PREMIUM ECOMMERCE EXPERIENCE FOR PRODUCTS

SELLPOINTS IS OUT TO HELP OFFICE DEPOT DOUBLE ONLINE PRODUCT SALES

We'll help you convert shoppers more on officedepot.com by providing the engagement and information that makes them push the buy button.

HOW WE DO IT

Increase Sales Conversions

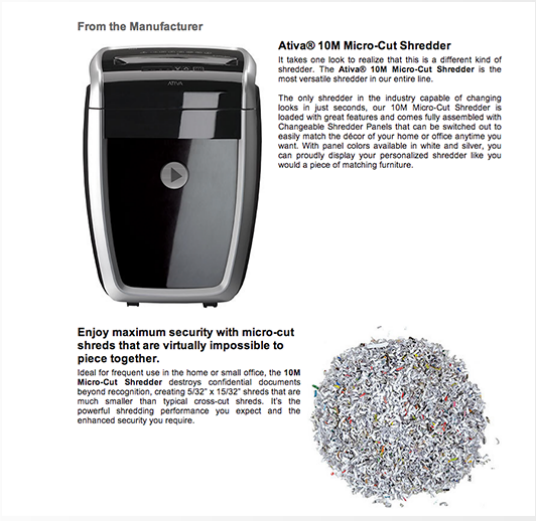
Sellpoints brings the in-store interactive experience to your online products using Interactive Images (i2)—featuring 360° product tours, sales videos, product selling sheets, and key feature callouts inside the product hero image. Our Active Content Pages (ACPs) enable brands to tell their story to shoppers directly on officedepot.com.

Shoppers who engaged with i2s were 2x more likely to make a purchase than those who didn't engage.

Interactive Image



Active Content Page



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PREMIUM ECOMMERCE EXPERIENCE FOR PRODUCTS

	SellPoints Services	Premium E-Commerce Experience for Products (PEEPs)
		$500
Brand(s) Delivering Copy & Graphics	Interactive Image(i2): Brand(s) delivering Copy & Graphics	+
	Active Content Page(ACP): Assembly of copy, images, videos and documents in a long-form HTML format & syndicate to inline section of officedepot.com's pdp	+
Sellpoints Harvesting Copy & Graphics	Interactive Image (i2): Sellpoints scraping/harvesting up to 5 assets per SKU	+
	Active Content Page(ACP): Assembly of copy, images, videos and documents in a long-form HTML format & syndicate to inline section of officedepot.com's pdp	+
Additional Services	Reporting	+
	Content Refresh/Edits after Final Approval and Syndication	2
	Derivative SKUs	$250
	Content Creation: Videos, 360s, Photography, Copy Writing...	Case by Case

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