

PERFECT SKU REPORT[®]

JUVENILE INDUSTRY

DECEMBER 2021 EDITION

 **CONTENT STATUS**[™]



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REPORT OVERVIEW

Key Highlights

4.0 / 5.0

Amazon.com scores highest for content health

59.4%

of product pages fail basic site-search optimization rules

70.1%

of 'best sellers' use enhanced content
(compared to 36.5% of all products)

Executive Summary

There may be no other industry where trust between the brand and consumer is more important than when shopping for their baby. The eCommerce product page is the epicenter of this shared consumer and brand experience, and the quality of the content customers see online quickly sways their purchase decision.

In its first annual **Juvenile Industry Report**, Content Status analyzed over 6,500 products in 4 categories on 5 retail sites to understand content health scores for top retailers, by category, and by brand in this industry. With its proprietary data and unique grading methodology, Content Status details how companies are faring against basic requirements and critical elements of the product page.

We hope you find value in the insights shared throughout the report. If you'd like to automatically receive all of our research, simply share your email [here](#). Enjoy!

REPORT OVERVIEW

4 CATEGORIES



5 RETAILERS



756 BRANDS



6,565 PRODUCTS



GRADING METHODOLOGY

CALCULATING THE HEALTH SCORE

While this report covers many types of insights, content scoring is a critical element of any auditing strategy.

KEY UNDERSTANDINGS

- The same scoring methodology was used across all sites
- The **Health score** is calculated using all the *basic requirements* that a supplier has control of, including the Title, Description, Bullets, and Images
- **Average** typically equals the minimum required by retailers
- Enhanced content, Video, PDF's, and 360 usage was not included in the grades, but usage percentages are shown

UTILIZING BASIC SCORING

Since retailers often have different requirements and limits, our basic Health scoring methodology was used to ensure fair, consistent grading.

		MARKETING COPY			IMAGE ASSETS
		Title Characters	Desc Characters	Bullets Count	Images Count
Excellent	5.0	70+	800	9	8
	4.5	65	700	8	7
Very Good	4.0	60	600	7	6
	3.5	55	500	6	5
Average	3.0	50	400	5	4
	2.5	35	300	4	3
Needs Improvement	2.0	25	200	3	2
	1.5	-	-	2	-
Poor	1.0	10	100	1	1

AUDIT RANKINGS

RETAILERS

Overall Rankings

By Health Score



Summary

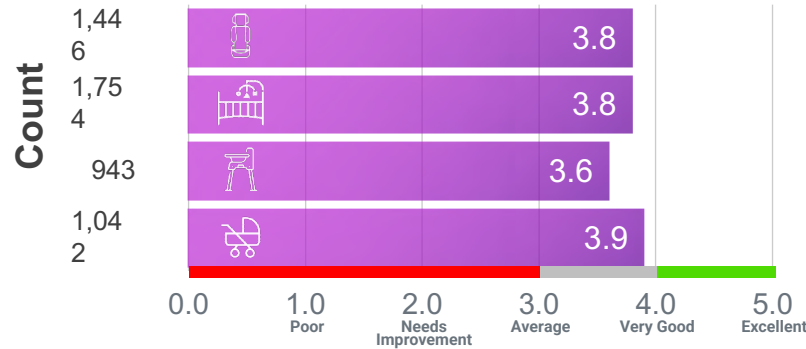
Amazon was the clear leader in providing their shoppers with a consistent, high quality content experience for this category. Their overall average of **Very Good** is impressive.

buybuyBaby has been very important for brands, so it's surprising to see them tied for the lowest score.

CATEGORY

Overall Rankings

By Health Score



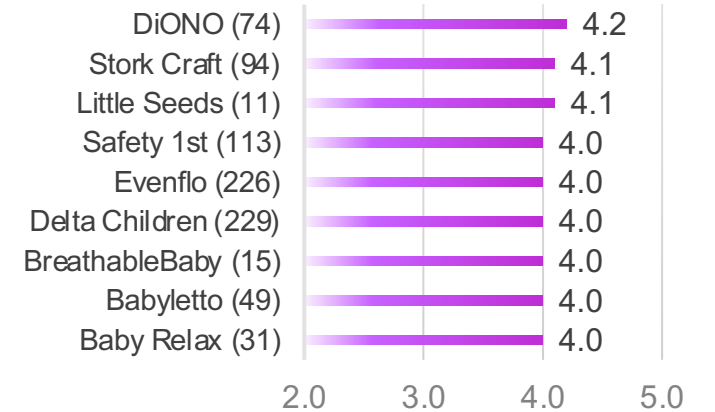
Summary

Juvenile suppliers have always been among the leaders in providing great content. Therefore, it's not a surprise to see that the aggregated scores are above average and consistent across the four categories.

BRANDS

Standout Leaders

By Health Score



Summary

These brands had an average Health Score of 4.0 or higher, which qualifies as Very Good. The number of products audited are also listed next to them name, with a minimum of ten tested products required to qualify.

AUDIT RESULTS

RICH CONTENT



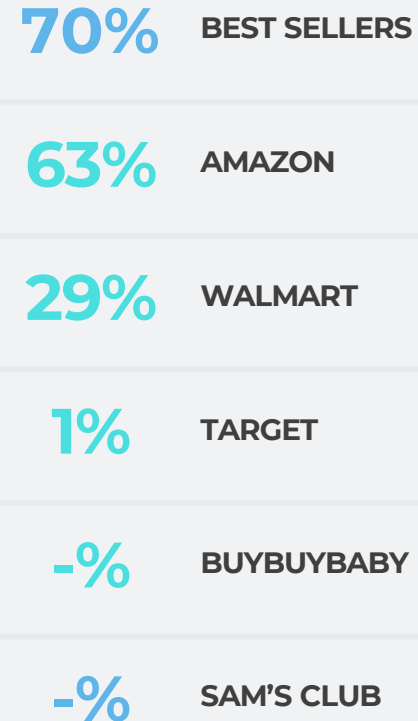
IMAGE USAGE



VIDEO USAGE



ENHANCED CONTENT



360 ROTATION USAGE

- Brands are only providing Amazon with 360 rotations

6%
Of Amazon
Products Tested



PDF USAGE

- Brands are only providing Walmart with PDF documents

9%
Of Walmart
Products Tested

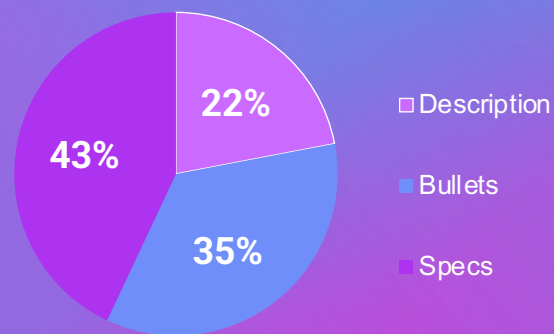
CONTENT SCORES BY KEYWORD RANKINGS

Walmart Search Results

Search Result Highlights

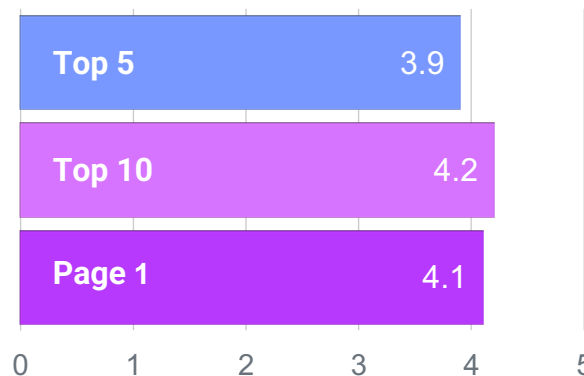
- The **Top 5** had higher scores than the **Top 10** and **Page 1** 3 out of 4 times
- All page one results – except for “crib” Top 5 – scored well above average

Brand Name Usage on PDP



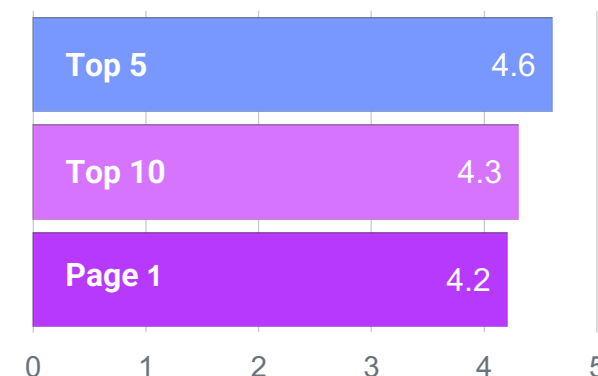
“crib”

Walmart Keyword Ranking
By Health Score



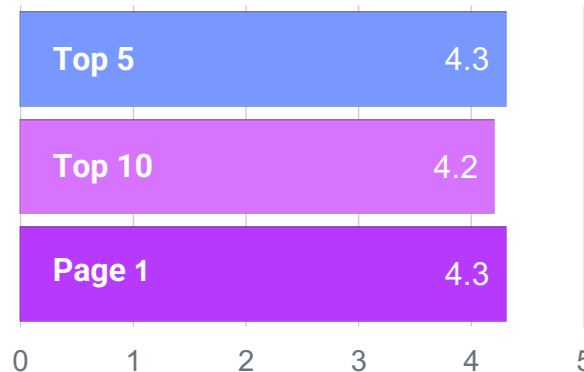
“highchair”

Walmart Keyword Ranking
By Health Score



“car seat”

Walmart Keyword Ranking
By Health Score



“stroller”

Walmart Keyword Ranking
By Health Score

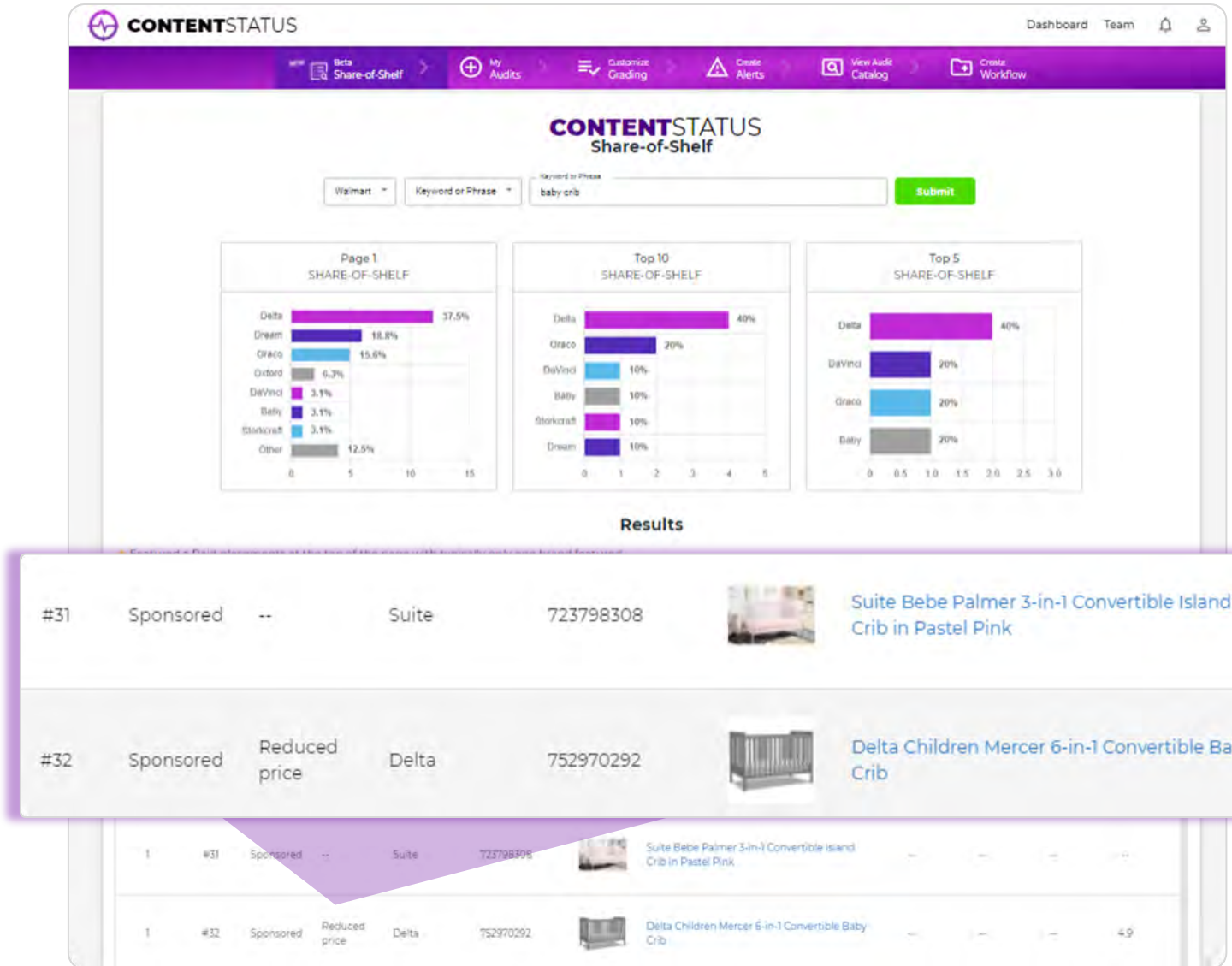


CONTENT SCORES BY PAID SPONSORED PLACEMENTS

Walmart & Amazon

Sponsored

By Walmart & Amazon



RESULTS FOR ALL PRODUCTS



	Health Score	Title		Desc.		Bullets		Specs	Image		Video	PDF	360	Enhan	Ratings	Reviews
		Score	Char	Score	Char	Score	Count	Count	Score	Count	Usage	Usage	Usage	Usage	Score	Count
ALL PRODUCTS	3.8	3.7	78	3.8	838	3.5	9	12	4.1	8	36.3%	0.9%	1.2%	36.5%	4.4	493
ALL BEST SELLERS	4.1	4.0	80	4.3	999	3.5	7	10	4.4	9	48.3%	2.1%	3.4%	70.1%	4.6	1551
amazon	4.1	4.4	111	4.1	1070	3.0	5	10	4.3	8	24%	0%	6%	63%	4.5	1170
buybuyBABY	3.6	2.9	47	2.0	236	5.0	19	16	3.9	7	6%	-	-	-	4.4	126
sam's club	3.5	3.5	57	3.8	783	2.5	4	8	3.7	6	-	-	-	-	4.6	57
TARGET	3.7	3.2	54	3.9	754	3.3	6	15	3.9	7	36%	-	-	1%	4.4	87
Walmart	3.8	3.8	72	4.0	895	3.1	7	8	4.0	8	22%	9%	-	29%	4.4	151



RESULTS BY CATEGORY

CRIBS

- 5 Excellent
- 4 Very Good
- 3 Average
- 2 Needs Improved
- 1 Poor

	Health Score	Title		Desc.		Bullets		Specs	Image		Video	PDF	360	Enhan	Ratings	Reviews
		Score	Char	Score	Char	Score	Count	Count	Score	Count	Usage	Usage	Usage	Usage	Score	Count
ALL PRODUCTS	3.8	3.7	78	3.8	838	3.5	9	12	4.1	8	36.3%	0.9%	1.2%	36.5%	4.4	493
ALL BEST SELLERS	4.1	4.0	80	4.3	999	3.5	7	10	4.4	9	48.3%	2.1%	3.4%	70.1%	4.6	1551
amazon	3.9	4.4	96	3.9	898	3.0	5	9	4.1	8	24%	0%	6%	63%	4.5	270
buybuyBABY	3.8	3.0	50	2.0	235	5.0	14	20	4.2	8	6%	-	-	-	4.3	17
sam's club	3.3	3.5	57	3.7	704	2.5	4	8	3.3	5	-	-	-	-	4.6	30
TARGET	3.7	3.2	53	3.7	651	3.4	6	16	3.9	7	36%	-	-	1%	4.4	33
Walmart	4.0	3.7	60	4.0	790	3.6	7	11	4.3	9	22%	9%	-	29%	4.4	67



RESULTS BY CATEGORY

CAR SEATS



	Health Score	Title		Desc.		Bullets		Specs	Image		Video	PDF	360	Enhan	Ratings	Reviews
		Score	Char	Score	Char	Score	Count	Count	Score	Count	Usage	Usage	Usage	Usage	Score	Count
ALL PRODUCTS	3.8	3.7	78	3.8	838	3.5	9	12	4.1	8	36.3%	0.9%	1.2%	36.5%	4.4	493
ALL BEST SELLERS	4.1	4.0	80	4.3	999	3.5	7	10	4.4	9	48.3%	2.1%	3.4%	70.1%	4.6	1551
amazon	4.2	4.1	90	4.5	1178	3.1	5	13	4.4	9	54%	-	1%	77%	4.7	2115
buybuyBABY	3.7	3.0	50	2.0	236	5.0	20	18	4.0	8	36%	-	-	-	4.5	372
sam's club	4.0	3.7	58	4.1	1154	2.6	4	7	4.6	9	-	-	-	7%	4.6	130
TARGET	4.0	3.4	57	4.2	914	3.4	6	13	4.3	9	61%	-	-	29%	4.5	265
Walmart	4.1	3.8	62	4.5	1264	3.4	8	8	4.3	11	37%	1%	4%	54%	4.5	398



AUDIT RESULTS HIGHCHAIRS

- 5 Excellent
- 4 Very Good
- 3 Average
- 2 Needs Improved
- 1 Poor

	Health Score	Title		Desc.		Bullets		Specs	Image		Video	PDF	360	Enhan	Ratings	Reviews
		Score	Char	Score	Char	Score	Count	Count	Score	Count	Usage	Usage	Usage	Usage	Score	Count
ALL PRODUCTS	3.8	3.7	78	3.8	838	3.5	9	12	4.1	8	36.3%	0.9%	1.2%	36.5%	4.4	493
ALL BEST SELLERS	4.1	4.0	80	4.3	999	3.5	7	10	4.4	9	48.3%	2.1%	3.4%	70.1%	4.6	1551
amazon	4.1	4.5	125	4.0	1132	3.0	5	9	4.4	7	41%	-	-	73%	4.6	1580
buybuyBABY	3.4	2.7	43	1.9	233	4.9	15	0	3.7	6	28%	-	-	-	4.3	66
sam's club	3.4	3.2	55	3.2	560	2.4	4	5	3.8	7	-	-	-	-	4.2	42
TARGET	3.8	2.8	52	3.9	729	3.4	6	14	4.3	8	54%	-	-	23%	4.4	97
Walmart	3.7	3.8	79	3.6	768	2.8	7	7	4.0	8	16%	3%	-	16%	4.3	106



RESULTS BY CATEGORY

STROLLERS

- 5 Excellent
- 4 Very Good
- 3 Average
- 2 Needs Improved
- 1 Poor

	Health Score	Title		Desc.		Bullets		Specs	Image		Video	PDF	360	Enhan	Ratings	Reviews
		Score	Char	Score	Char	Score	Count	Count	Score	Count	Usage	Usage	Usage	Usage	Score	Count
ALL PRODUCTS	3.8	3.7	78	3.8	838	3.5	9	12	4.1	8	36.3%	0.9%	1.2%	36.5%	4.4	493
ALL BEST SELLERS	4.1	4.0	80	4.3	999	3.5	7	10	4.4	9	48.3%	2.1%	3.4%	70.1%	4.6	1551
amazon	4.2	4.2	105	4.3	1077	3.1	5	11	4.5	9	52%	-	1%	78%	4.6	890
buybuyBABY	3.5	2.6	42	2.0	239	5.0	25	20	3.9	7	35%	-	-	-	4.4	44
sam's club	4.0	3.6	56	3.9	957	2.5	4	7	4.7	10	-	-	-	3%	4.5	118
TARGET	4.0	2.9	49	4.4	891	3.7	6	19	4.3	10	64%	-	-	24%	4.4	104
Walmart	4.0	3.3	56	4.5	1045	4.0	10	7	4.1	9	26%	5%	0%	31%	4.4	156

HOW TO BUILD SHOPPER TRUST

In the juvenile industry, **promoting third party safety certifications is a great first step** to building shopper – and retailer – trust, which ultimately leads to higher conversions.



Customer questions & answers

🔍 Have a question? Search for answers

▲
2
votes
▼

Question: [Is it JPMA certified? Can't find it written anywhere.](#)

Answer: Hi again... I just checked the StorkCraft website and it says "StorkCraft is completely JPMA certified". This really is a great crib.

Audit Results

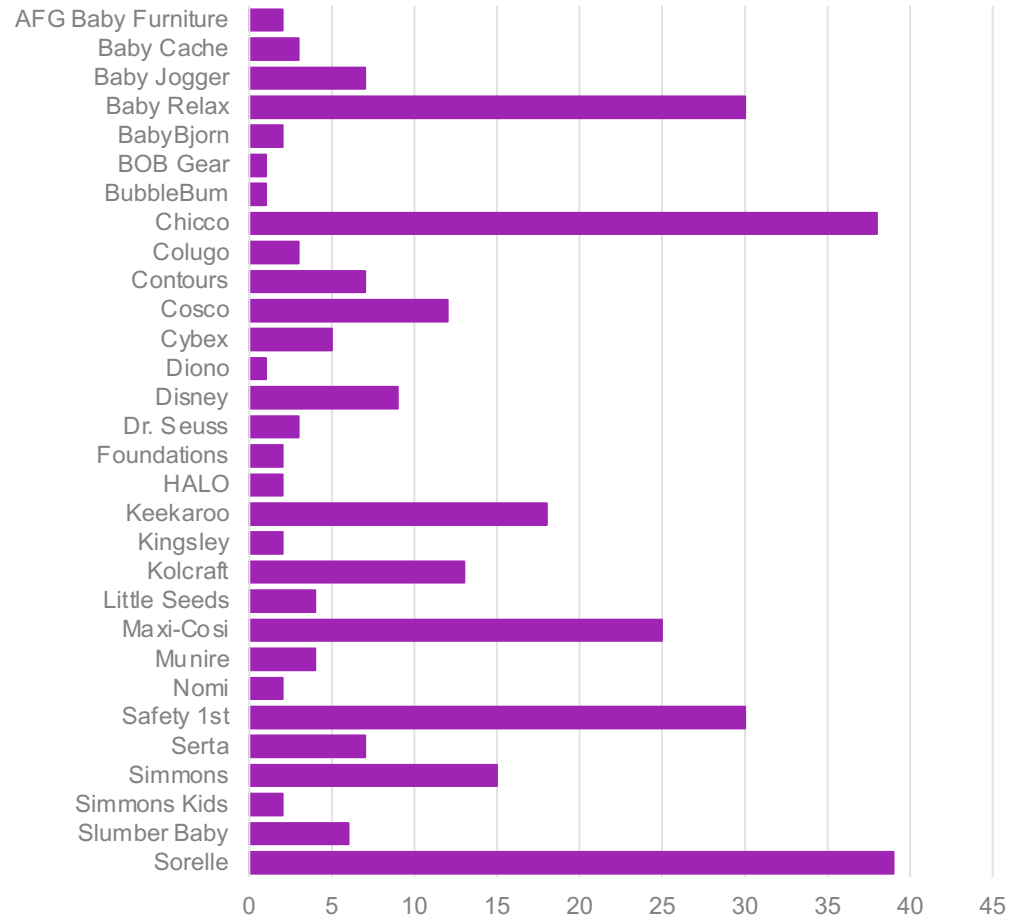
2,129 Member SKUs Audited

50% Members Display JPMA at Least Once
30 of 60

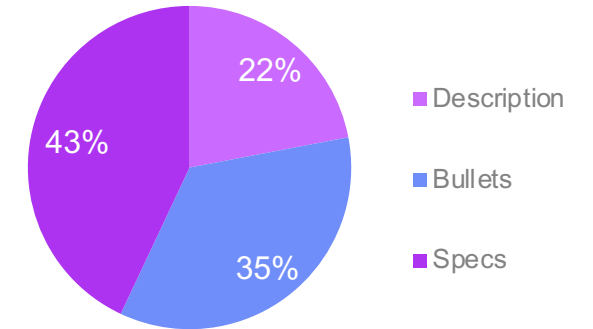
26% # of Pages that Display JPMA
424 of 2,129

25% # of Pages that Display JPMA > Once
109 of 424

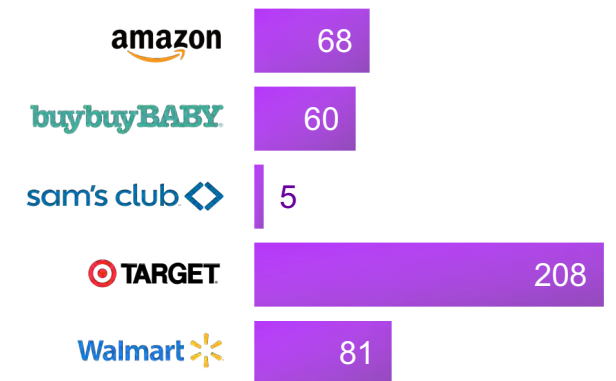
Top Promoters - # of Pages that Mention JPMA



Display By Location



JPMA Mentions by Site





Opportunity #1: Placed in Description

...certified by the **Juvenile Products Manufacturers Association (JPMA)**, complete with non-toxic finishes, and expert tested by independent laboratories to guarantee this product meets the highest standards for your child's safety.

Opportunity #2: Placed in Bullets

JPMA Certified - Expert tested by independent laboratories to guarantee this product meets the highest standards for your child's safety.

Opportunity #3: Placed in Specs

Industry or Government Certifications: **JPMA Certified**

Opportunities #4-6: Display in Gallery, Enhanced, and Brand Store

Upload your JPMA Member Logo or Certified Seal wherever you display images.



Opportunity #5: Add to Enhanced / A+ Content

Opportunity #6: Add to Brand Store Content

5 KEY TAKEAWAYS

1. **Audit Weekly**

Lost sales and expensive returns add up quickly. Waiting to do it monthly can cost you tens of thousands of dollars.

2. **Follow the Leaders**

It's no coincidence that the Best Sellers all offer a great product page experience.

3. **Support All Your Retailers**

Ensure consistent brand messaging by providing all your retailers with great content while maximizing every sales opportunity.

4. **Monitor Competitor Content**

How can you compete if you don't know how the competition is merchandising their products?

5. **Leverage Results with Your Merchants**

Let your merchants know that you're auditing and improving the experience for their shoppers.

GET VISIBILITY

KNOW MORE. WONDER LESS.

Interested in auditing your own product pages?

Sign up for free and see your insights in minutes.

MY FREE AUDITS

Or contact us for a demo.

CONTACT US

The image shows a product page for a Storkcraft Homestead 4-in-1 Convertible Crib with Drawer. The page is annotated with callouts from ContentStatus:

- Title:** Points to the product name "Storkcraft Homestead 4-in-1 Convertible Crib With Drawer".
- Price:** Points to the price "\$259.99".
- Ratings:** Points to the star rating (4.5 stars).
- Buy Box:** Points to the "Buy" button.
- Shipping:** Points to the shipping information "Deliver to 44060".
- Availability:** Points to the "Add to registry" button.
- Image Video 360 Enhanced:** Points to the main product image and gallery.
- Feature Bullets:** Points to the "Highlights" section containing bullet points about the crib's features.
- Spec Attributes:** Points to the "Specifications" section.
- Description:** Points to the "Description" section.