



REPORT

The Ultimate Guide to Product Detail Pages

Here's what we learned about best practices and consumer behaviour from analyzing over 2,000 elements on 125 PDPs



Imagine you're browsing online for a pair of running shoes. You pick a website and scroll through the options. One catches your eye and you click on it. What do you see next?

Your mind's eye probably sketched a typical product detail page quickly because you've seen thousands of them in your life. You have expectations of what you'll see, what you'll read, and how it will impact your decision to purchase or not purchase a product.

Your customers have the same expectations, even if subconsciously, molded from years of scanning the PDPs of global retailers, small boutiques, and everything in between.

This report analyzes 125 product detail pages to understand industry standards and conventions. It investigates:

- 1 What features are common across ecommerce brands
- 2 How top ecommerce brands design their PDPs
- 3 Where there are opportunities to optimize product detail pages
- 4 How businesses are adjusting to fit trends in buyer behavior
- 5 What elements create good and bad customer experiences
- 6 Ideas you can steal from top ecommerce brands to spruce up your PDPs

Which elements are most common on product detail pages?

To find out what elements come together to make a typical PDP, we created a checklist of 16 components and cross-referenced them against 125 product detail pages across 25 companies. Most of the dataset comes from brand-owned B2C ecommerce websites in five major industries:

- Fashion and apparel
- Consumer electronics
- Health and beauty
- Furniture and home appliances
- Tools and recreation



Frequency of elements on product detail pages

Website were reviewed in desktop view in January and February 2024

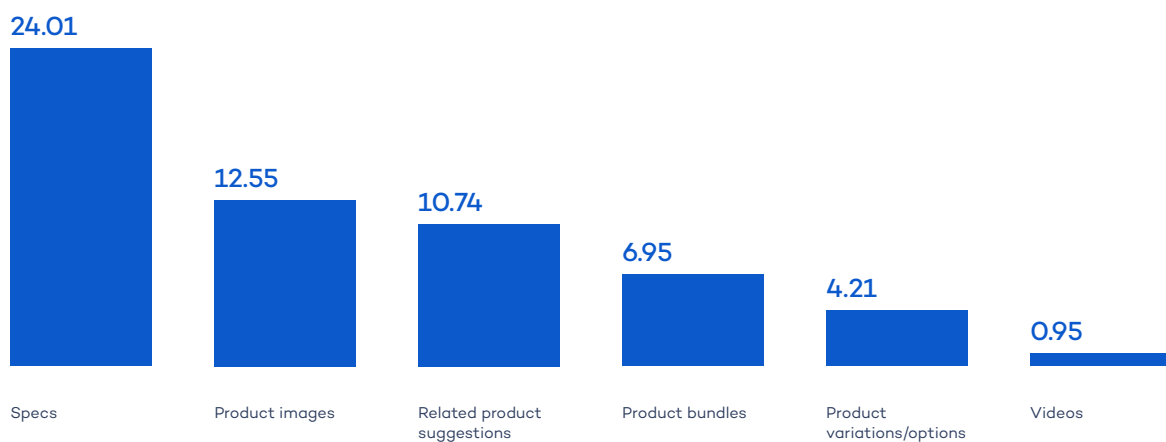


Five major takeaways from analyzing 125 product detail pages

1 There's A LOT of information for customers to sift through



Average number of informational elements on PDPs



The average product detail page has over 59 pieces of information for customers to consider (59.41 to be exact). That includes product specs, images, related products, bundles, production variations (ie. different colors of the same shoe), and videos. It seems that brands are engaged in an information arms race on PDPs in hopes that more is better. But this approach is likely to backfire.

Shoppers are undoubtedly looking at more than one product when they shop online. While more information might seem like a good thing when convincing consumers to choose your product over another, data overload often leads to choice paralysis. In fact, 71% of shoppers switched to a competitor that made it easier to find the right product, according to a 2021 survey by Zoovu.

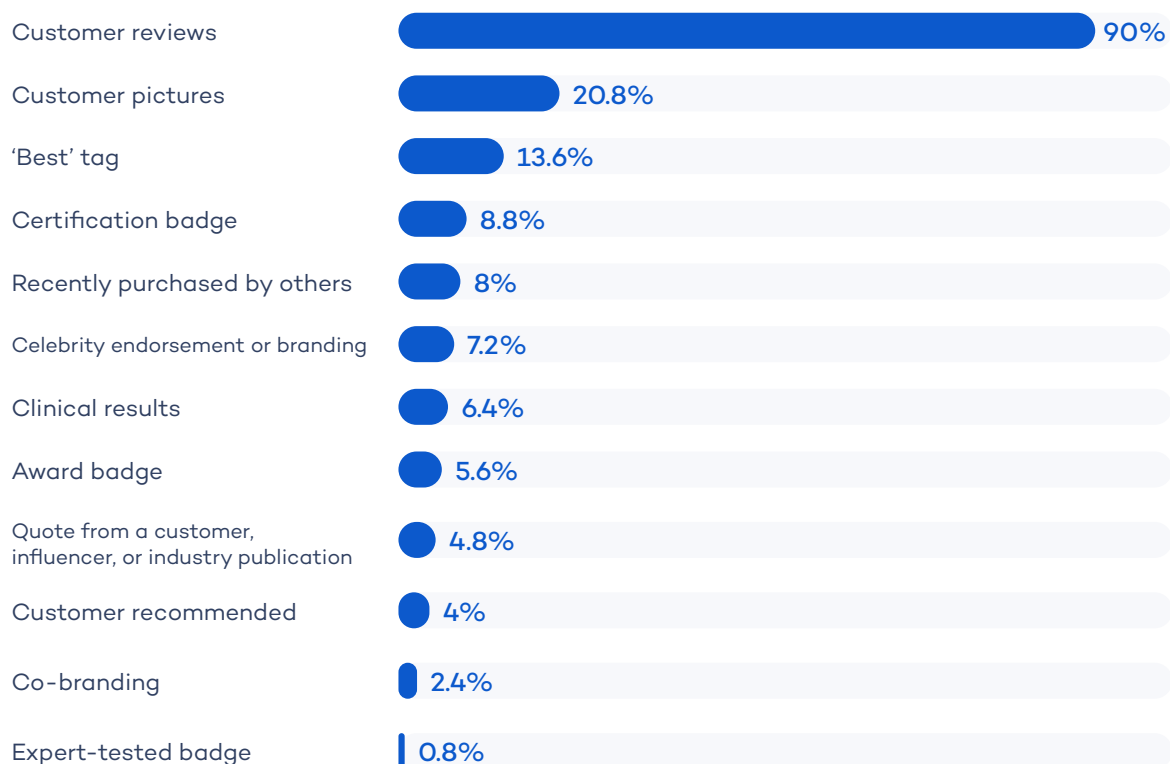
Companies that have fewer pieces of information tend to rely more heavily on imagery, short descriptions, and heavy emphasis on customer reviews. Brands are also combatting information overload with product finders, quizzes, and guided selling assistants—72% of companies had a tool that recommended products based on answers provided by customers.

2 Brands are prioritizing social proof—lots and lots of social proof

Customer reviews were the third most common element on PDPs, appearing 90% of the time, behind only product imagery (100%) and pricing (96%). More than half of PDPs (56.8%) also had another form of social proof and 25.6% had three or more types of social proof.

In total, there were 13 different forms of social proof:

% Frequency of social proof elements on PDPs



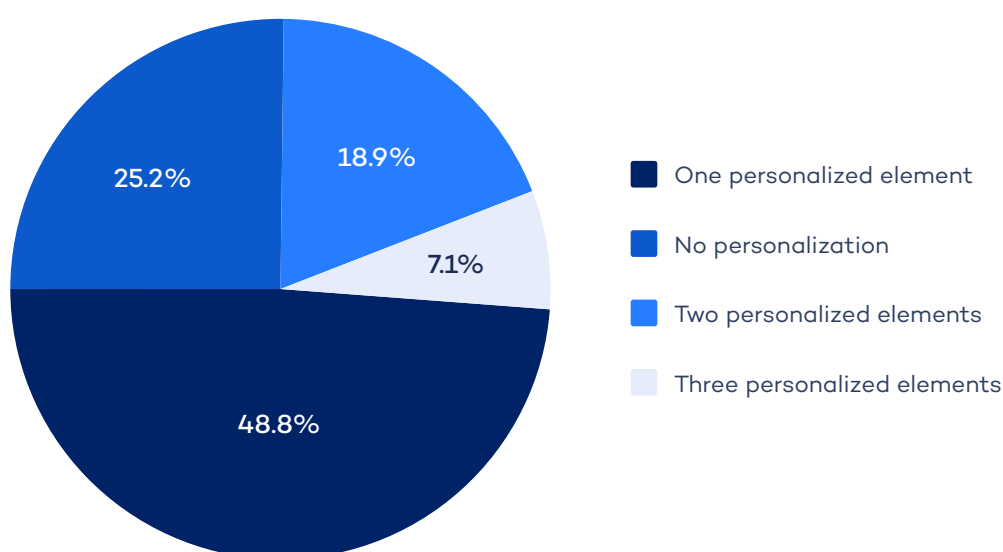
Brands obviously have different opinions on what information customers find trustworthy and motivate them to buy. For example, fashion and apparel brands dedicated entire sections of their PDPs to customers showing off products on social media. On the other hand, brands in the furniture and home appliances industry prioritized third-party certifications as additional social proof. And 80% of PDPs from consumer electronics brands have no extra social proof outside of customer reviews (20% didn't even have those).

3 Creating personalized shopping experiences is HARD

Some of the least common elements on PDP pages were those that offered any form of personalized shopping. Both product customization and personalized PDP descriptions came in below 20% and other personalized elements, like live chat and bundling, occurred on less than 50% of the pages.



Number of personalized elements on product detail pages



A personalized shopping experience is something consumers are clamoring for—71% expect personalized interactions and 76% get frustrated when this doesn't happen, [according to McKinsey](#). Brands are trying to provide this experience (key word is trying)—almost three-quarters of those surveyed have a product finder tool that generates personalized recommendations.

But it's evident that brands haven't cracked the code when it comes to personalizing the last mile of the shopping experience. What's stopping them? Scaling personalization across thousands of pages requires a lot of good product data and zero-party data, as well as the technology to use that information. Putting those ingredients together is proving difficult, but could be a huge competitive advantage for companies that figure it out.

4 Brands are trying to bring in-store experiences online

The typical in-store salesperson makes a sale **20%-40% of the time**, a huge increase from the typical 2%-4% in ecommerce. It makes sense that ecommerce teams would try as hard as they could to replicate this experience and its results.

The hardest part of recreating the in-store experience is building trust with the shopper. In a survey asking over 1,000 consumers what their biggest challenge is when shopping online, three of the top five answers involved not being sure if a product was good quality or right for them.



What are the main reasons you struggle to find the product you're looking for? (Total)



Looking at the average PDP, it's clear that brands are trying to combat these challenges by:

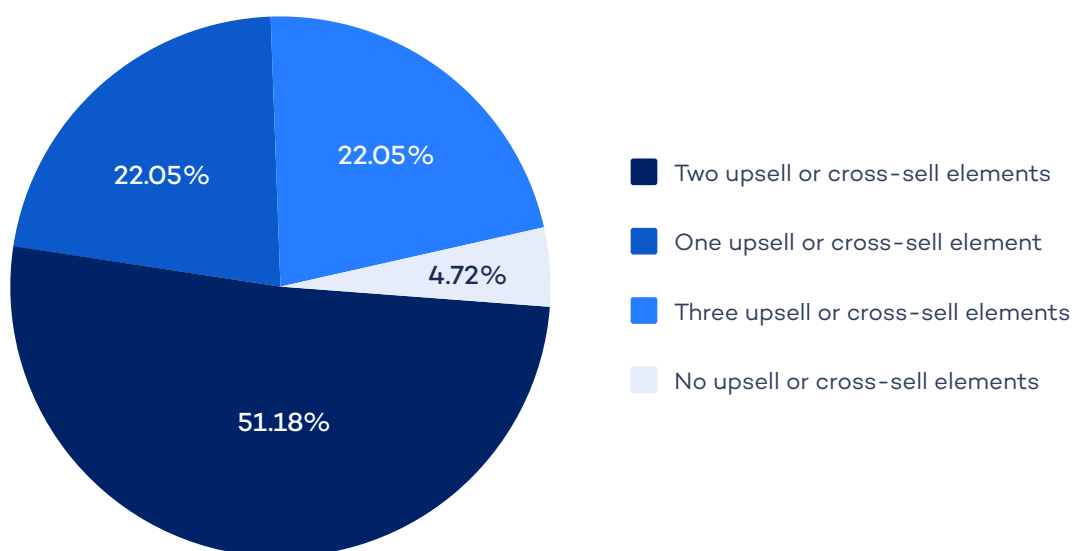
- Showing more product images (12.55 images per PDP)
- Including as many customer reviews as possible and using verification software on them
- Investing in interactive elements to bring customers closer to the products (68.8% of PDPs had an interactive element)
- Answering product questions in a live chat or FAQ section (54.76% of PDPs had one or both elements)

5 Brands are using a combination of tactics to increase average order value

With return rates **hitting 30%** and rising, increasing AOV is more important than ever for ecommerce teams. That's why it's no surprise that brands are experimenting with a wide range of tactics to get shoppers to buy more. This includes having additional product recommendations (89.6%), on-page promotions (56.8%), and bundling recommendations (47.2%).

In fact, more than half of PDPs (51.2%) had two or more of these elements and a whopping 95.3% of them had at least one.

% Percentage of PDPs with upsell or cross-sell elements



These strategies can be successful, but only if the promotions and product suggestions are relevant and useful. No one likes to be upsold with completely unrelated products. Unfortunately, irrelevant suggestions were not uncommon. There was an average of almost 11 product recommendations for each PDP, creating an even higher likelihood of choice paralysis and abandonment. Plus, the difficulty of creating proper relationships between SKUs makes it hard to provide product recommendations that aren't generic.

Five things product detail pages can tell us about trends in buyer behavior

1 Price transparency is important

Customers don't want any surprises when checking out and brands know it.

It's a big reason why shipping information is included on almost 60% of PDPs. Shipping information includes pricing details, expected delivery windows, and return policies.

Additionally, many FAQs (which appeared on 40% of product detail pages) contained questions and answers about delivery pricing and additional fees.

The mockup displays a shipping information section with the following text: "We offer **FREE** Standard Shipping on all merchandise orders that are \$50 and over (excluding taxes)."

Standard Shipping (Beauty Insiders, No Minimum Purchase)	Standard Shipping (Guest Checkout Orders \$50 and over)	Express Shipping
FREE	FREE	\$11.95

ESTIMATED DELIVERY DATE (Close button)

Estimated shipment timing: Most orders placed by 2pm EST are shipped out the same day. All orders are shipped to you FREE via standard ground.

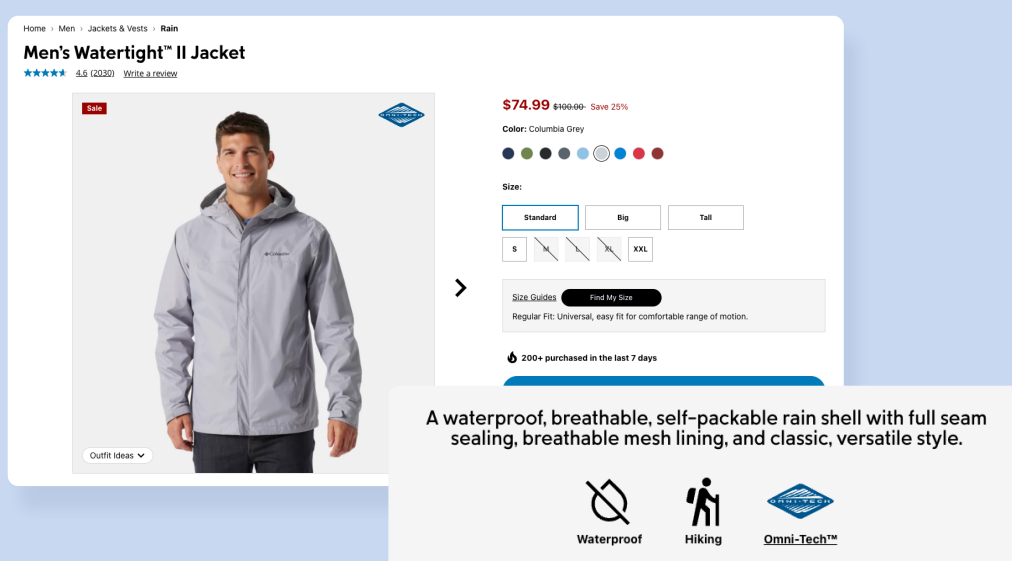
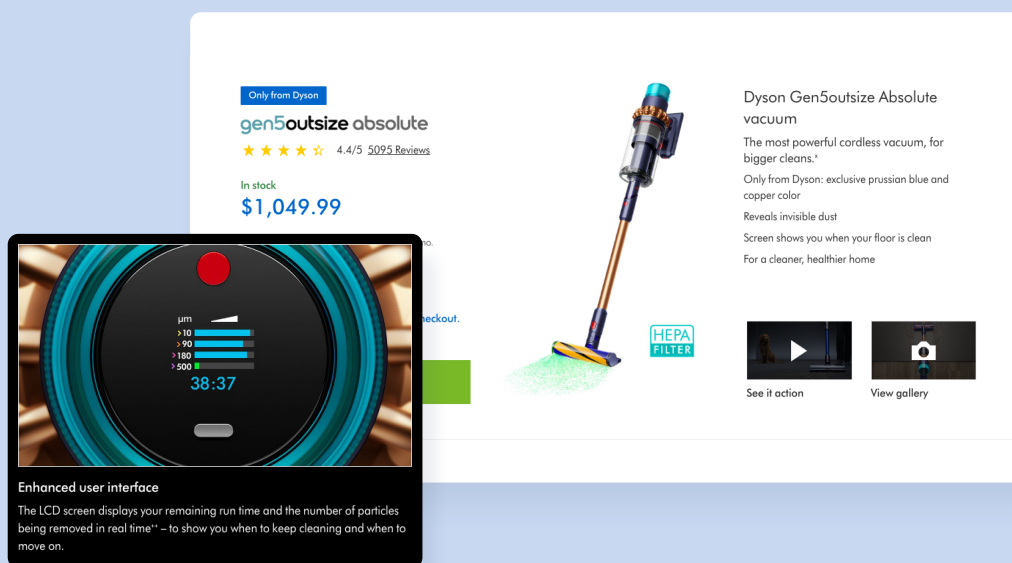
Free Delivery and Returns (Expand button)

Free standard delivery on orders over \$190.

- You can return your order for any reason, free of charge, within 30 days.

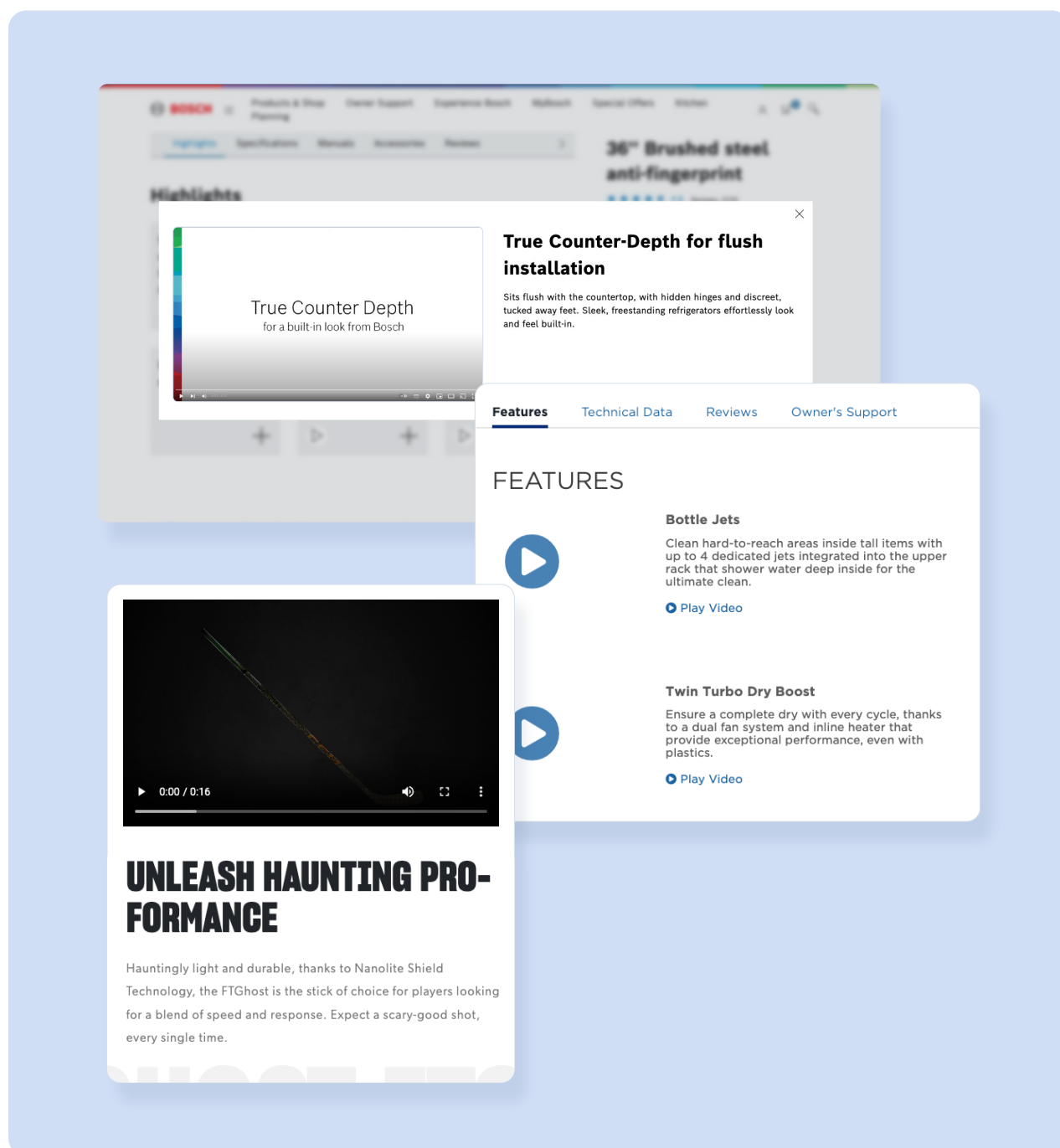
2 Consumers care about benefits and use cases over features

Customers are more concerned with how their shoes will keep their feet dry while trail running or how their fridge will keep vegetables fresh for longer, rather than the technology behind those things. Brands are creating product descriptions to match. Primary descriptions on product pages mentioned benefits 63% of the time while features were mentioned only 37% of the time.



3 The impact of video is limited

Customers don't find videos as useful in their decision-making as other elements on a product page, which means brands aren't investing much in video. Less than half of PDPs (49.6%) had a video and images outnumbered videos more than 12:1. The exception to this was on PDPs for furniture and home appliance brands—72% of which had a video and had double the number of average videos per page.



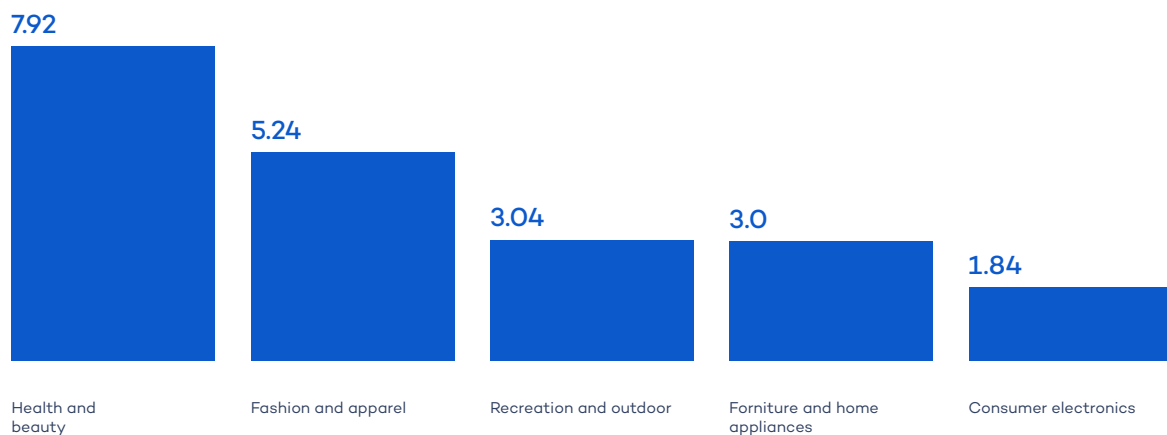
4 Variety is an expectation

Consumers don't just want to choose from different makes and models—they also expect to see different variations of the same product. The average number of product options (ie., a couch in different colors) on PDPs is 4.21.

As shoppers demand more and more personalization, this number will almost certainly grow, creating a need for brands to understand how many options is too many, both for the consumer and the margins of the business

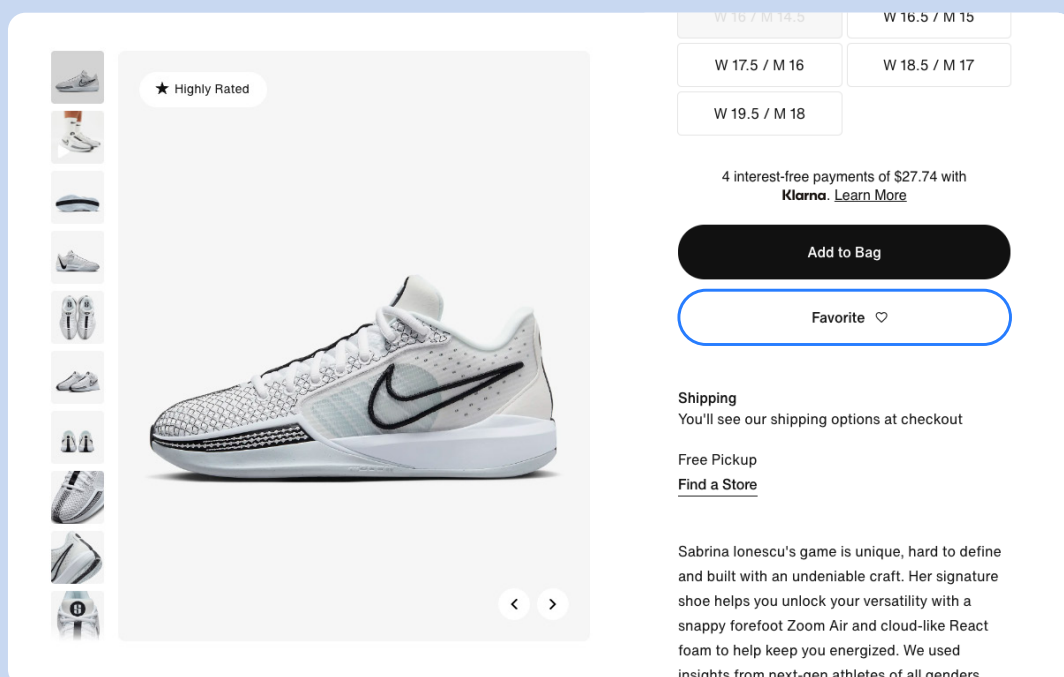


Average number of product variations of PDP by Industry



5 Shopping is a process, not a single event

Online shoppers rarely buy a product in a single session. The main marker of this trend is the rise of wish list buttons on PDPs with 56% of them having this tool. Brands are giving shoppers a way to resume their product discovery where they left off, knowing this gives them a better chance of making the sale when the time is right for consumers. The trend is especially prevalent in fashion and apparel where 80% of PDPs have a wish list function.



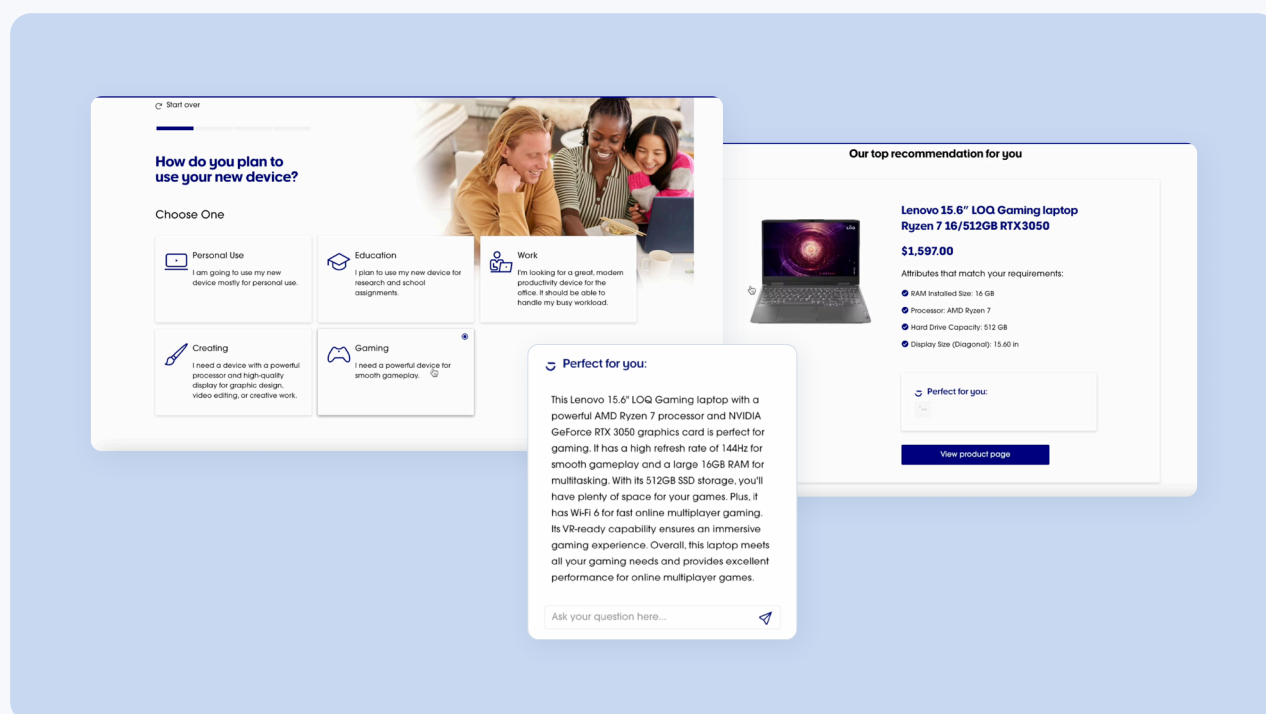
Three opportunities for brands to optimize PDPs

1 Use generative AI for personalization

Only 16% of product detail pages are personalized for customers. That makes sense—personalization at scale is hard. Live chat is a little more prevalent with it available on 40% of PDPs. But again, that's difficult and expensive to scale and maintain.

Generative AI tools like ChatGPT are not good enough to be an exact substitute for live chat. But it can offer a way for shoppers to get personalized, interactive, and useful experiences on PDPs. Plus, it's much more scalable for brands.

For example, Microsoft is using AI-powered Q&A assistants on some of its retailer experiences. After collecting some information from the customer via a product quiz, the assistant tells them why a specific Microsoft laptop is the perfect match and can answer any question the shopper has about the product.



The barrier to entry seems low for brands that want to replicate this experience, especially with open-source tech and more GPT plug-ins popping up. But many of those tools come with the risks that often accompany generative AI, like hallucinations, bias, and inaccuracy. Brands that want to differentiate their experiences will focus on adopting generative AI with well-defined borders around the conversation with shoppers fueled by good product data.

2 Prepare for machine customers

Machine customers (intelligent virtual assistants that purchase products for you) are about to obliterate the status quo in ecommerce. At least 25% of all consumer purchases online will be made by machine customers by 2030, [according to a Gartner report](#). That's over \$279 billion in sales.

Gartner also outlines how these machine customers make decisions for their human counterparts:

Three Phases of Machine Customers' Evolution



[gartner.com](https://www.gartner.com)

Source: Gartner
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Gartner

Ecommerce brands will need to adapt their discovery and purchase journeys to cater to these assistants at each evolutionary phase. In the current era, for example, a customer needs to outline rules for an assistant to follow when buying a product. These rules are often needs or preference-based, such as 'Waterproof shoes.' These needs-based rules don't align with the overly technical filters that most ecommerce sites use. Brands have an opportunity to not only convert traditional filters and search tools to be more needs-based, but also ask the needs of each customer (machine or human), then recommend products based on these needs.

3 Translate specs into use cases or benefits

Here are some terms spotted in the specs of PDPs:

- E-TTL II Flash metering
- 40 dB(A) re 1 pW
- 10mm midsole drop
- 20 Hz-20 000 Hz (44.1 kHz sampling)
- Polyurethane foam lb/cu.ft.

These specs are probably coherent for two small groups: the people who develop the products and the enthusiasts who know everything about cameras, shoes or headphones. Most customers would be completely lost if they dove into the spec section of PDPs. This is especially true in consumer electronics where the average PDP has almost 55 (very technical) specs, which is more than double the average.

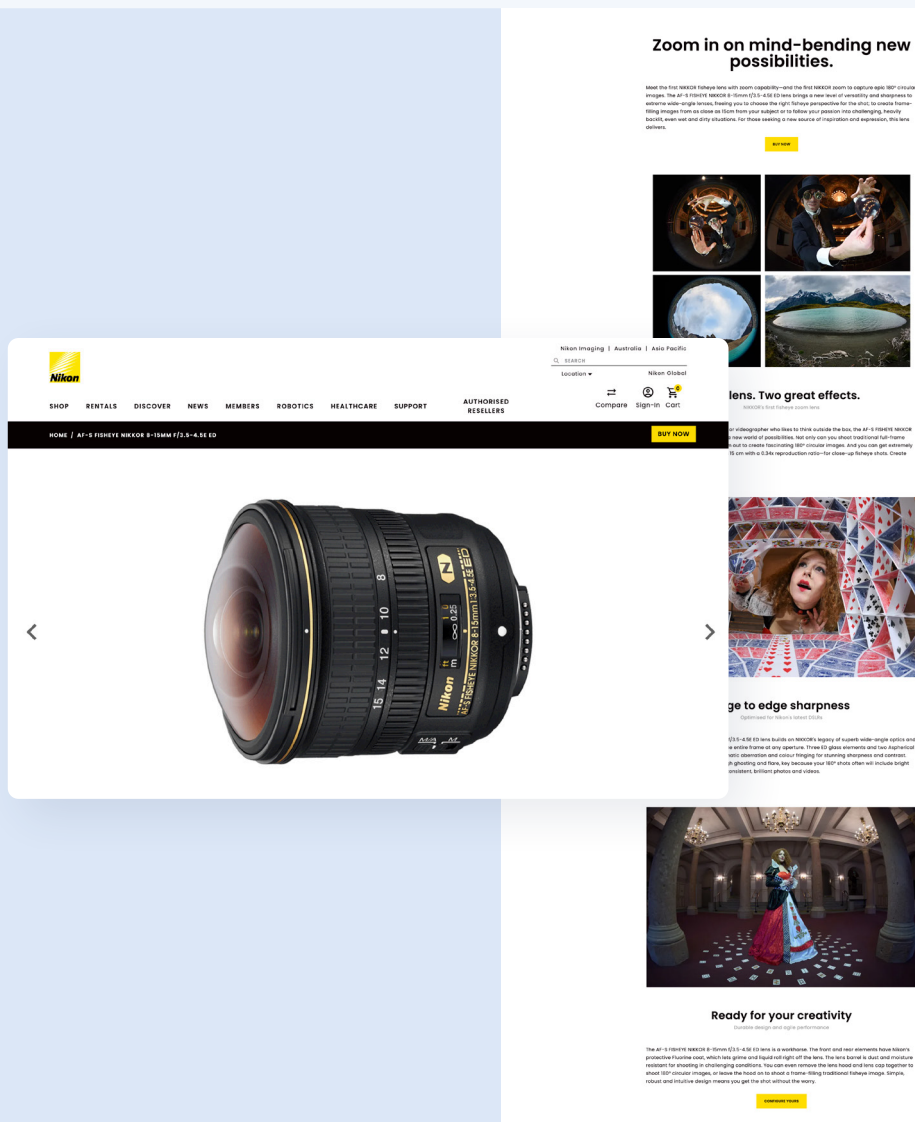
The opportunity for brands is translating these specs into information that customers want to know about the product. For example:

- E-TTL II Flash metering = Automatically adjusted flash
- 40 dB(A) re 1 pW = This product operates quietly
- 10mm midsole drop = Cushioning that's a balance of comfort and support
- 20 Hz-20 000 Hz (44.1 kHz sampling) = Full-range, studio-quality sound
- Polyurethane foam lb/cu.ft = Medium firmness

Translating thousands or millions of specs across PDPs is a daunting task. Luckily, our old friend generative AI is developing quickly enough to be a solution—so long as businesses have the data quality to make it possible.

Six ideas you can steal from great product detail pages

1 Nikon: AF-S FISHEYE NIKKOR

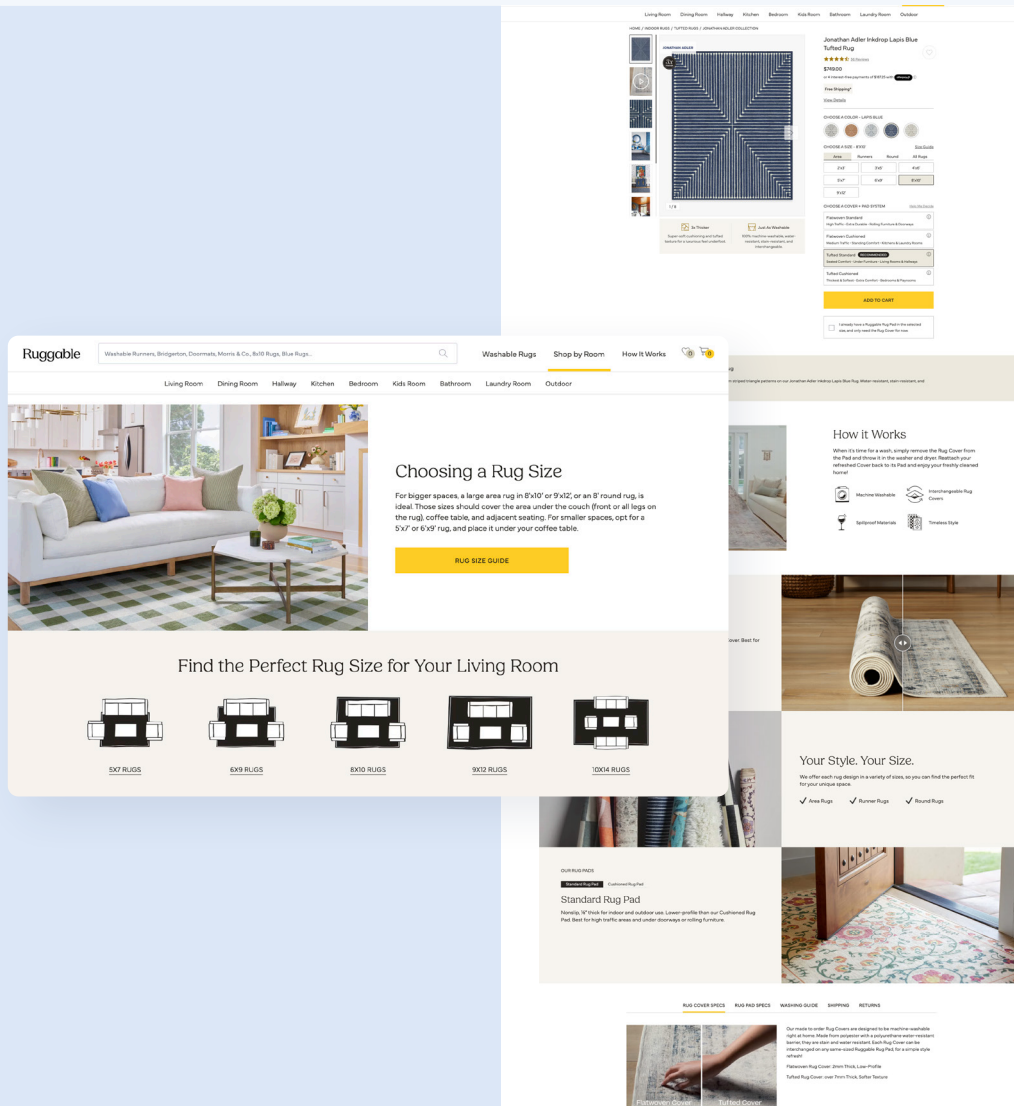


What we like about the page:

It lays out all the benefits of the lens, but it gives much more space to showing what the lens is capable of.

Nikon understands that photography is a visual medium and that text should play a supporting role on product pages.

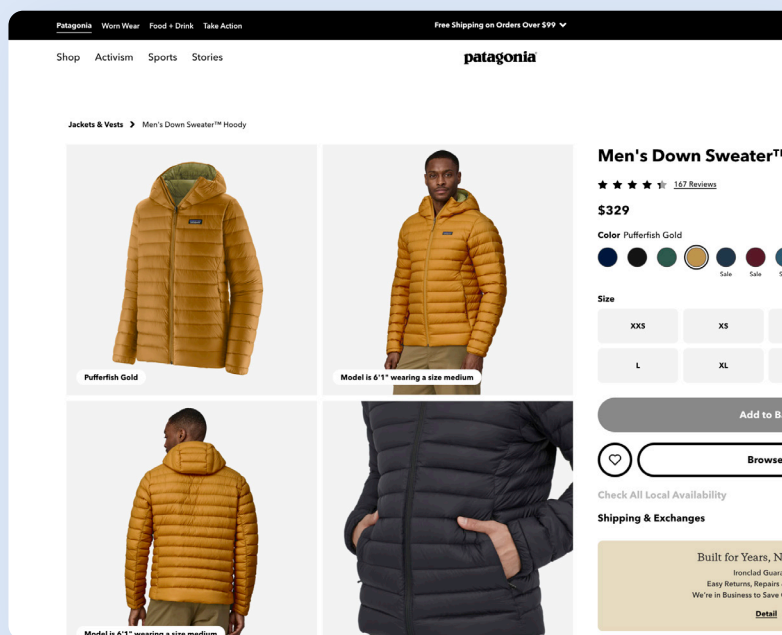
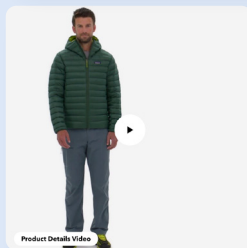
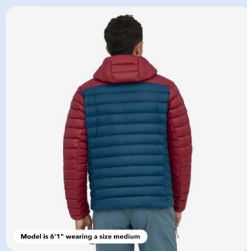
2 Ruggable: All product pages



What we like about these pages:

This is another example of visuals being the hero of a PDP, although in a slightly different way. Ruggable cleverly uses images and video to translate specs into helpful information that helps customers pick the right size, color, and type of rug.

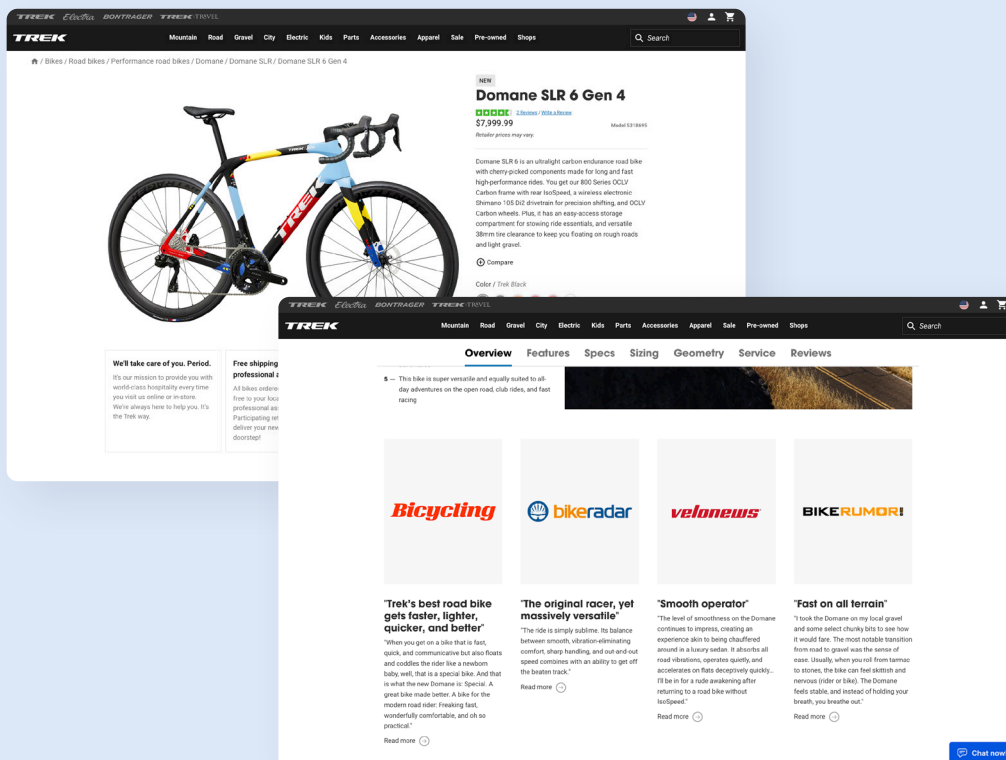
3 Patagonia: Jackets



What we like about these pages:

Patagonia goes a step beyond sizing charts and typical modelled shots of their gear by showing what its jackets look like on people of different shapes and sizes. It's a great strategy for increasing buyer confidence and decreasing returns, especially when the product comes with a hefty price tag.

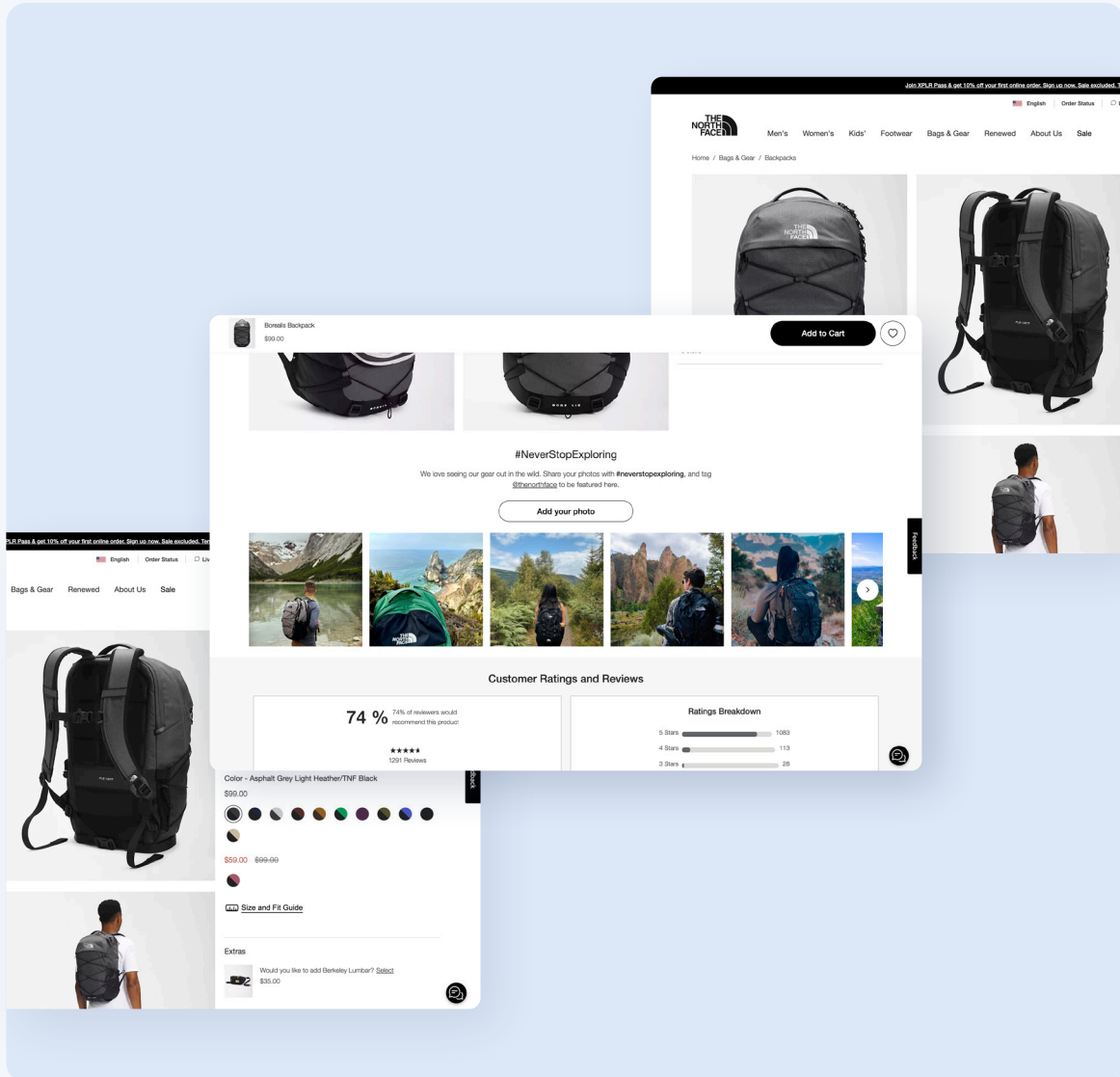
4 Trek: Verve 1 Disc and Domane SLR 6 Gen 4



What we like about the page:

Trek does an amazing job of knowing its audience and designing their PDPs for them. The Verve 1 Disc page dispenses with overly technical language, opting to highlight benefits and use cases instead. While the PDP for the Domane SLR 6 Gen 4, which is a higher-end bike for enthusiasts, puts favorable reviews from well-read publications front and center.

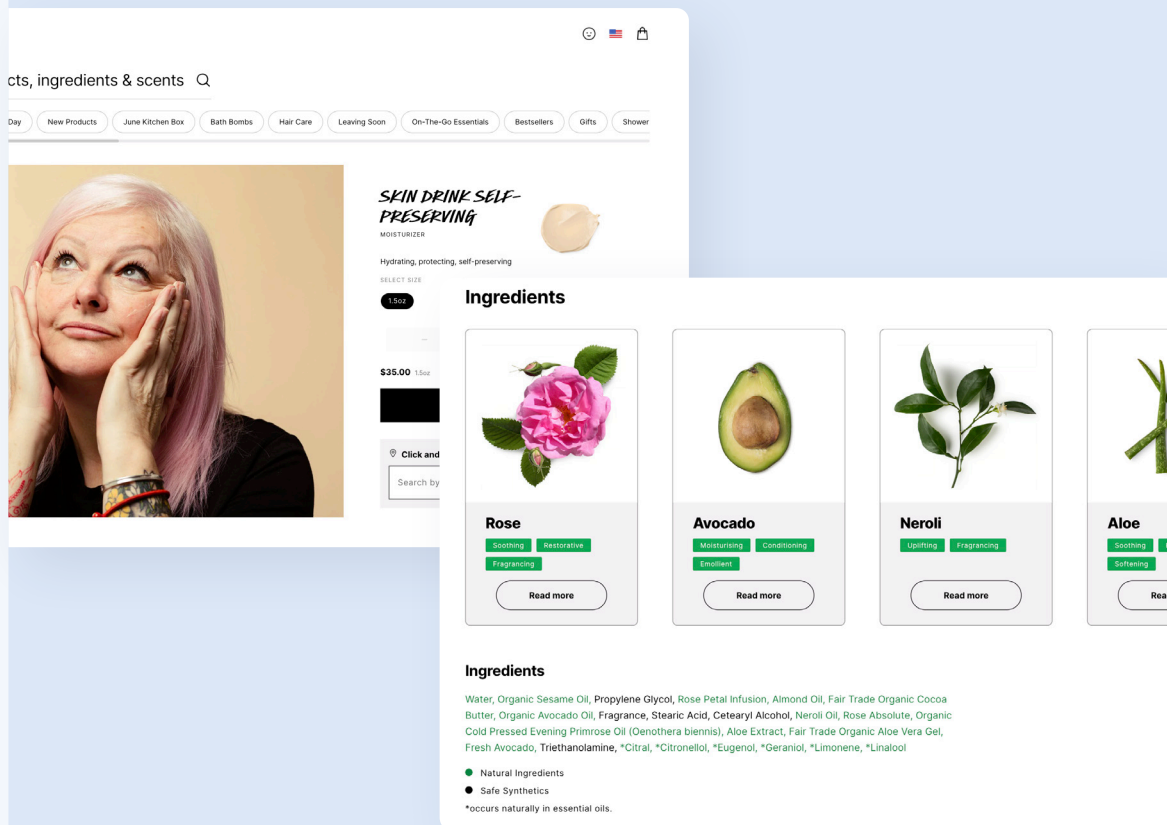
5 The North Face: Borealis Backpack



What we like about the page:

This product detail page creates a sense of community, bolsters social proof, and connects to a larger story of adventure, all with a single section that displays pictures from actual customers using the backpack.

6 Lush: New Skin Drink Self-Preserving Moisturizer



What we like about the page:

Lush labels the ingredients in their products with the properties they contain, turning meaningless facts into information that both makes sense to shoppers and helps them choose the product that's right for them.



The final word on product detail pages

Designing the ultimate PDP is a never-ending experiment. Brands are constantly trying to understand what their customers need to make a purchase and give it to them while maintaining a consistent brand across thousands of pages. The result is complexity, even in the face of a glaringly obvious fact: consumers prize clarity over everything.

And therein lies the big opportunity for brands: those who master the art of crafting simple, personalized journeys will pull ahead of the rest. Generative AI offers one enticing path to gaining this advantage, but unlocking its potential relies on an investment in clean and enriched product data.

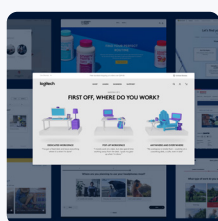
As we stand on the cusp of this digital evolution, the question remains: how will brands adapt and thrive in this ever-changing landscape? The answer, it seems, is in their ability to connect, engage, and inspire confidence in the consumers they serve.

Learn more

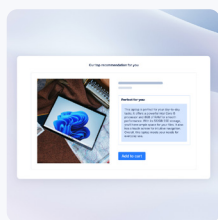
Check out these articles to learn more about creating and (more importantly) keeping trust with customers



How Canon increased customer trust and boosted conversions by 53% at the same time



12 best examples of guided selling assistants and product finders that increased consumer trust



The short guide to optimizing product detail pages to increase engagement and clicks

Visit zoovu.com to see more tips, solutions, and expert advice on product discovery.

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