



**10 Tips to Move Products:  
Unfreeze Cold Products & Rock What's Hot**

PRESENTED BY GLEW



# COLD PRODUCTS

- Lowest Quantity Sold
- Lowest Gross Profit
- Lowest Sales Margin
- Most Refunded Products
- Most Abandoned Products

# HOT PRODUCTS

- Most Profitable
- Best Bundles by Revenue
- Top from Paid Search
- Highest Gross Profit
- Highest Sales Margin

## Identifying What Is and Isn't Working to Better Understand Your Store

When a product's performance is shown in different lights, you'll find more ways to strategize for revenue growth. In order to make strategic decisions you should evaluate performance routinely. Before getting started, identify the products that fall into the metrics listed in the Cold or Hot category.

Advanced ecommerce software solutions like [Glew](#) do the homework for you. The Merchandise Dashboard dives into the performance of each product, and ranks them into different superlatives (Top Products Bundled, Most Profitable, High Volume, etc.) Each superlative has a unique actionable take-away for success. Then you can slice-and-dice your data on higher category levels, or deep dive into a granular product level.

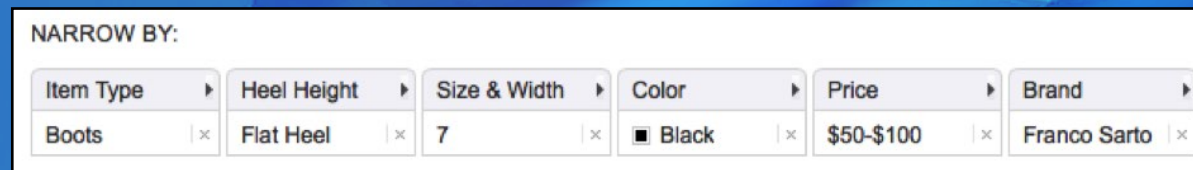


# COLD PRODUCTS

## First, determine if the issue is poor product placement.

Consider moving low performing items to a more prominent place on your ecommerce site. Place low sellers on your home page or call them out as featured items to determine if product placement is the problem.

Another way to troubleshoot product placement is to ensure users are able to find the product. This example from a major department store allows buyers to narrow by several categories including color, price, brand and size. An enhanced search allows for buyers to quickly and easily find exactly what they want.



## Second, troubleshoot potential issues before moving on to unfreezing techniques.

Is the product description accurate?

Does the product description meet customers' expectations?

Are you using a high quality product image?

Do you include views from several angles for a complete picture of the item?

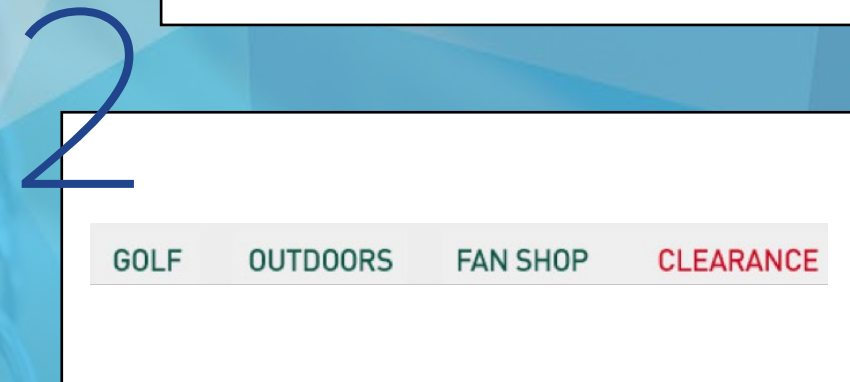
Can you zoom in on the images?

Do you include both product features and benefits?



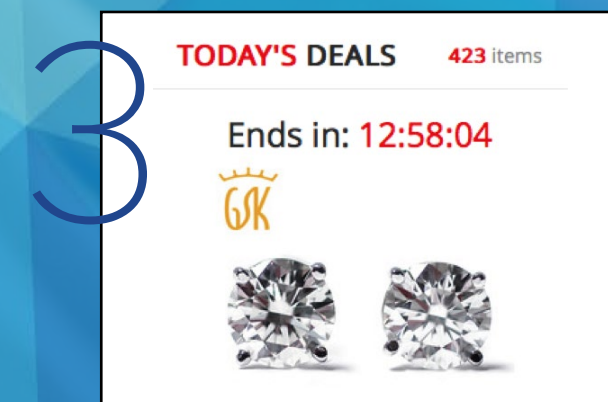
### Showcase Sales

Draw attention to products that have just been reduced in price.



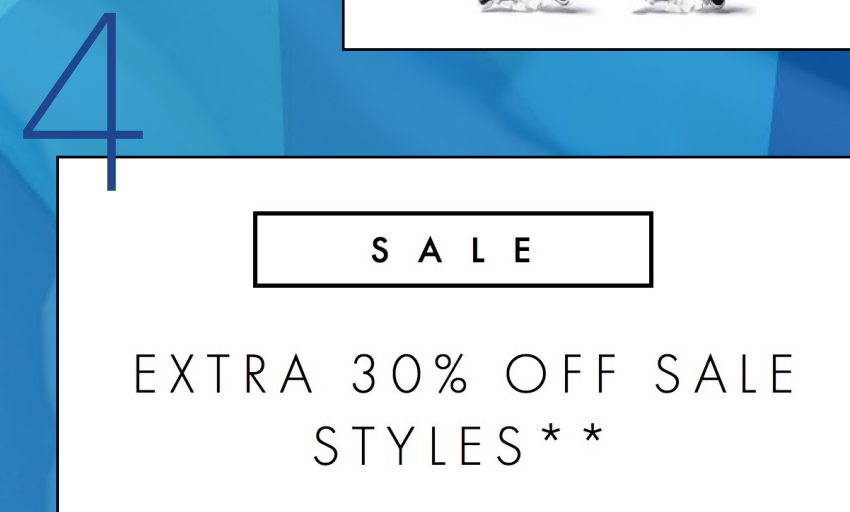
### Segment Discounts

Include an easy-to-find section featuring only sales or clearance items. A study by the E-tailing Group found 62% of shoppers are looking for a section that identifies discounts and specials.



### Create Urgency

Create urgency by putting a time limit on sales or number of products left.



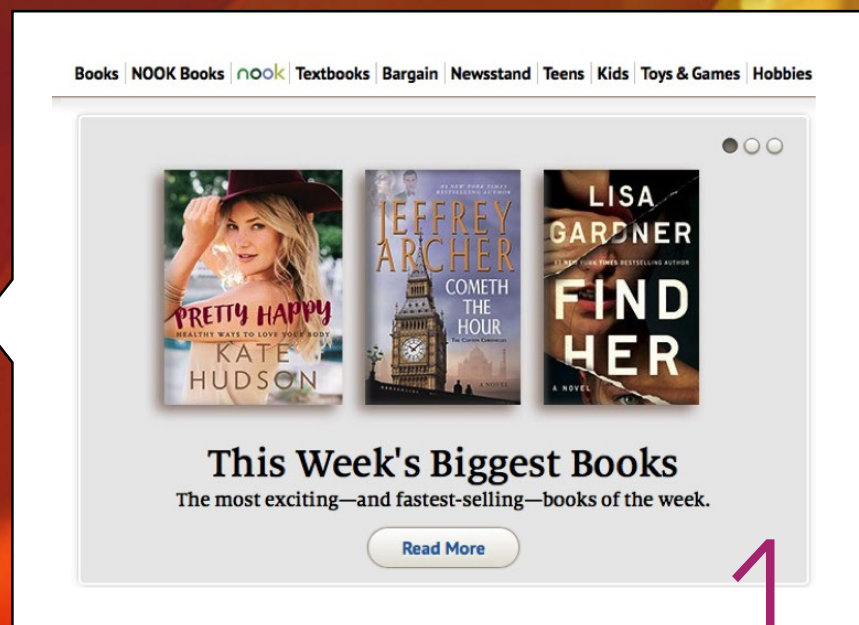
### Trim the Fat

Finally, it may be time to reduce prices on cold products to make room for high performing, full price inventory. The good news: a study by the E-tailing Group found 47% of online buyers only buy discounted products, except under extreme circumstances.



### Prominently Promote

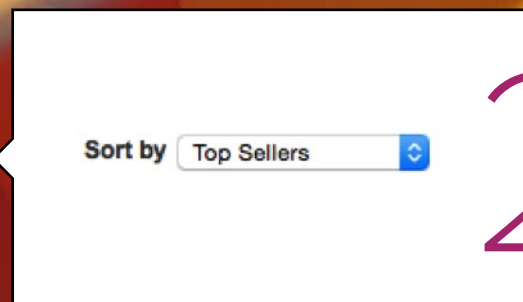
Promote top selling items using banners or carousels above the fold on your home page.



1

### Simplify Search

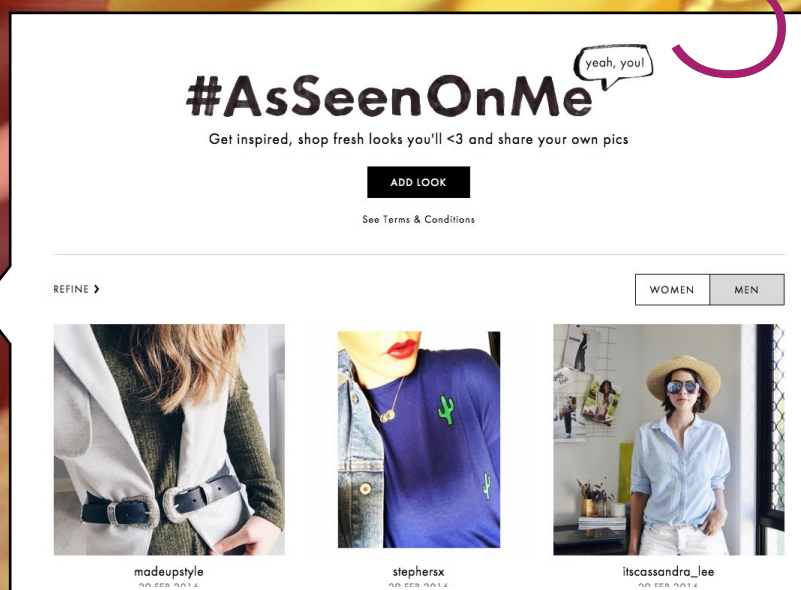
Include an option to 'sort by' top selling items.



2

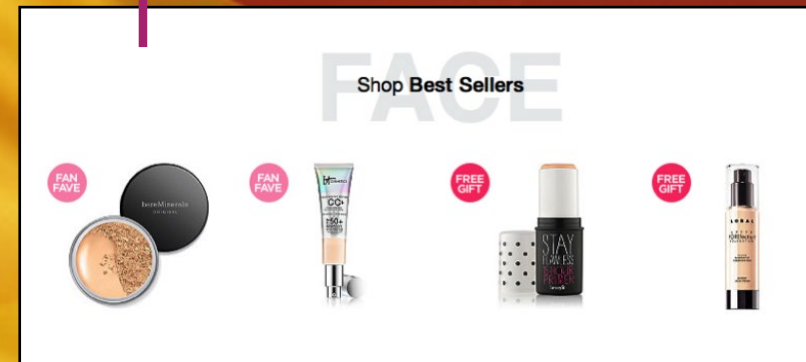
### Generate Buzz

Feature hot products on your social media channels. Better yet, encourage loyal buyers of your popular items to share photos or testimonials on their personal social media accounts.



3

4



### Feature Together

Include an option to navigate to a page focused on best sellers.

5

### Your Opinion

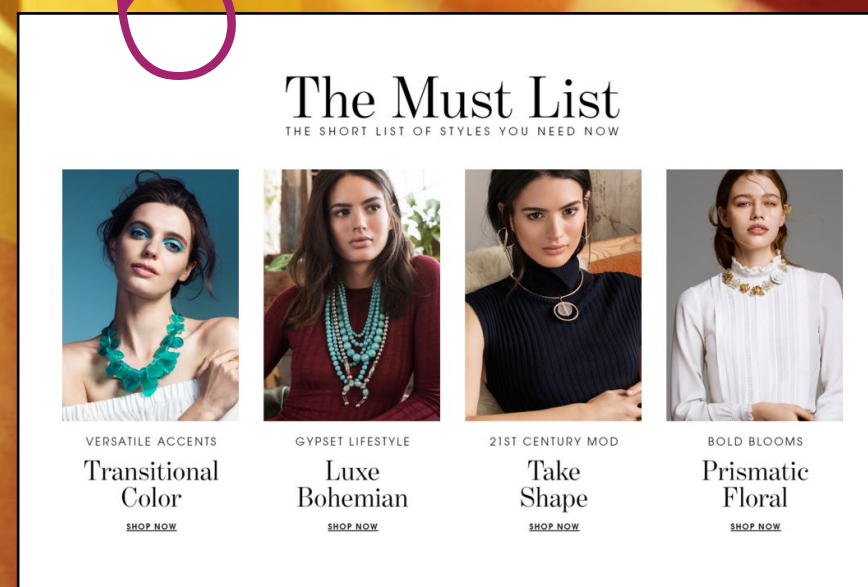
On your return, we'd love for you to share your opinion of your chosen hotel. Your reviews help other travelers choose the right hotel for their needs. Watch out for an email invitation from us or simply log on to your itinerary after your stay and leave your review. You can learn more about leaving a hotel review by clicking the link below.

[Leave a Review](#)

### Welcome Feedback

Use a customer survey to better understand what buyers like about your most popular products. Content from customer feedback can be used to enhance your product descriptions.

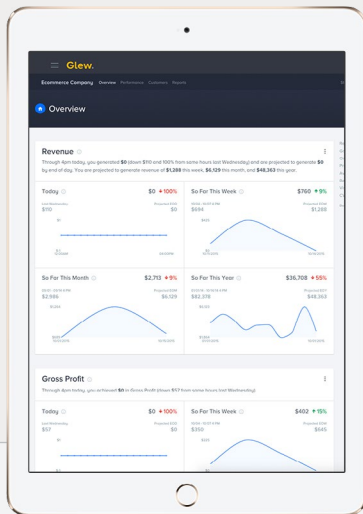
6



### Muster Curiosity

Feature a 'What's Trending' section to attract curious shoppers to hot products.

## The ability to measure:



### Projected Profitability

Using a unique formula, Glew evaluates your store's historical data to find projected profitability. You can see where you're trending on a daily, weekly or yearly basis.



### Lifetime Value & Customer Acquisition Cost

Calculate the Lifetime Value of your existing customers to find true Return on Ad Spend. Pinpoint your Customer Acquisition Costs to maximize your channel and campaign performance.



### Lost & At Risk Customers

Pinpoint the time it takes for active customers to drop into the point of no return. Find your Lost and At Risk customers to reach them before the opportunity is lost.

# Glew.

Glew provides the world of ecommerce with reporting, insights and predictive tools that enable growth and drive profitability.

[See](#) how we can elevate your ecommerce strategy.