



GS1 SmartSearch value proposition

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| <p>Target audience <i>Who is the target audience?</i></p> | <p>For...</p> | <p>Marketing and sales executives leading digital marketing for manufacturers, traditional retailers and etailers.</p> |
| <p>Need <i>What important issue or improvement opportunity do we address?</i></p> | <p>Who...</p> | <p>Today 70% of sales are influenced by information on the internet and ecommerce sales continue to grow significantly across all product categories around the world. However, it is challenging for companies to make product information visible across the web, particularly through search engines.</p> |
| <p>Today's solutions <i>What are the alternative solutions to the need?</i></p> | <p>Unlike...</p> | <p>Current web pages with incomplete and unstructured product information.</p> |
| <p>Offer <i>What do we offer concretely?</i></p> | <p>Our...</p> | <p>The GS1 SmartSearch standard offers a way for web developers to include standardised and structured product information in web pages so that it is usable by search engines.</p> |
| <p>Benefit <i>What advantage does our offer (uniquely) provide in answer to the need? Ideally one, possibly two, maximum three.</i></p> | <p>Provide...</p> | <p>Increased sales through:</p> <ul style="list-style-type: none"> • More relevant search results • More detailed and accurate product information displayed in search results |
| <p>Reason why <i>What do we do differently/better than today's solutions that justifies the benefit we claim?</i></p> | <p>Thanks to...</p> | <p>GS1 SmartSearch makes use of the universal GS1 barcode number already used by manufacturers and retailers, as well as other GS1 standards developed by industry for industry.</p> |
| <p>Facts and case studies <i>What are the compelling facts and concrete case studies that we can use to illustrate the benefits we claim to offer?</i></p> | <p>As evidenced by...</p> | <p>GS1 US piloted the use of structured product information on web pages with 10 of its industry members at the end of 2014.</p> <ul style="list-style-type: none"> • On average there was a progression of three positions in Google search results • One participant had improved search engine rankings that led to a 30% increase in web page traffic <p>Eric Tholomé, Google Shopping: "GS1 standards have been very valuable in our efforts to improve the online shopping experience by harmonising product data and eliminating inaccuracies."</p> |