Reaktor

How a Product Experience Page (PXP) will elevate your ecomm

Traffic to your site is high. Your conversion rates are great. But your average order values are lower than they should be. Sure, you can give shoppers free shipping on orders over a certain amount, offer them bundles, or up- and cross-sell them products they might like. But there's a totally new, better, and proven way to increase your Average Order Value (AOV). And, you've probably never heard of it.

"According to a report by Kibo [1] from Q4 2020 to Q4 2021 in Europe and the United States we've seen an increase in ecommerce site bounce rates, with the highest increase in EMEA at 47.2% — a 12.3% hike."

What does this tell us? That brands need to work harder to keep people engaged, and ultimately, convert. So if you're responsible for the performance of an ecomm site, you should be looking at it holistically to make sure the Product Detail Page (PDP) is the centerpiece of your consumer's experience.

[1] https://kibocommerce.com/resource-center/q4-2021-ecommerce-quarterly-benchmarks/

The problem is, traditional PDPs are designed to convert immediately without giving people a compelling reason to want to buy. The PDP is the ecomm equivalent of asking someone who's just swiped right to start booking the honeymoon.

Wouldn't it be way better to give people an online shopping experience that aims to inspire and that's designed around their own unique decision-making process? Where the emotionality of shopping goes hand in hand with the convenience of buying?

Yeah, we think so too.

Because ultimately, the online stores we'll be shopping at again and again in the future will be the ones who have figured out how to truly immerse us in the brand while still prioritizing commercial drivers.

Over the next 24 pages, we're going to introduce you to a game-changing ecommerce framework that Reaktor has already used to help our retail customers achieve incredible results. It's designed to work in harmony with the way today's consumers shop online and to invite you to imagine what your ecomm could look like in the future.
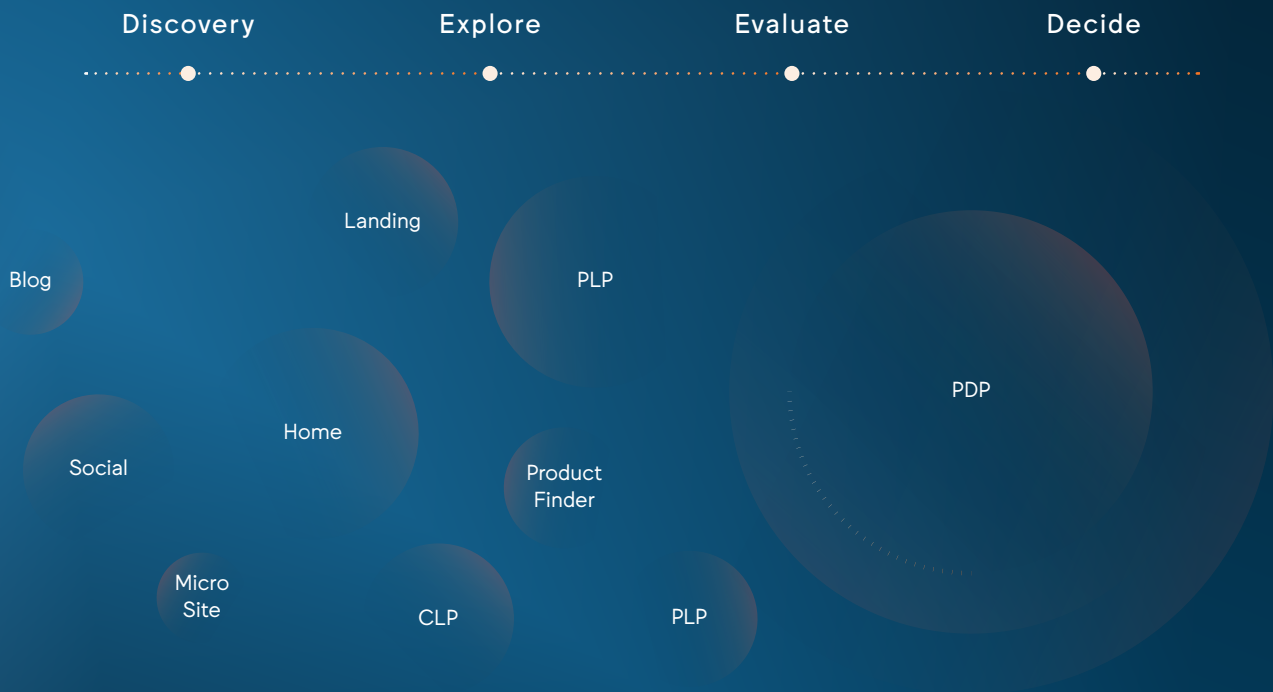
The traditional PDP

—

All destination,
no journey

Most ecommerce sites are designed in a way that expects the shopper's path to purchase to be linear – from **discovery,** to **explore,** to **evaluate,** to **decide**.

Traditional.com

Discovery   Explore   Evaluate   Decide

Blog

Landing

PLP

Home

PDP

Social

Product
Finder

Micro
Site

CLP

PLP

Linear product experience funnel: This "happy path" is rarely the route users take to reach the product pages

But in reality, on average it takes several days and multiple page visits before a sale is finalized. Shoppers usually land on a PDP, then navigate to a PLP (Product Listing Page), go to a product finder, see a social post, or land on an editorial piece. They may jump between product types, categories, or other sites where they're comparing different brands. Then at some point later they may go back to the PDP to make the final purchase.

Google calls this process "The Messy Middle," and the act of jumping back and forth between the **explore** and **evaluate** phase is known as **"pogo sticking."**

The shopping process isn't linear. So it stands to reason that if we tell richer and better stories on our site and make the shopping journey as pleasurable as possible, we have a better chance of inspiring people to make their purchase.

Messy Middle

Consumers loop through these twin modes of **exploration** and **evaluation**, repeating the cycle as many times as they need to make a purchase decision. . . . . .

Discover

Explore

Evaluate

Decide
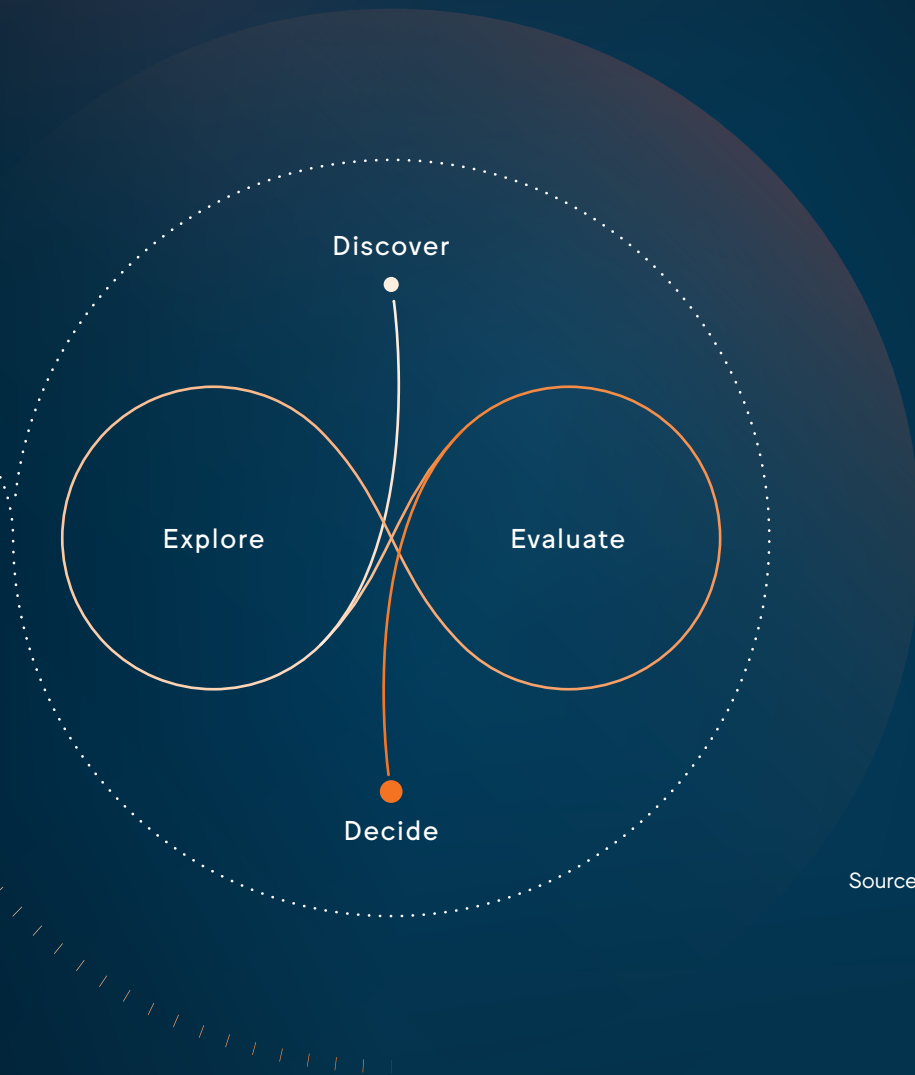
Source: Think With Google

It's also important for brands to understand the difference between **buying** and **shopping**. In traditional ecommerce, customers are usually treated like they're there to buy — it's purely transactional. But we forget that some consumers are just there to shop and browse. And that means we've got a great opportunity to elevate their experience and dial up the brand while they're browsing. You're probably thinking: "Well, how do you do that when in most cases the key goal is conversion?" Read on.

Buying

Performance

Rational

Data Driven

Transactional

Predictable

Functional

Decisive

Data

Frictionless

Exploratory

Shopping

Logical

Emotional

Experience

Unexpected

Character

Human

Lovable

Desire

Authenticity

Inspirational

Engagement

When conversion is king, we prioritize the act of buying. Buying is transactional, rational, predictable. Usually we make page improvements to PDPs in micro steps, rolling out optimizations, A/B testing, and making the experience as frictionless as possible. That's great, except that then we miss out on the opportunity to inspire people as they shop. Because we're so focused on making the sale, we forget to offer them elements that tap into their emotions and show the brand as lovable and quirky. And that's exactly where you often run into that friction, with a creative department that wants to be expressive and brand-led clashing with the UX department, which wants to make the experience as smooth and logical as possible. We say you — and shoppers — can have the best of both worlds.

Selling isn't just about the product itself, it's also about creating a connection with people, which is why there's plenty of buzz around typically wholesale brands moving to direct to consumer (DTC). Going DTC helps brands own more of their customer experience. And being able to launch products directly to people in a way that's super personal creates momentum, excitement, and brand advocacy — it inspires them to **love** your brand.

## A new type of PDP

—

Raise your AOV with a PXP

So now that you know that people regularly oscillate between the roles of buying and shopping, it's finally time for us to actually show you our ecomm product presentation framework. It's got two key components:

Transactional   **Emotional**

Transactional approach

This starts with the PDP as a state-of-the-art landing page where consumers can easily find the information they need. Think of this as the core that is highly optimized for conversion and tailored to a frictionless journey. It's built with a modular, component-based structure that's flexible, so we can productize and localize content, and perform experimentations and customizations depending on the journey. The transactional approach prioritizes most-used actions. We want to design for immediate interaction, reduce friction and interaction costs, and shorten the path to purchase. The ultimate aim with this page is that we've reduced single-page visits, or bounce rates, thereby increasing conversion.
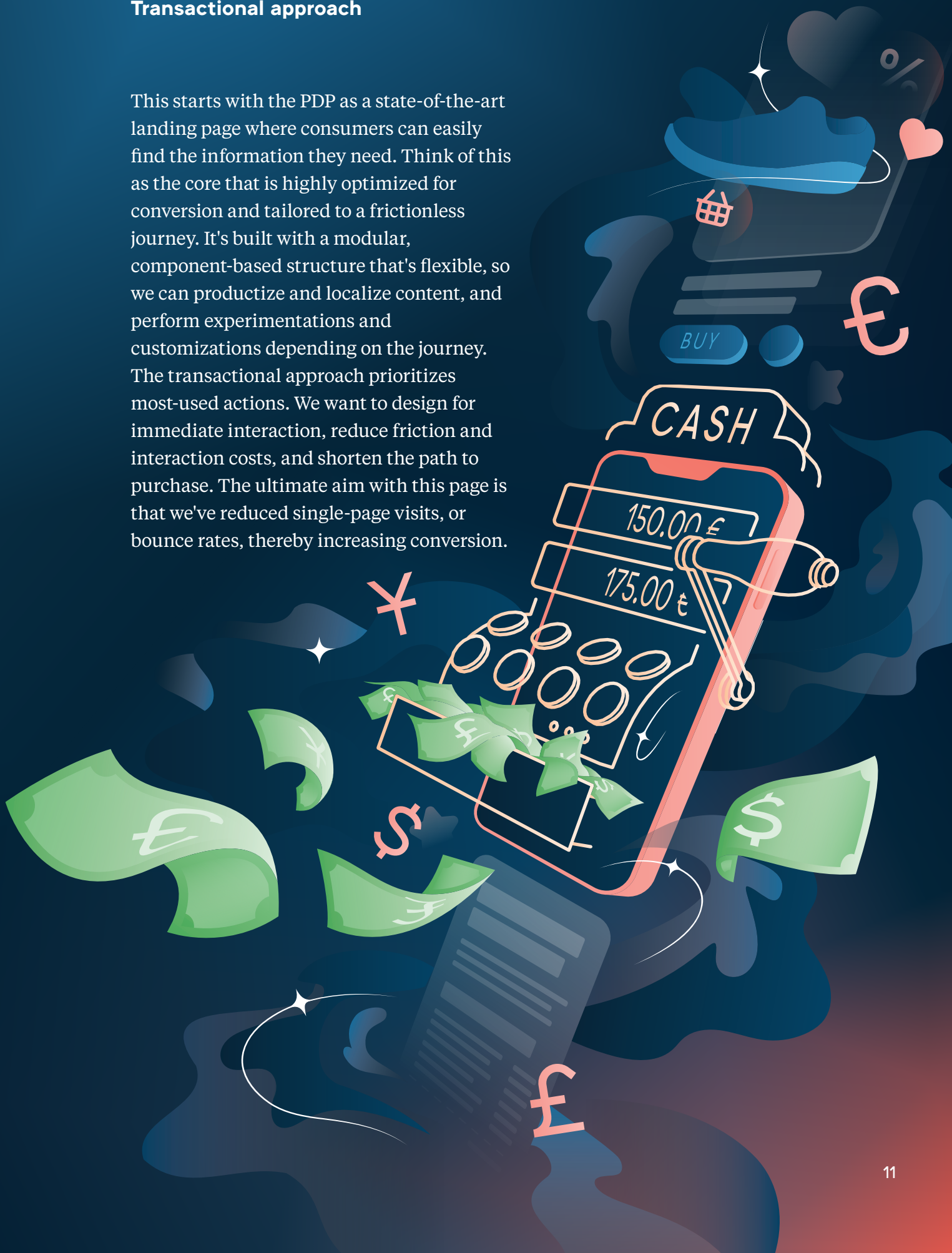
Emotional approach
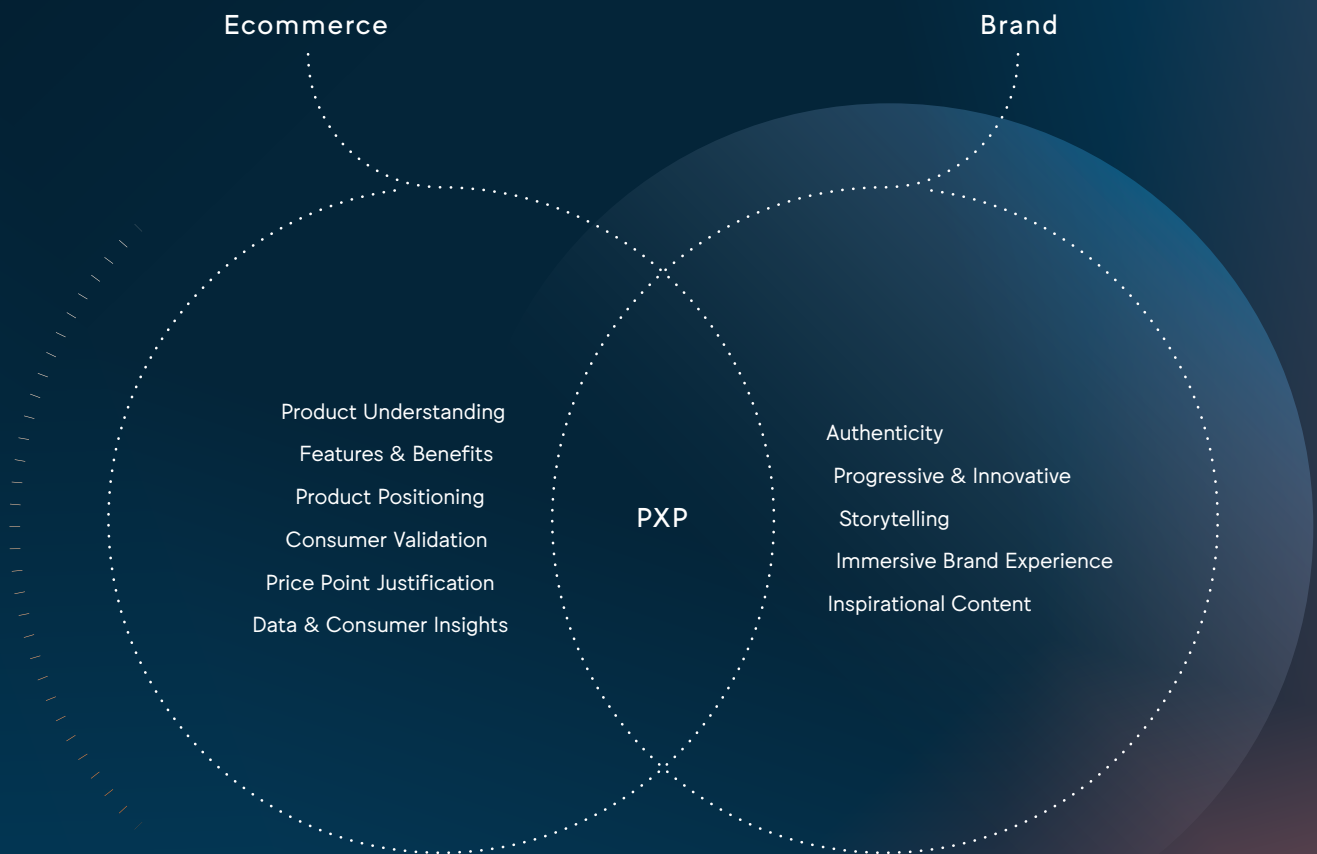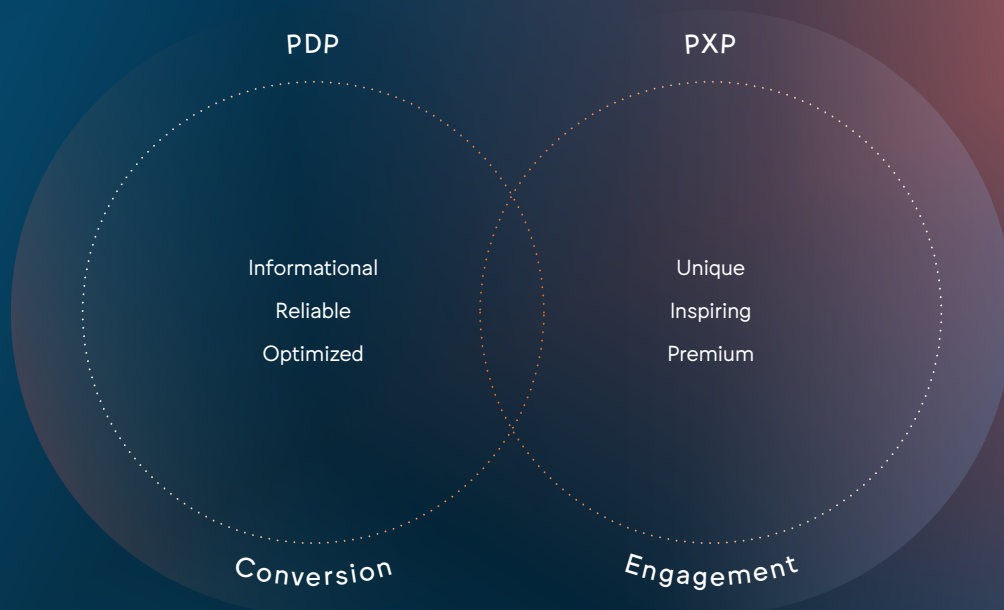
This is where the PDP is designed with more brand elements in place. The page is stylized with emphasis on product storytelling. Using imagery, video, user-generated content, and alongside copy, products come alive and elevate the experience to draw the customer into the product or campaign world. In the end, the emotional approach helps consumers to make a fully-informed purchase decision.

When we combine the transactional and emotional elements of the PDP we get the PXP, aka the Product Experience Page. The PXP is the ultimate landing page, focusing on product benefits and details in a totally unique way. As people tend to land directly on PDPs, we need to find a way to grab their attention and imagination and build brand engagement from the very first tap. How do we do that, you ask? By creating a rich, immersive experience with customizable storytelling components, dynamic product descriptions, and highlighted video sections with stories and quotes. It's a story-first approach that's optimized to show compelling imagery — all with the goal of inspiring and captivating the shopper.

Ecommerce

Brand

Product Understanding

Features & Benefits

Product Positioning

Consumer Validation

Price Point Justification

Data & Consumer Insights

PXP

Authenticity

Progressive & Innovative

Storytelling

Immersive Brand Experience

Inspirational Content

PDP   PXP

Informational   Unique

Reliable   Inspiring

Optimized   Premium

Conversion   Engagement

We use the PXP to bring products and imaginations to life. And to create hype. For it to work well, the PXP needs to have clear product understanding, positioning, and consumer validation. Product Experience Pages are perfect for price-point justification, especially with higher-ticket and experience-based items. This is because online shoppers require more inspiration and reassurance than you think, and the PXP is the perfect vehicle to deliver that. And while the PXP is mainly brand driven, the commercial aspect is taken care of, too.

In fact, from the first experimental application of the PXP framework at one of our retail clients, we've found that the add-to-cart rate increased by 30% (mostly driven by mobile).

We also see higher AOV, a lower bounce rate, and longer scroll reach. So if you have a wide product range, with regular new product drops, and a pressure to hit commercial targets — yet you also possess a desire for higher brand engagement — then the PXP framework is for you. So how do you know when to use a PXP over a PDP? The answer to this question really comes down to how you categorize your products.

Time to talk product

—

Let's take a look at the nature of your products
and tier them according to various factors.

Tier 4

This should be reserved for baseline
products, think socks and accessories
— items that are simple necessities.

Tier 3

This should be reserved for evergreen
products and clear bestsellers — items
that the brand is best known for. The
page will feature the baseline
components with the addition of
product video and editorial assets.

Tier 2

This could include new hype launches,
celebrity or influencer collabs, and
high priced items. The page will
feature storytelling experience, videos
and UGC/social proof.

Tier 1

Most products will fall into Tier 3 or 2.
If you want to set a product apart.
experience, Tier 1 is the answer. This
page is custom-built, using technology
that delivers a high-fidelity experience.

| | **PDP** | | **PXP** | |
	Tier 4	Tier 3	Tier 2	Tier 1
	Basic Products	Most Products	Premium Products	Premium & Innovation
	—	—	—	—
	Conversion	Conversion	Conversion	Conversion
		Benefits	Brand & Commerce	Product Experience
		Engagement	Storytelling	Richer Storytelling
			Benefits	More Benefits
			Engagement	Progressive
			Brand Moments	Immersive 3D
			Consultation	Themed
				Curated
				Custom Designed

Buying · Shopping
Product · Product & Brand

The perfect PDP products are evergreens that don't need much in the way of explanation or marketing — so products that are popular or sell well from season to season. The products that would benefit most from PXPs are new launches, revamps, or redesigns of existing products, exclusive drops, collaborations, basically anything that requires some extra buzz and content-driven storytelling. The goal is to surround the consumer in that product world, and by extension, the brand.

Timing matters

—

Another way to approach how to apply PDPs versus PXPs is to think about when they should be applied within the context of the product life cycle.
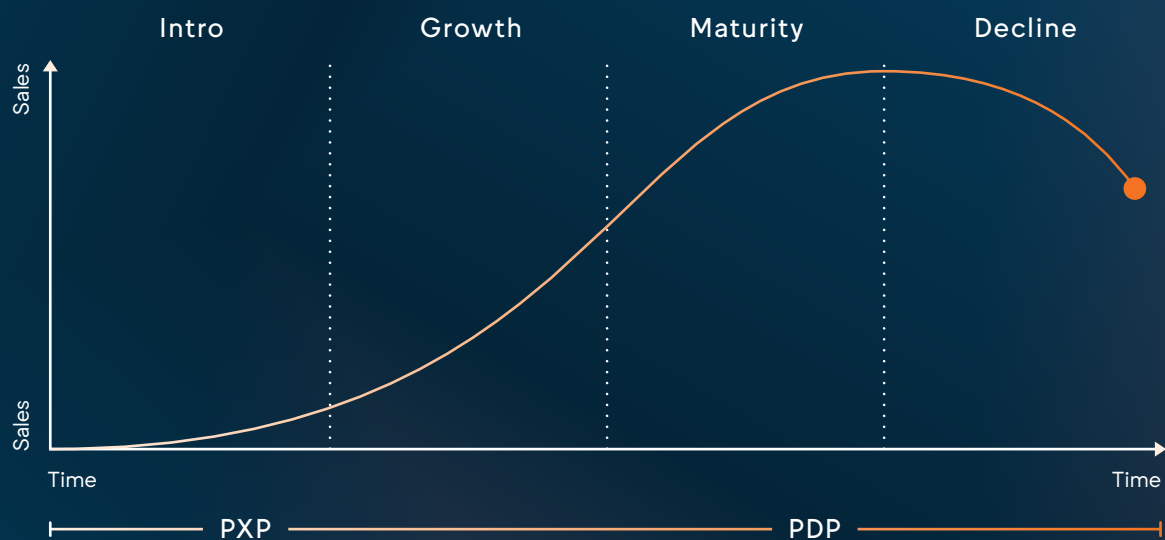

As a general rule, a PXP is a great choice when you're launching a new product. As the product matures, the PXP can be changed to a PDP, making room for new PXP experiences around new products. Delisting products from a PXP to a PDP keeps the PXP experience fresh for new products. If you've got a wide product range that spans positioning and price points, you might want to use PDPs for basic products, PXPs for higher price-point products, and next-level PXPs for collabs, new product categories, and limited-edition drops.

Pages for every journey

—

The next part of our ecommerce framework looks at how you can take individual product page components and prioritize them according to various factors, such as traffic source and product availability. These components comprise PDP elements like the image gallery, description, ratings and reviews, and UGC, amongst others, and should form part of your product page regardless of whether you're using PDPs or PXPs. We've developed a base schema of components that can be rearranged depending on whether we want to **convert** or **retain** consumers. The best thing about using these flexible schemas is that you can easily test hypotheses. For example, perhaps you want to know if you can increase conversion if people who came to the PDP or PXP directly from paid social ads were shown lifestyle images first in the image carousel, then shown simple product shots. With this framework, that hypothesis can be easily tested.

PDP as a Landing Page

Internal	Organic	Social	Paid	Email	Internal
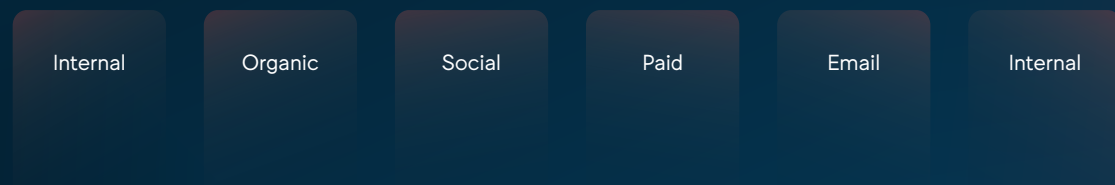
Give the people what they want

The availability of stock is a significant factor in determining how your PDP or PXP could look to customers. When a product is Coming-Soon, you can prioritize your components to build hype — elements like videos, lifestyle images in the product gallery, and extensive descriptions can enhance imminent desirability. In-Stock products can use the base schema for conversion. Perhaps Out-of-Stock products (that will be restocked again) can follow the same schema as the Coming-Soon products. And perhaps Sold-Out products can use a Retain Schema that prioritizes nudging the customer to other pages that have similar products in stock.

Product Availability

| Coming Soon | In Stock | Out of Stock | Sold Out |

When you take everything we've been talking about into account you can see a multitude of variations of PDPs and PXPs, so in the ecomm of the future, **the modularity of the design will be more important than ever.**

Let's look at the general base schema.

Page Structure

As more consumers are landing directly on Product pages,
we need to create the ultimate landing page for them.

Base Schema

Convert

Gallery
Colors
Title, Price, Sizes, CTA
Benefits / Highlights
Description
Materials, Specs, Care, Sustainability
Delivery
Ratings & Reviews
UGC (Share the Look)
Related Products
Also Bought With
Recently Viewed

Retain

Explore
• What does it look like?
• What does it feel like?
• Is it the right style?

Confirm Suitability
• Color
• Price
• Sizes

Additional Selling Points
• Benefits
• Features
• Description
• Design
• Sustainability
• Fit & Comfort
• Shipping / Delivery

Reassurance
• Final Sale
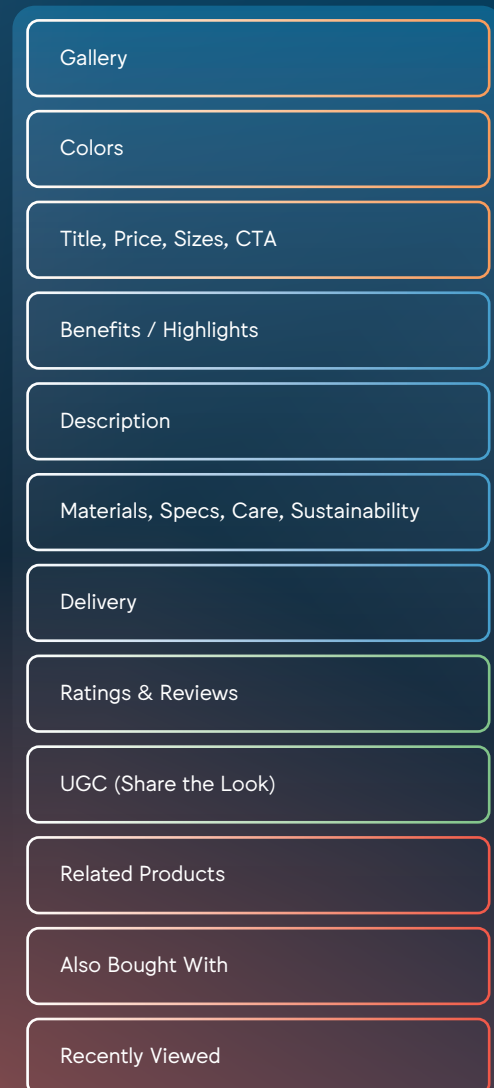• Reviews
• Social Proof
• Close the Deal

Alternatives
• What else do you have?

We do this to introduce people to products and to immediately answer any questions they might have about their first needs.
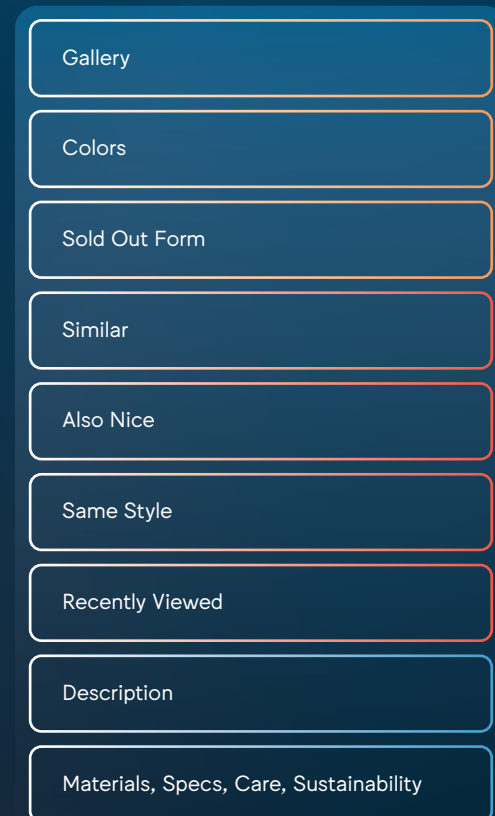
Once these elements are locked in, the components below are all about instilling confidence. This includes things like the written product descriptions, call-out boxes that highlight benefits and features, fit finders, shipping timelines, and more. Towards the bottom of the page you can see that in the elevated PDP and PXP we can lock in the sale using social-proof tools like user generated content (UGC) and reviews.

Page Schemas

Base Schema – Convert

- Gallery
- Colors
- Title, Price, Sizes, CTA
- Benefits / Highlights
- Description
- Materials, Specs, Care, Sustainability
- Delivery
- Ratings & Reviews
- UGC (Share the Look)
- Related Products
- Also Bought With
- Recently Viewed

Sold Out Schema – Retain

- Gallery
- Colors
- Sold Out Form
- Similar
- Also Nice
- Same Style
- Recently Viewed
- Description
- Materials, Specs, Care, Sustainability

The importance of matching the right schema to your product is paramount. If you're using the base schema on a sold-out product, you're basically pushing someone to buy an unpurchasable product, which is not only annoying but can also lead to an increase in page bounce rates. Keeping reviews and UGC on a sold-out page is an additional slap in the face for shoppers who've landed there, so it's really important to keep those pages streamlined and to focus on funneling them to a similar or complementary product that they can actually buy.

Conclusion

It comes down to this, shoppers are people and people are fluid by nature. That means shopping should be a fluid experience, too — designed to inspire, delight, and spark emotion. The PXP is a next-level landing page that gives them an experience that's totally tailored to their own journey. It deepens the relationship between people and your brand while often increasing AOV. Ultimately, it's an easy-to-use framework that will help people fall in love with your brand and want to own your products.

Want to learn how the PXP could benefit
your customers ecomm experience?

GET IN TOUCH!