

# Placeholder to Profit Driver

*Re-thinking the approach to Product Data in Distribution*



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WHERE DO PROFITS  
COME FROM?

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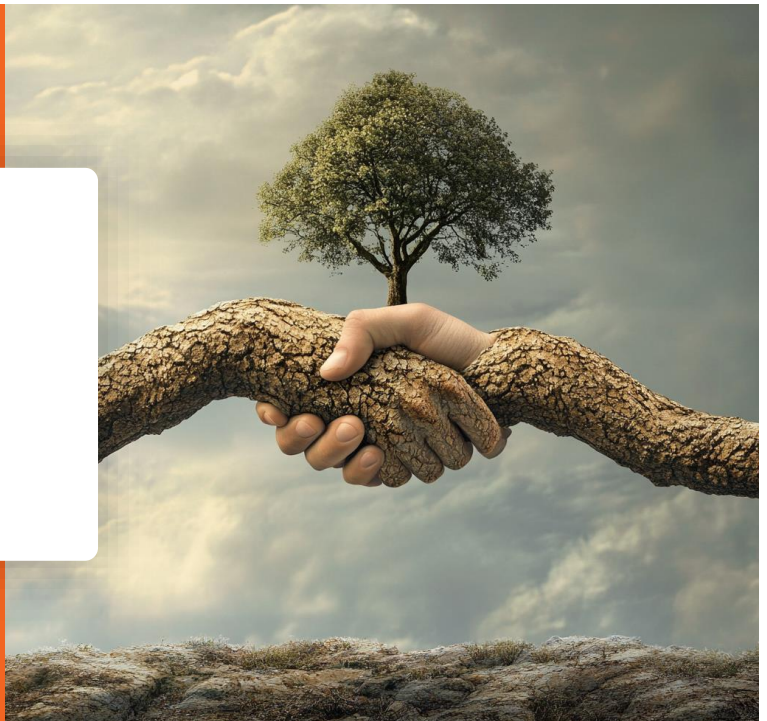
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## Conventional Thinking



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## Reality Thinking



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## Profit Drivers (Offline)

Seller leverages the trust built in the relationship to guide sales of higher-margin products and additional value-added services



The salesperson demonstrates expertise about the customer's business and uses it to suggest solutions to customer problems.

When the advised solutions are effective over time, customer learns to trust the salesperson and through them, the distributor.

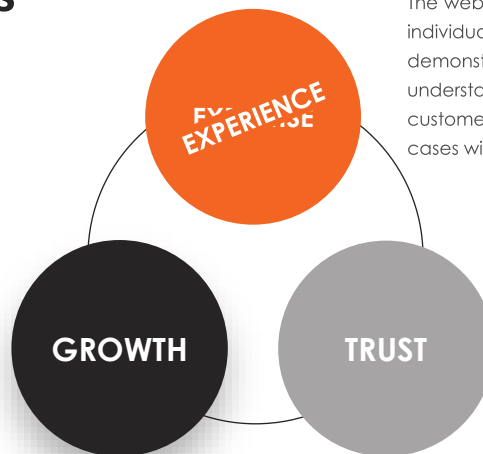
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## Profit Drivers (Online)

Seller uses the buyer's trust in the website to guide sales to higher-margin products and additional value-added services (also offline)



The website is perfectly tuned to the individual user's experience, demonstrating a consistent understanding of the product, the customer's business, and relevant use cases with few to zero errors

When the website is effective and "tuned" to the user's business over time, they use it for more time and for more (and different) purposes

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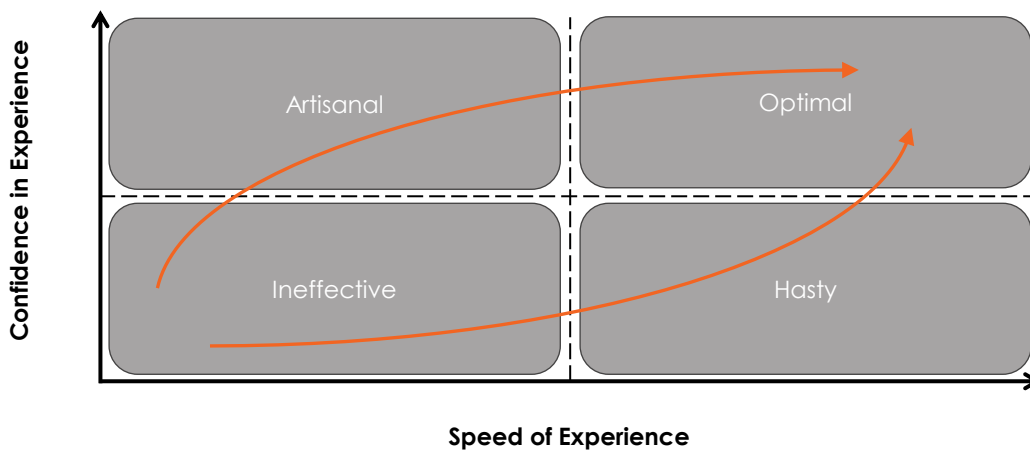
# THE BENEFIT OF DIGITAL EXPERIENCE?

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## Paths to a “Good” Digital Experience



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# Good Digital Experience

Studies have shown that B2B sellers who implement a high-quality customer experience from their homepage to the detail page and emphasizes confidence in their buyers see materially better performance from their e-commerce sites

9.6% ↑  
Conversion Rate

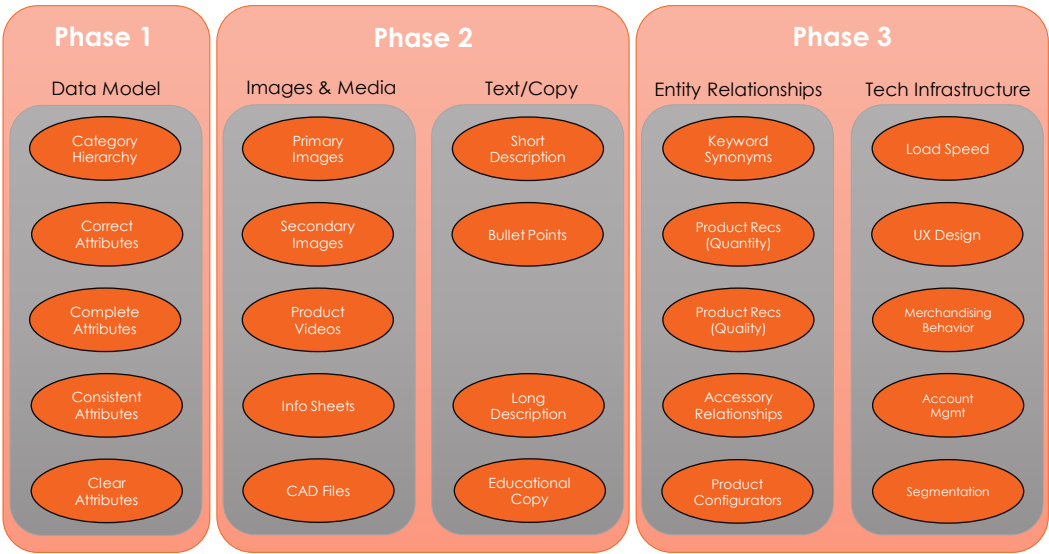
25% ↑  
Average Order Value



# THE COSTS OF DIGITAL EXPERIENCE



# Elements of a Digital Experience

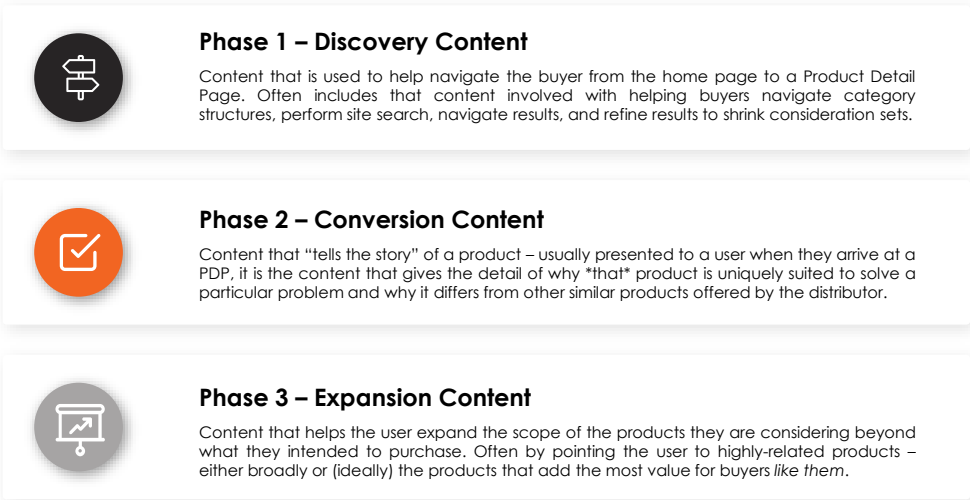


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# A Profit-Oriented Content Strategy

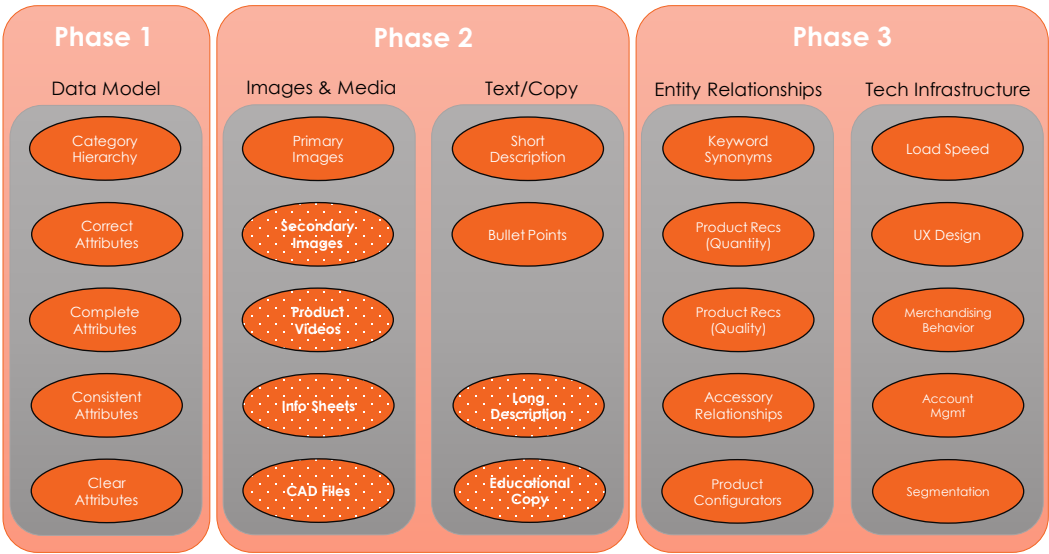


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# Elements of a Digital Experience



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# Content Costs Grow Quickly



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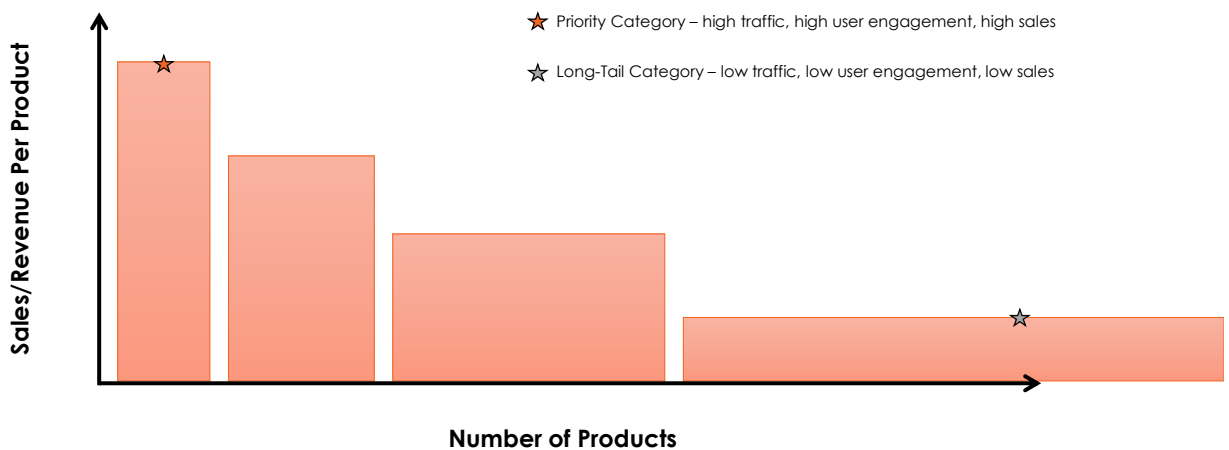
# DRIVING PROFITS WITH CONTENT

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## A Profit-Oriented Content Strategy



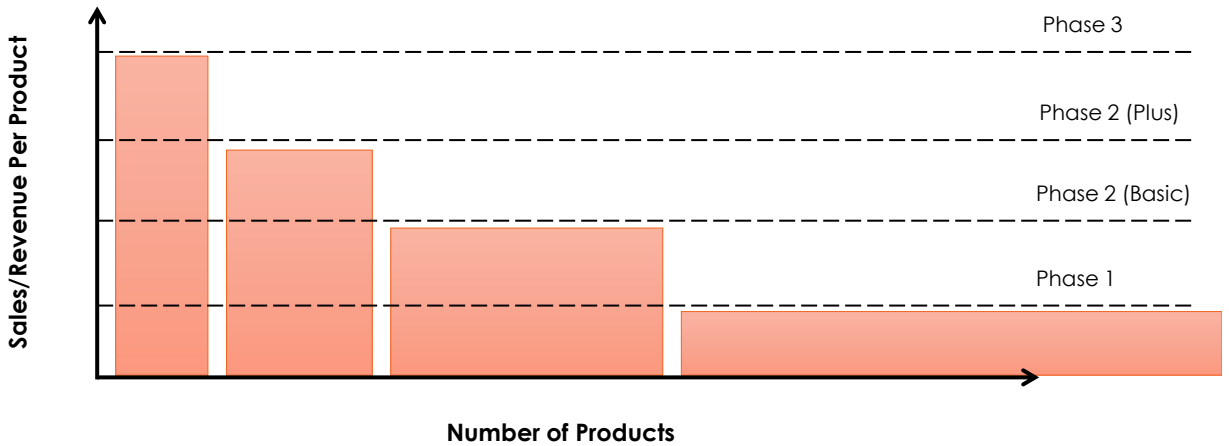
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## The Problem with Broad Content Strategies

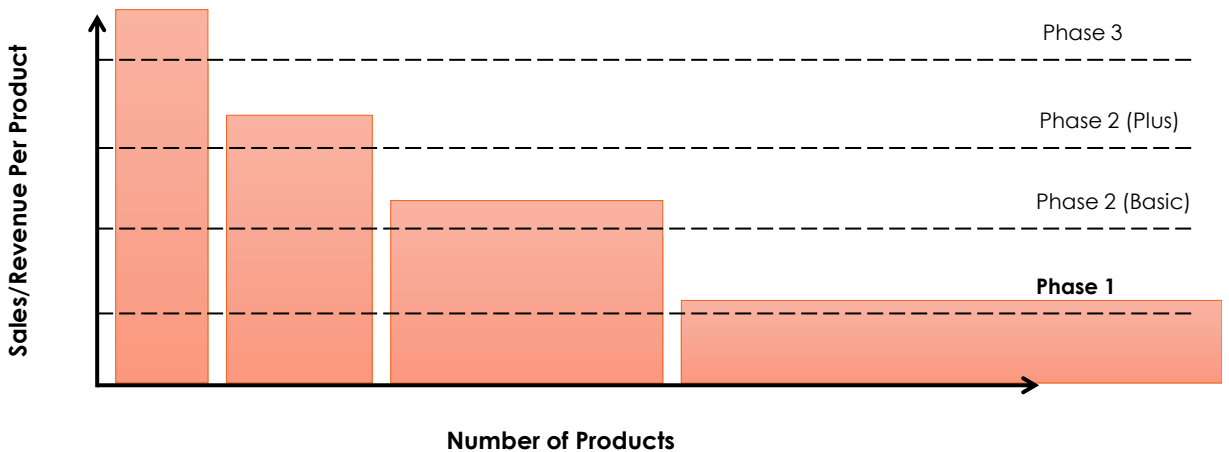


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## The Problem with Broad Content Strategies

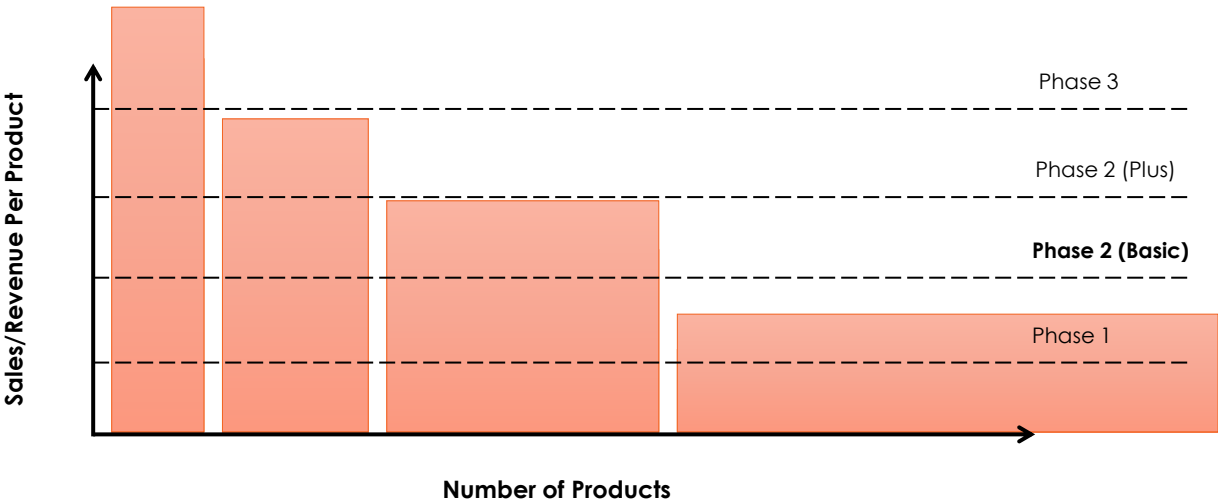


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# The Problem with Broad Content Strategies

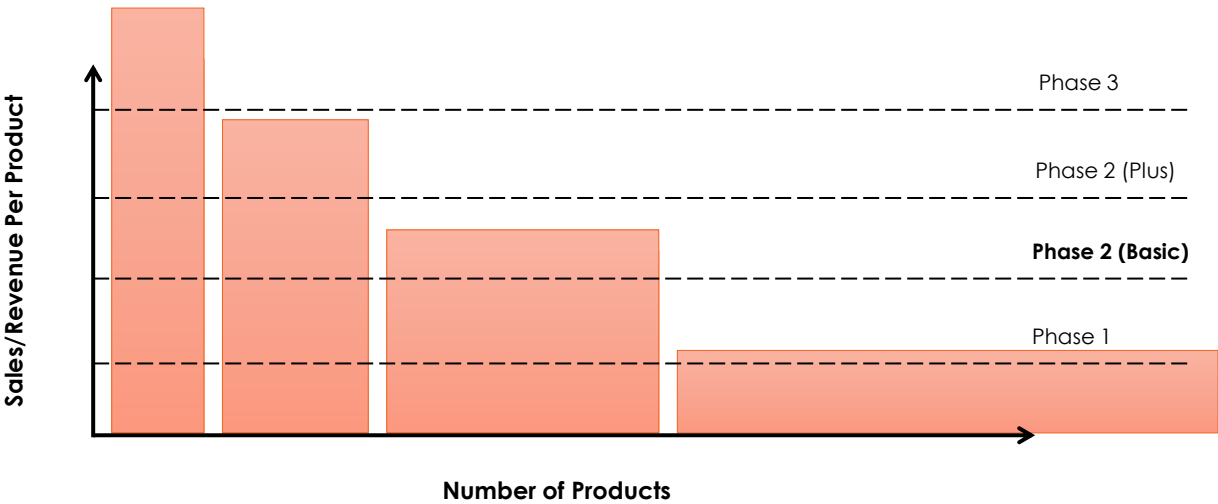


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# The Benefit of Targeted Content Strategies

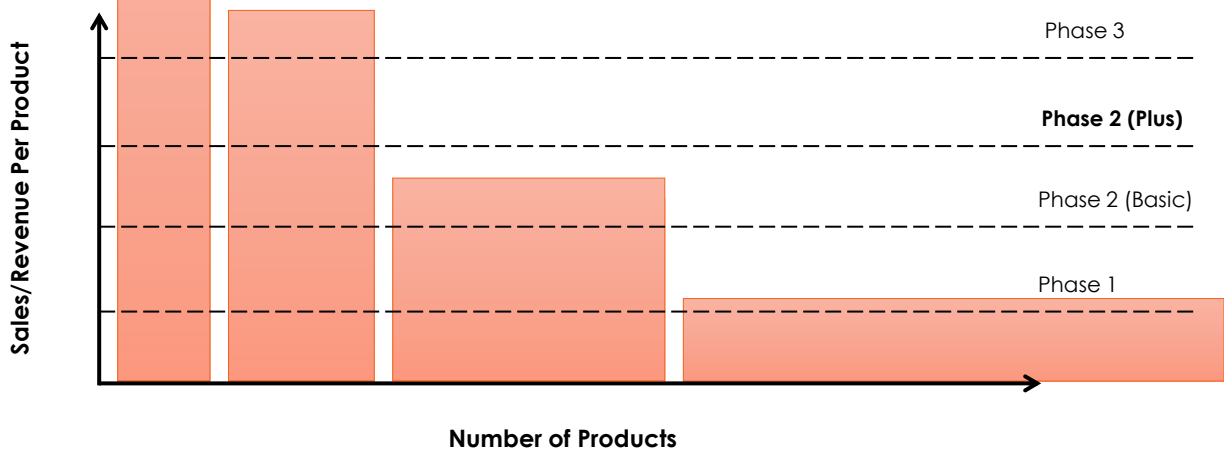


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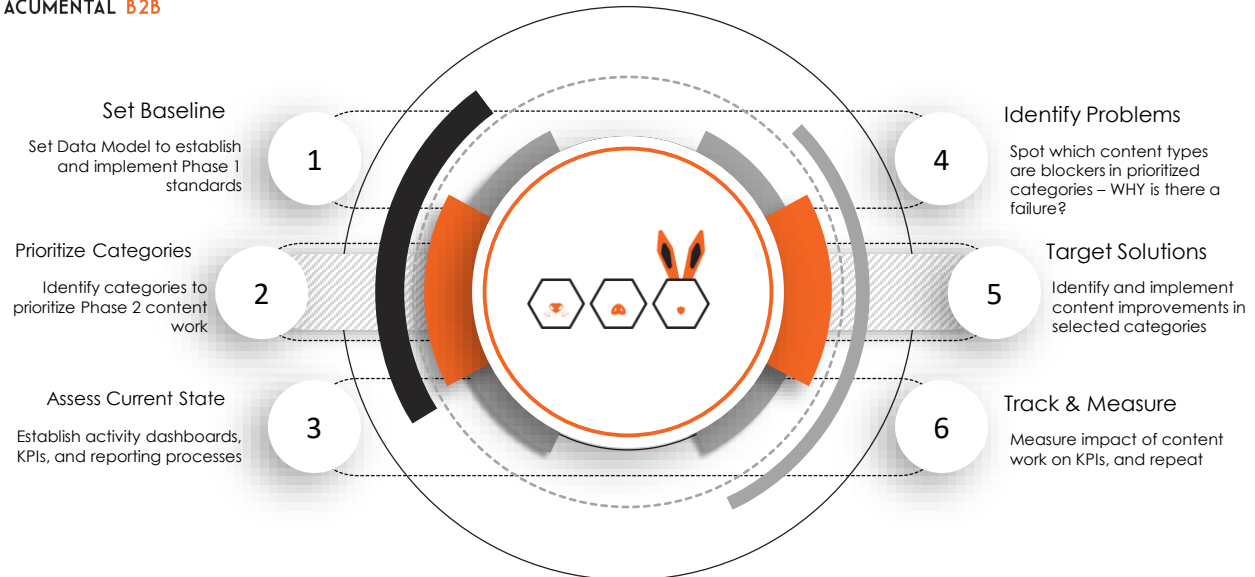


# The Benefit of Targeted Content Strategies



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# Get In Touch

If this is interesting and you want more detail,  
reach out – don't be a stranger!

## Inquiries

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