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PRODUCT DETAILS PAGE
Content Packet Overview

Eighty-eight percent of today's mattress buyers practice omnichannel shopping, spending time both in-store and online during the consumer journey.[*] They spend the most time on the website product pages, so it is critical to provide the right information to guide shoppers closer to purchase.

Recommendations for Creating Excellent PDPs

- Leverage the content provided in PDP packets available on the [Tempur Sealy Toolbox.](#) These packets include:
  - **Optimized product copy** in a Word document
  - **High-quality images** for the carousel that address key consumer questions and considerations
  - **Enhanced content** images below the fold that give more detailed information
- **Ratings and reviews** are among the most important and influential pieces of information that consumers are looking for in their shopping journey.[**] It is important to provide product-specific ratings and reviews on PDPs to assist shoppers in evaluating their options.
- Providing **payment options with financing** in monthly payments is an excellent way to make a premium mattress affordable to more people, so include this information in an easy-to-find location on the PDP.
- **SEO considerations:**
  - Site speed is critical, since most consumers will not stick around for more than a couple seconds waiting for a page to load.
  - Title tags are a key factor. Be sure to keep them brief and include the mattress brand and product name.
  - Meta descriptions should be concise with consumer-friendly language. The short product overview in the product copy provided in the PDP packet is a great place to start.

*Source: TSI Retailer Study 2023 **Source: TSI Shopper Journey 2022

Product Details Page Blueprint

IMAGE CAROUSEL
- Hero Image (IC1)
- Mattress Feel (IC2)
- Cutaway (IC3)
- Feature (IC4)
- Feature (IC5)
- Feature (IC6)
- Feature (IC7)
- Construction (IC8)
- Silo (IC9)
- Room Scene (IC10)
- Brand Message (IC11)

TITLE

★★★★ | Ratings/Review Info

Price/Size Info

Financing Options Showing Payments per Month

**Delivery/Shipping Info
with Inventory Transparency**
(if possible, show specific dates it would be
delivered to consumer based on zip code)

ADD TO CART

Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview. Short Product Overview.

- BULLET HEADER #1: Bullet description of around 200 characters (or less)
- BULLET HEADER #2: Bullet description of around 200 characters (or less)
- BULLET HEADER #3: Bullet description of around 200 characters (or less)
- BULLET HEADER #4: Bullet description of around 200 characters (or less)
- BULLET HEADER #5: Bullet description of around 200 characters (or less)

SAMPLE BULLET:
IDEAL FOR ALL SLEEP POSITIONS: This medium-firm memory foam mattress is designed for the way you sleep, whether that's on your back, stomach, or side.

Enhanced Content (EC1)

Enhanced Content (EC2)

Opportunity to incorporate more information like Q&A, detailed reviews, additional product recommendations, etc.

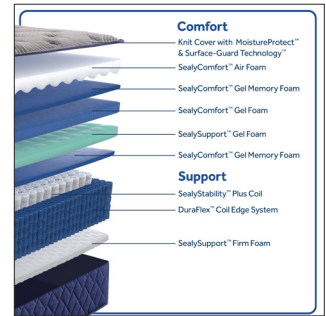## IMAGE CAROUSEL *(2000x2000px)*

Room (IC1)

Hero Image (IC2)

Feel Scale (IC3)

Cutaway (IC4)
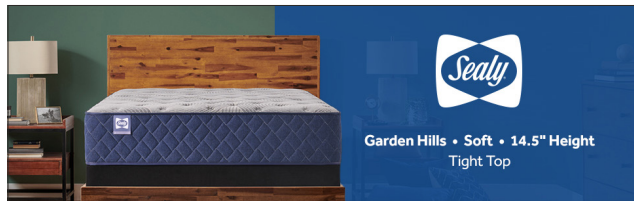
Feature (IC5)

Feature (IC6)

Hi Lo (IC7)

RTB (IC8)

While our PDP Content Packets include a large number of assets, additional content may be available at TSIRetailConnection.com.
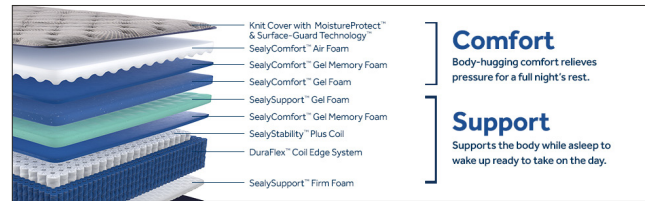
Images and graphics shown here are not to scale. Files included in the PDP packet will be sized as noted above.

ENHANCED CONTENT *(970x300px)*

Enhanced Content (EC1)

Enhanced Content (EC2)

Enhanced Content (EC3)

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