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# Impact of data tagging on product page views and discoverability

## INTRODUCTION

Search and navigation are the two most prominent tools that enable the user to discover products on any eCommerce site. Theoretically speaking, search may be used exclusively, but in practice 93% of the users on eCommerce marketplaces will execute a search query first, and 70% will follow up on initial the search results with a navigation refinement.

The balance between the usage of search and navigation is defined by the amount and variety of products on site, but the statistics above apply to both marketplaces and large eCommerce sites.

Lisuto conducted the following study with one of its customers in order to assess the impact of navigation tagging on page views. More specifically, Lisuto wanted to study the correlation between amount and coverage of navigational tags and volume of page views.

The study was conducted in cooperation with five different stores represented by a data distribution aggregator. The performance was measured for the period of four months and benchmarked to the results shown one month before the study was conducted.

The results of the study clearly indicate that tagged listings performed better in terms of pageviews, sales and conversion to sale compared to the listings that were not or partially tagged and present on site during the same period of time.

## METHODOLOGY

Genepa is a major Japanese eCommerce data aggregator that represents approximately 700 sellers of various sizes in different categories of eCommerce. It distributes the product information on behalf of the sellers on main Japanese marketplaces including Rakuten and Yahoo Shopping. For the purpose of the study, random listings of five sellers were selected by Genepa and tagged by Lisuto.

In order to have a sufficient sample size, the study followed page views data for a period of four months - one month prior to tagging, which served as the benchmark for later months, and three months after the tagging. The data from the top 1,000 monthly most viewed products of each seller was analyzed, but only products that consistently appeared in the top 1,000 throughout the whole test period were taken in account for the study. The test period began on November 1st 2019 and ended on February 29th 2020.

| *Month* | Tagged products | Untagged products |
|---|---|---|
| Nov-2019 | 1431 | 940 |
| Dec-2019 | 1431 | 940 |
| Jan-2020 | 1431 | 940 |
| Feb-2020 | 1431 | 940 |

*Total amount of products consistently appearing in top 1000 throughout the whole testing period*

As a control group, Lisuto used untagged products from the same sellers that appeared in the top 1,000 viewed products throughout the test period. This control group enabled Lisuto to normalize the effects of seasonality and other effects that have identical impact on sellers products at the same time.

## THE STUDY

| Month | Tagged | Untagged | Tagged % change | Untagged % change |
|---|---|---|---|---|
| Nov-2019 | 601574 | 55943 | | |
| Dec-2019 | 648335 | 52435 | 7.77% | -6.27% |
| Jan-2020 | 622392 | 51239 | 3.46% | -8.41% |
| Feb-2020 | 558195 | 46588 | -7.21% | -16.72% |

*Seller 1*

The results gathered from Seller 1 indicate that while the untagged products decreased in number of pageviews each month, the number of page views for tagged products increased over the same period. The table also shows that in February, with a decrease in the number of page views for both tagged and untagged products, the decrease in page views for tagged products is significantly smaller.

| Month | Tagged | Untagged | Tagged % change | Untagged % change |
|---|---|---|---|---|
| Nov-2019 | 19667 | 18027 | | |
| Dec-2019 | 22692 | 16245 | 15.38% | -9.89% |
| Jan-2020 | 20081 | 12590 | 2.11% | -30.16% |
| Feb-2020 | 6472 | 8673 | -67.09% | -51.89% |

*Seller 2*

The results of seller 2 indicate a similar trend. In December the number of pageviews increased significantly after tagging the products. The table shows that in January, tagged products increased the number of pageviews, even when untagged products' pageviews numbers decreased significantly.

In February, the seller experienced an extreme decline in traffic with a major reshuffle of products, which skewed the results.

| Month | Tagged | Untagged | Tagged % change | Untagged % change |
|---|---|---|---|---|
| Nov-2019 | 47690 | 18843 | | |
| Dec-2019 | 46105 | 20238 | -3.32% | 7.40% |
| Jan-2020 | 35291 | 12547 | -26.00% | -33.41% |
| Feb-2020 | 32456 | 9111 | -31.94% | -51.65% |

*Seller 3*

This table indicates a slight decrease in the number of pageviews in December for seller 3. In January and February, the table shows that although both tagged and untagged items experienced a decrease in the number of pageviews, tagged products performed better. The decrease in the number of their pageviews was to a far lesser extent than that of the untagged products.

| Month | Tagged | Untagged | Tagged % change | Untagged % change |
|---|---|---|---|---|
| Nov-2019 | 107839 | 77195 | | |
| Dec-2019 | 104446 | 72471 | -3.15% | -6.12% |
| Jan-2020 | 86233 | 61995 | -20.04% | -19.69% |
| Feb-2020 | 155091 | 76647 | 43.82% | -0.71% |

*Seller 4*

The results of seller 4 indicate that in December and January both tagged and untagged products generated similar results. However, the table demonstrates how in February the number of pageviews for tagged products increased significantly, while untagged products' pageviews remained unchanged.

| Month | Tagged | Untagged | Tagged % change | Untagged % change |
|---|---|---|---|---|
| Nov-2019 | 42419 | 56938 | | |
| Dec-2019 | 45034 | 41881 | 6.16% | -26.44% |
| Jan-2020 | 42996 | 51512 | 1.36% | -9.53% |
| Feb-2020 | 52310 | 44828 | 23.32% | -21.27% |

*Seller 5*

The results of seller 5 show that during December and January tagged products maintained and even slightly improved their pageviews, while untagged products decreased continuously. In February, the number of tagged products pageviews increased significantly, almost mirroring the decrease in the number of pageviews of untagged products.

## CONCLUSIONS

| Month | Tagged | Untagged | Tagged % change | Untagged % change |
|---|---|---|---|---|
| Nov-2019 | 819189 | 226946 | | |
| Dec-2019 | 866612 | 203270 | 5.79% | -10.43% |
| Jan-2020 | 806993 | 189883 | -1.49% | -16.33% |
| Feb-2020 | 804524 | 185847 | -1.79% | -18.11% |

*Combined results*

This case study demonstrates a strong positive correlation between increased product tagging and amount of product page views on a marketplace. Tagged products have consistently received **~16%** more page views compared to the control group of untagged products. As shown above, when the general number of pageviews on a marketplace for the seller increases, tagged products tend to attract significantly more pageviews than untagged products. Alternatively, when the number of pageviews decreases, tagged items show much more resilience to a drop in page views, compared to untagged products. The combined results in the table above clearly demonstrate these differences.

Product tagging takes a considerable amount of effort, especially if it has to be done for numerous marketplaces and especially if new product arrival velocity is high. However investment into product tagging has a solid return on investment and as opposed to other methods of page view growth product tagging has a lasting effect once the product is tagged.

For more information on how Lisuto can help you increase amount of pageviews and improve product discoverability on your site or marketplace, please contact us at sales@lisuto.com