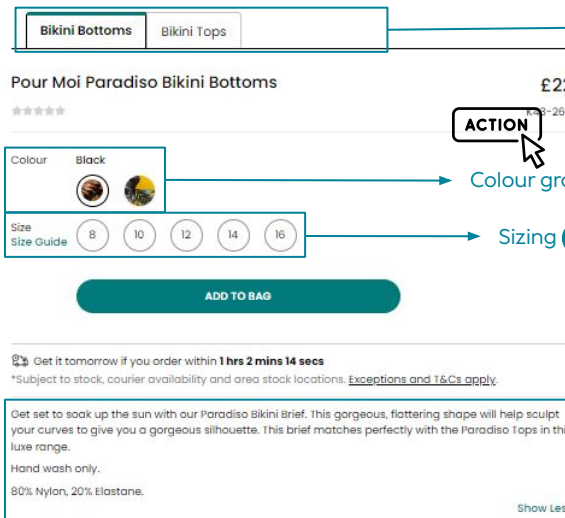


Camera roll - (64% of customers expand main image)

ACTION

Look out for the new Colourway/Fit grouping and Tabbing tab on the PIF and enter the EAN's. Enter either an existing item EAN or the lead item in the group in column A and then add EAN's in the additional colour columns.

NEXT



Tabs (+5.5% sales)
(31% of customers click tabs)

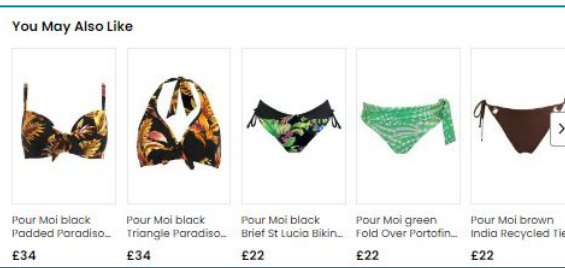
ACTION

Colour grouping (45% of customers change colour)

Sizing (37% of customers change size)

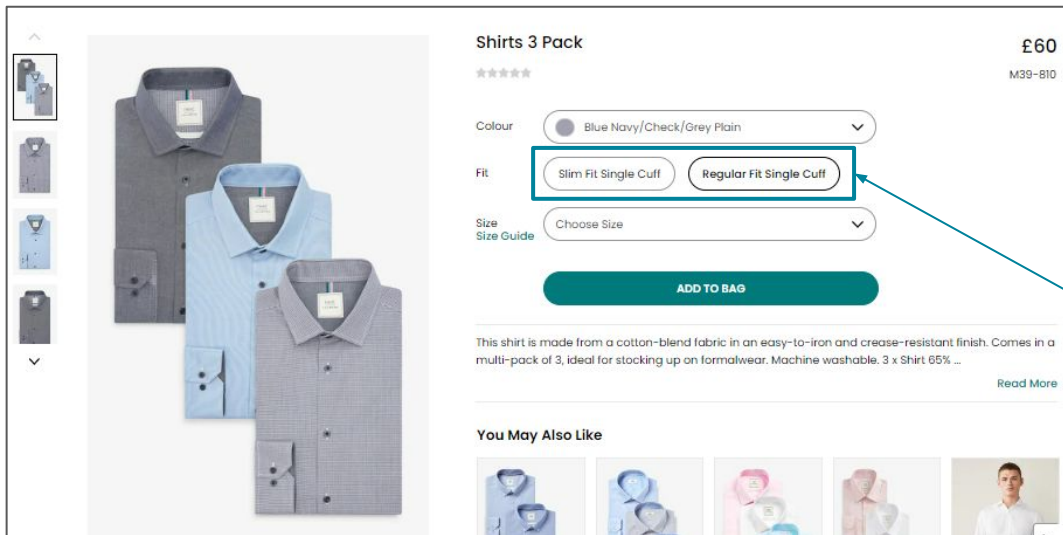
ACTION

Tone of Voice (9% of customers expand TOV)



Intel Recs (6% of Brands Sales)

Fit Grouping – Linking Fits to upsell your collections



ACTION

Why?

13% of Customers interact with the fit groupings

When? Fit Grouping can be submitted on the PIF for new groups or adding an item to an existing fit group.

How? Please use the "Fit grouping" tab on the PIF and enter the EAN's. Enter either an existing item EAN or the lead item in the group in column A and then add EAN's in the additional colour columns. You can also use this tab if you would like to colourway and fit group

Top Tip - Fit/Type Names

Are they commercial?

Are they Google friendly?

Do they make sense to customers?

next **brands**

Intelligent Recommendations

6% of Brand Sales

The screenshot shows the Nike website interface. At the top, there's a search bar with 'NEXT' and 'Search product or brand'. Below the search bar is a navigation menu with categories like Women, Men, Boys, Girls, Home, Furniture, Beauty, Brands, Flowers, Holiday shop, Baby, Sports, Gifts, and Clearance. The main content area features a product page for 'Nike Performance High Waisted Pro Leggings'. The product is shown in a large image on the left, with a smaller thumbnail on the far left. To the right of the image, there's a product description, price (£33), and options for color (Black) and size (Choose Size). Below the product details, there are three recommendation sections: 'You May Also Like' (showing five items), 'Customers Also Bought' (showing five items), and 'More From This Brand' (showing five items).

- **You May Also Like**

- Shows similar products based on attribution (i.e same IPT, style, colour, fit etc)

- **Customers Also Bought**

- Works off a bought bought algorithm from top 4 categories bought with the seed item
- Does not contain items from other divisions (i.e women's will only show women's)
- Only ribbon the teams can influence and 'force' items to be upsold however all requests will require approval from the Ecom team beforehand to ensure relevant as the algorithm usually wins vs any manual intervention.

- **More From This Brand**

- Best sellers from the same brand but different IPT to the seed item

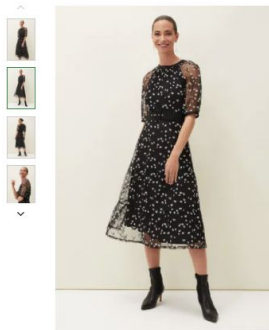
NEXT

Intelligent Recommendations

ACTION

Make sure upsells are loaded for match backs such as bikinis, lingerie, matching bags to shoes

Also make sure you reverse the upsell



Phase Eight Black Freja Embroidered Dress £140
M87-098

next:credit Simple, flexible credit to suit you






Size Guide 6 8 10 12 14 16 18 20

ADD TO BAG






FAVOURITE

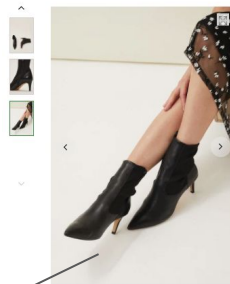
Contemporary and feminine, the Freja dress is perfect for your upcoming RSVPs. Designed with on-trend puff sleeves, a shir overlay, floral print and defining buckle belt. They've styled theirs here with strappy. [Read More](#)

You May Also Like

				
Phase Eight Purple Lily Dip Dye Pleat... £140	Phase Eight Natural Multi Camina Sneak... £140	Phase Eight Green Nessa Embroidered... £140	Phase Eight Pink Nessa Embroidered... £140	Phase Eight Natural Yasmine Printed... £140

More From This Brand

				
Phase Eight Pink Mariposa Plain... £130	Phase Eight Pink Mica Textured... £55	Phase Eight Black Sabrina Zip Hem... £55	Phase Eight Black Lili Longline... £69	Phase Eight Black Amira Velvet... £49



Phase Eight Dolly Black Leather Sock Boots £139
476-959

next:credit Simple, flexible credit to suit you






Size Guide Choose Size

ADD TO BAG





FAVOURITE

Bring a contemporary look to your day and evening looks with Phase Eight's must-have Dolly sock boots. Made from 100% soft leather, the boots showcase a rise over the ankle to mid-calf length. This versatile... [Read More](#)

You May Also Like

				
Phase Eight Brown Camia Suede Ankle... £139	Phase Eight Black Needa Leather... £149	Phase Eight Black Anika Leather B... £149	Phase Eight Brown Jordan Tall Leather... £169	Cetic & Co. Blue Women's Boot... £140

More From This Brand

				
Phase Eight Black Becca Belted... £99	Phase Eight Blue Nivea Belted Dress... £120	Phase Eight Brown Dines Dress... £149	Phase Eight Black Niska Color Detail... £99	Phase Eight Pink Mariposa Double... £160

NEXT

Customer Reviews

9% of Customers click on reviews

ACTION

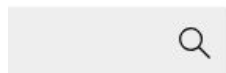
Syndication of customer reviews

Reviews are automatically syndicated to our website if you currently work with Bazaarvoice as a reviews provider

Any reviews shared must be ones from your brand website and not from 3rd party sites.

The file must not contain any identifiable customer data.

NEXT



NEXT

CHRISTMAS

WOMEN

MEN

HOME

BOYS

GIRLS

BABY

BEAUTY

FI

Dorothy41295844

Total reviews posted 1

★★★★★

Awesome sneakers

4 months ago

This is one of the most comfortable sneakers I've purchased soon .



Originally posted on Nike

Fritzh300122716

Total reviews posted 1

★★★★★

5 months ago

Very comfortable shoes almost like wearing slippers



Originally posted on Nike

NEXT

Imagery & Video

The stronger the imagery the stronger the sales

NEXT



Imagery Requirements

ACTION

We would like you to provide us with your strongest imagery to the technical requirements below:

Image Requirements

- 3x4 Ratio
- Minimum 1800x2400px
- Preferred 2250:3000 px
- 300 DPI
- JPG Images
- Minimum of 4 images per style
- At least one Front Model Shot for womens/mens clothing.
- Right shoe or pair of shoes pointing towards right.
- Please supply imagery without a logo

Image Codes

Place the filenames or URLs into the correct **columns** on the PIF to match the image type.

Filenames/URLs must:

- **match** the image provided exactly
- be **unique to each image** and not repeated
- if using filenames, include **“jpg” at the end** of the filenames on the PIF (so that it matches your images)
- do not use a **hyphen and a number** at the end of the filename eg. -1.jpg. Underscores are fine

NEXT

Front model shot



Back model shot



Detail model shot



Detail model shot



Imagery Requirements

ACTION

If you cannot provide model imagery for back/detail shots, cut out imagery is fine, however, **worn model imagery has a positive impact on sales.**

Front shot



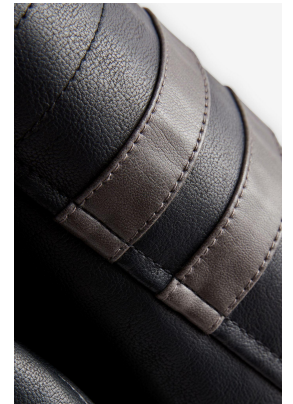
Detail shot



Detail shot



Detail shot



NEXT

NEXT Imagery Packages

NEXT

Optional Imagery Packages

We offer 3 optional brand funded imagery packages:

1

eComm Imagery - day rate £3,724 + VAT

Maximum 25 options, see slide 22 & 23 for more information .

2

Marketing Imagery - day rate £7,603 + VAT

Maximum 25 options, concept & styling is part of the package. See slides 24 & 25 for more information.

3

Kids Imagery - day rate £9,700 + VAT

Maximum 20 -22 options depending on the age of the child. See slide 26 for more information.

NEXT

eComm Imagery

Total day rate = £3,724 + VAT

Maximum 25 options per day

CPO @ 25 options per day = £149

- Backgrounds inline with Next online brief (not able to pre pick, will be shot on sets we have available)
- No minimum item requirement
- Studio team can style

Shots provided:

1. Front 5 *'s
2. Back 4 *'s
3. Detail 4*'s
4. Outfit shot 4 *'s



Examples of backgrounds for eComm Imagery



Marketing Imagery

Total day rate = £7,603 + VAT

Maximum 25 options per day

CPO @ 25 options per day = £304

- Approximately 20–25 items required
- Dedicated shoot days allocated
- Brief into studio min 4 weeks before assets required
- Studio team can concept + style

Shots provided

1. Front 5 *'s
2. Back 4 *'s
3. Detail 4 *'s
4. Outfit shots 4 *'s
5. Editorial 3 *'s



Examples of Marketing Imagery



Kids Imagery

Total day rate = £9,700 + VAT

CPO age 10+ @ 22 options per day £441

CPO under 10 @ 20 options per day £485

- Options to shoot on colourama or white studio. Coloured/white blocks also available upon request.
- Minimum item requirement for 1 day is 22 styles for kids age 10+ and 20 for age 10 and under.
- Studio team can style

Shots provided (unless briefed otherwise)

1. Front 5 *'s
2. Back 4 *'s
3. Detail 4*'s
4. Outfit shots 4 *'s
5. Editorial 3*'s



Case Studies

We've tested reshooting eComm imagery and it has had a positive impact on sales

NEXT

eComm Imagery Unworn to Worn

Before



New image



Total orders
increased **17%**
after imagery
went live

Before



New image



Before



New image



NEXT

eComm Imagery Unworn to Worn

Before



New image



Total orders
increased **21%**
after imagery
went live

Before



New image



Before



New image



NEXT

Reshooting Brands eComm Imagery

Before



New image



Total orders
increased
approximately
70% after
imagery went
live

Before



New image



Before



New image



NEXT

Reshooting Brands eComm Imagery

Before



New image



Total orders
increased **160%**
after imagery went
live

Before



New image



Before



New image



NEXT

NEXT

Thank you

If you require any further support or have any questions please contact:

PIF Data queries - Gokul_iyer@next.co.uk and
Sally_lythgoe@next.co.uk

PIF Imagery & video queries, reviews -
images@labelonline.co.uk

Photoshoots - Contact your Next Brands Buying Team

NEXT

