Brand Content Optimization: A Major Challenge for Sellers on Marketplaces

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Abstract : Today, more and more consumers are purchasing their products and services online. At the same time, the penetration rate of very small and medium-sized businesses on marketplaces continues to increase, which has the direct impact of intensifying competition between sellers. Thus, only the best-optimized deals are ranked well by algorithms and are visible to consumers. However, it is almost impossible to know all the Brand Content rules and criteria established by marketplaces, which is essential to optimizing their product sheets, especially since these rules change constantly. In this paper, we propose to detail this question of Brand Content optimization by taking into account the case of Amazon in order to capture the scientific dimension behind such a subject. In a second step, we will present the genesis of our research project, DEEPERFECT, which aims to set up original methods and effective tools in order to help sellers present on marketplaces in the optimization of their branded content.

Keywords : e-commerce, scoring, marketplace, Amazon, brand content, product sheets
Conference Title : ICDM 2022 : International Conference on Digital Marketing
Conference Location : Istanbul, Türkiye
Conference Dates : October 20-21, 2022