converting shoppers into buyers

ContentCast™ Inline Content

No-cost product content directly from the manufactrer

Overview

Inline Content, part of the ContentCast™ suite of products provided by 1WorldSync Content Solutions, offers rich manufacturer content - free of charge - to display right on your site's product detail page. There is no need for your visitors to click on anything or navigate anywhere else (no pop-ups). All content is directly inline on the product page. In this way, Inline Content guarantees 100% visitor engagement.

Inline Content may be as simple as a blurb of text describing the product, or as rich and attractive as a full spread of marketing copy with supporting imagery and videos, photo galleries, datasheets, and more. Syndicating this manufacturer content to your product pages is free.

Content made available through ContentCast Inline Content service is currently being syndicated to product detail pages on the sites of several top name retailers. One of these retailers recently reported a 125% sales increase while using Inline Content.

Implementing Inline Content on your site's product pages involves adding just one snippet of code. Simple. Done.

Benefits

- Easily receive up-to-date product content
- Add substantial additional value and "stickiness" to your product pages
- Dramatically reduce the internal or third party overhead needed to generate product content for your pages
- Simple to integrate within your product pages
- It's FREE!



















Adding Inline Content to your site is easy!

- Create a user profile at: https://login.portal.cnetcontent.com
- Register your domains and subdomains within the portal
- Click to automatically create a new script and configure your option

Pick up your code

1 Copy and paste the sample code below: -IDECTIVE SEALS -COSE CONTROL OF THE SEALS -COSE CONTROL OF THE SEALS CONTROL OF THE SEAL OF

CPN - Customer part number will be your internal part number for the SKU as defined in your catalog.



- 4 Grab your code
- 5 Implement code into your product page template

1WorldSync Content Solutions is the world's leading independent source of product information. With detailed content in 34 markets on over 16 million technology products in 23 languages, 1WorldSync Content Solutions converts shoppers into buyers by providing product information and creating solutions that empower businesses to improve their customer experience and bottom line. Customers include CDW, Computacenter, Dell, Hewlett-Packard, Insight, Microsoft, Walmart, Best Buy, Office Depot, and Tech Data.

AMERICAS/ ASIA PACIFIC + 1.877.276.5560 toll-free

EUROPE + 41.21.943.03.55

contentsolutions.1worldsync.com cs-sales@1worldsync.com