



Xerox Content Solutions

Rich Content Syndication & Augmented
Reality

How to Stand Out In a Sea of Content & why it is important



80%

of shoppers abandon carts due to poor product content.



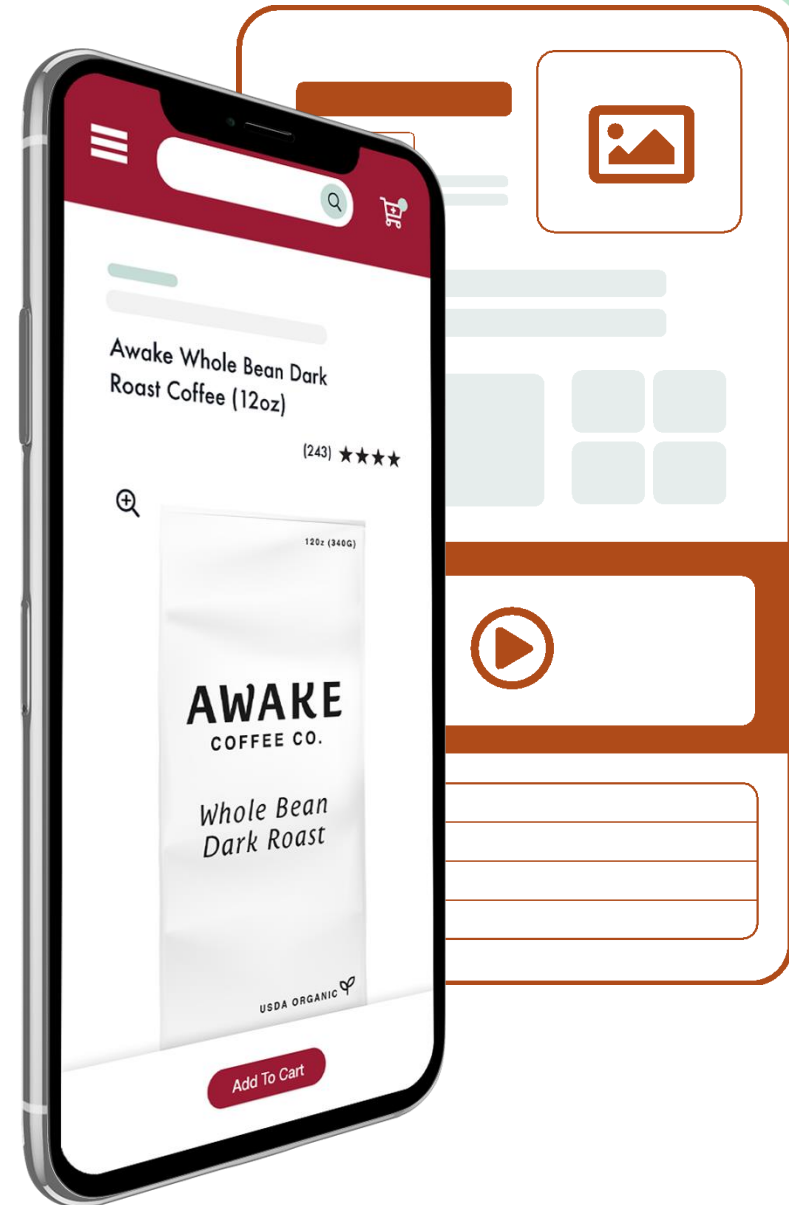
60%

Customers blame poor content for online returns.



36%

increase in shopper conversion with rich content on PDPs.



Display rich manufacturer content on your product pages

What is it?

ContentCast™ : Inline Service gives you the ability to provide manufacturer marketing content for your product pages, including image galleries, videos, datasheets, hotspots, carousels, compare tables, documents, specification and much more with little to no work on your end - 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.

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



What are your content challenges?

Sourcing Content

Obtaining content and creating engaging PDPs

Content management

Updating content can be resource intensive & costly

Rich Content Optimization

Displaying best in class content & keeping it relevant

Compatibility & Recommendations

Managing & displaying suitable complimentary products to help drive more sales and increase AOV

Optimizing Customer Experience

Producing an engaging experience to keep customers on your sites and convert shoppers into buyers

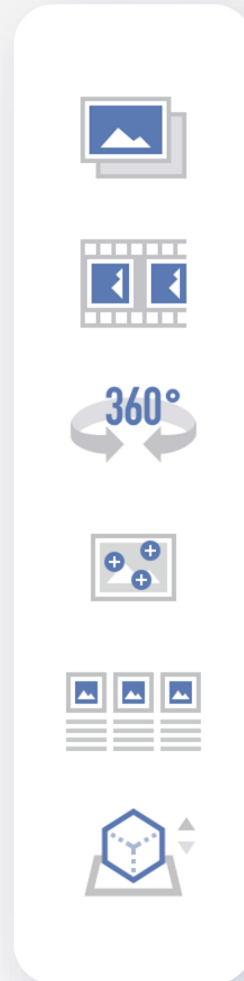


Rich Inline Content

Why should I integrate it?

Online shoppers seek valid and comprehensive product information along with a strong brand experience to give them confidence and assurance to make a buying decision.

Xerox Inline Content offers an easy-to-implement solution (one snippet of Javascript code) that provides you with a complete product and brand experience, maximizing assets supplied by Xerox such as video, HTML, graphics, marketing copy and more.



- Rich Xerox product information and marketing assets delivered seamlessly to your website
- Real-time content and campaign updates directly from the manufacturer
- Reduce the amount of time and resources needed to update product content
- All at NO COST to you!

1WorldSync supports various entry points to expose the Rich Content:

- Inline Content
- Explore Product
- Feature Icons



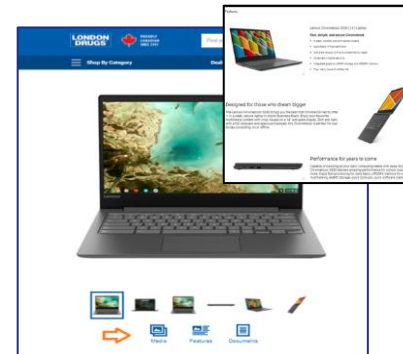
Inline Content


Injected directly into the partners page within the Product Description area (no click or CTA required)



Feature Icons

When clicked will open a Lightbox showing the specific element of content selected



 Product Tour

Explore Product

Displays an “Product Tour” button to be placed on the page at the partners discretion, which in turn will show the full Inline Experience within a Lightbox

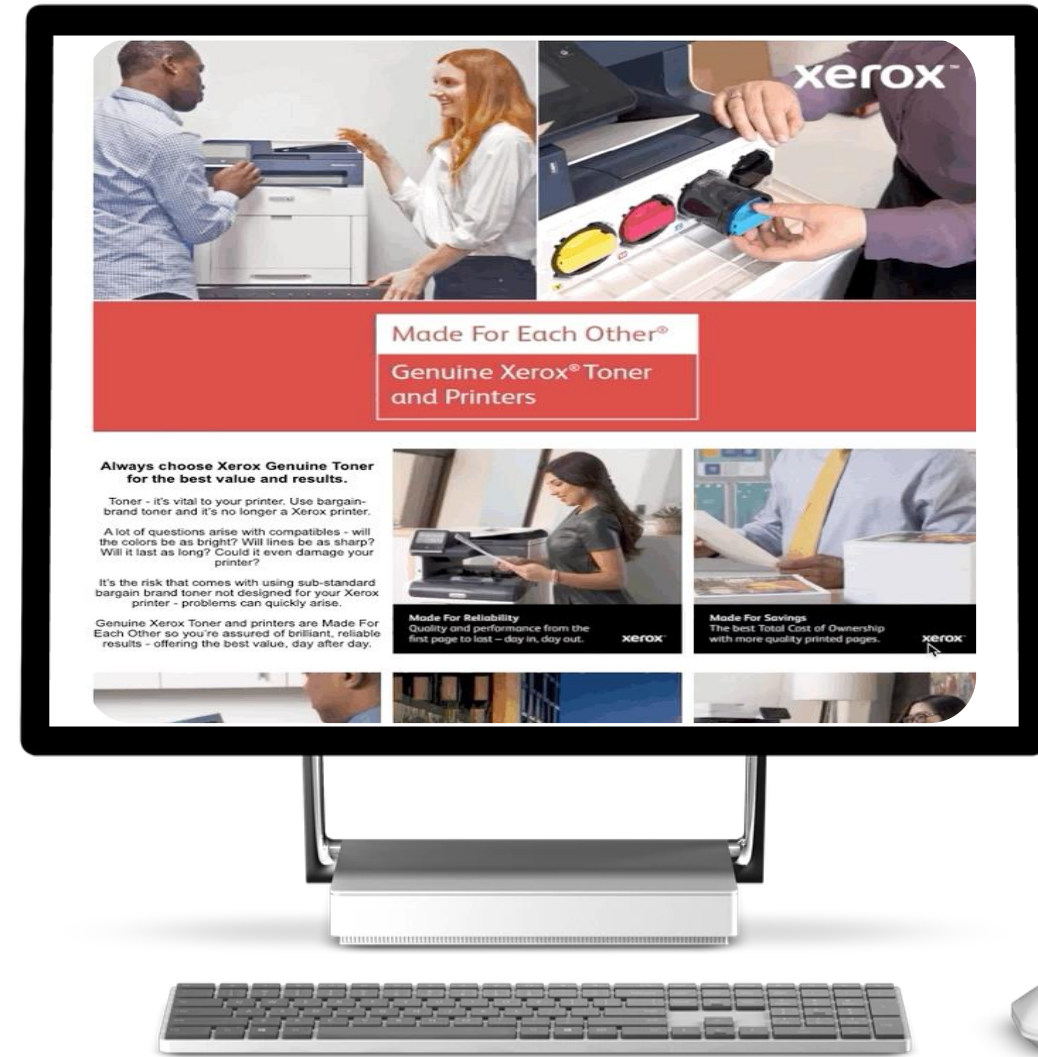
Customers are scrolling down & interacting more with content!

Higher interaction rate translates to higher likeliness for conversions.

33% Viewport Rate

11.55% Interaction Rate

4.10 Average Interactions



Tell the Product Story With Inline Content & AR

Expand Image Gallery

Leverage 360° Photography

Rich Inline Content/Media

AR & Hotspots

DEMO EXAMPLE

At a Glance



Xerox® B310 Printer

- Monochrome (B&W) Printer
- Up to 42 ppm Letter/
40 ppm A4
- Mobile Ready: Apple AirPrint,
Chromebook, Mopria, Wi-Fi and
Wi-Fi Direct
- Comprehensive security features

**PRODUCT HIGHLIGHTS**

- Perfect for compact work environment
- Simple installation with Smart Start installer
- Standard automatic two-sided printing
- Energy Star, Blue Angel, EPEAT & Green World Alliance

WHAT COMES IN THE BOX

- Xerox® B310 Printer
- Pre-installed Starter Capacity Print Cartridge — Black: 2,500 print capacity
- Software and Documentation CD (with User Manual, Quick Install Guide, Safety, Regulatory, Readline and Print)

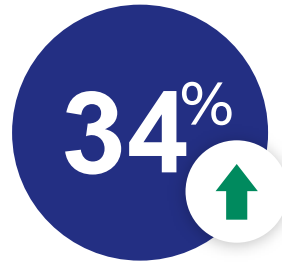


What to expect from Inline Content?

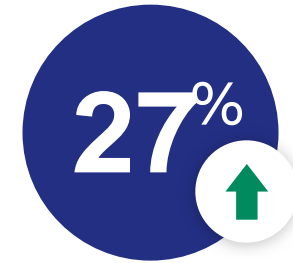
Uplift to Add To Carts, Sales Conversion & Average Order Value!



Add to Cart (ATC)
% INCREASE
With IWS Inline Content



Sales Conversion
% INCREASE
With IWS Inline Content



Average Order Value (AOV)
% INCREASE
With IWS Inline Content

Xerox Inline Content

Improve Customer
Experience

Enrich Product Pages

Drive more engagement

Increase Sales

Partner Value Proposition

- **No cost** to participate
- **Boost Sales Conversion & Add to Cart** in the process
- **Product information from Xerox** gives the shopper confidence and assurance to make an educated buying decision.
- **Assistance is available** in multiple languages during registration, onboarding, code implementation and product coverage.

How does it work?

Pick up your code

1 Copy and paste the sample code below:

```
<!DOCTYPE html>
<html>
  <head>
    <meta charset="utf-8">
    <title>Example Page</title>
  </head>
  <body>
    <div id="ccs-feature-icons"></div>
    <div id="ccs-logos"></div>
    <div id="ccs-inline-content"></div>
    <div id="ccs-explore-product"></div>

    <script type="text/javascript">
      var ccs_cc_args = ccs_cc_args || [];

      // Inline Test
      ccs_cc_args.push(['cpn', 'CPN']);
      ccs_cc_args.push(['mf', 'MANUFACTURER_NAME']);
      ccs_cc_args.push(['pn', 'MANUFACTURER_PART_NUMBER']);
      ccs_cc_args.push(['upcean', 'UPC_EAN_CODE']);
      ccs_cc_args.push(['ccid', 'CATALOG_CODE']);
      ccs_cc_args.push(['lang', 'LANGUAGE']);
      ccs_cc_args.push(['market', 'MARKET']);

      (function () {
        var o = ccs_cc_args; o.push(['_SKey', '2d769e8a']); o.push(['_ZoneId', '70f6a6c0b5']);
        var sc = document.createElement('script'); sc.type = 'text/javascript'; sc.async = true;
        sc.src = ('https:' == document.location.protocol ? 'https://' : 'http://') + 'cdn.cs.1worldsync.com/jsc/hlws.js';
        var n = document.getElementsByTagName('script')[0]; n.parentNode.insertBefore(sc, n);
      })();
    </script>
  </body>
</html>
```

2 Update the parameters below with the dynamic values from your website.

Required

MANUFACTURER_NAME - The manufacturer name. Example: *Lenovo, Cisco, Microsoft Corp.*

MANUFACTURER_PART_NUMBER - The manufacturer part number. Example: *VM617A0#ABA.*

LANGUAGE - Two-letter ISO 639-1 language code that should be used. Examples: *en, fr, de.*

MARKET - Two-letter ISO 3166-1 country code to use, or WW for world-wide. Examples: *US, DE, GB.*

Optional

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

UPC_EAN_CODE - UPC or EAN code of the product being requested

CATALOG_CODE - The unique identifier of the catalog found in My Catalogs.

3 Use content container(s) with matching identifiers specified below such as or where you want the content to appear:

```
ccs-feature-icons
ccs-logos
ccs-inline-content
ccs-explore-product
```

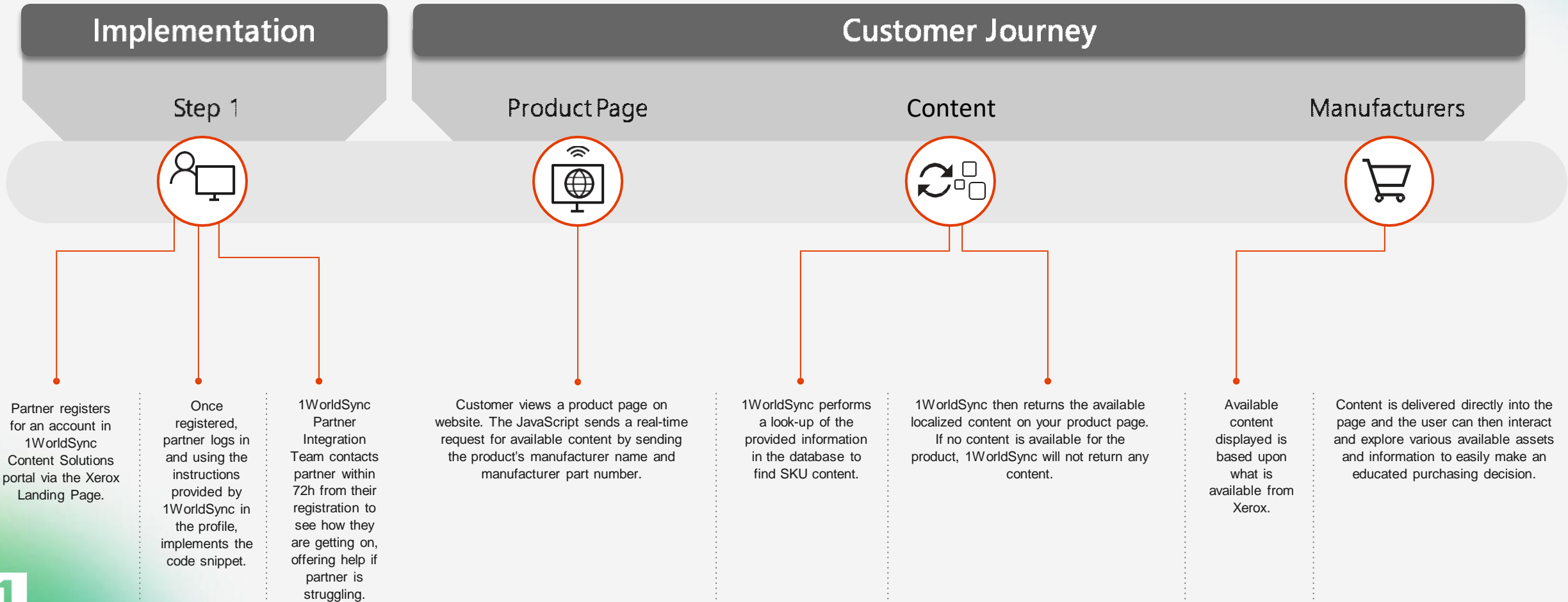
4 Save your changes and publish the page to your website.

Simple JavaScript Code

- JavaScript code is configured in IWS Portal and inserted into Product Page template by partner
- Some simple variables are parsed into the code by the partner to set the language of content desired and to identify the product
- Upon page load the Javascript code calls the content from 1WorldSync and it is automatically injected into the predefined location in the product page
- Should no content be available then nothing is injected and your product page will remain the same

DEMO EXAMPLE

Inline Content - How it Works



Inline Content - Integration Process



Visit Xerox Syndication Landing Page



Register for your Portal Account



Configure the code in the Portal



A member of 1WorldSync Integration Team will contact you to check and assist with your integration



See your pages POP with beautiful content

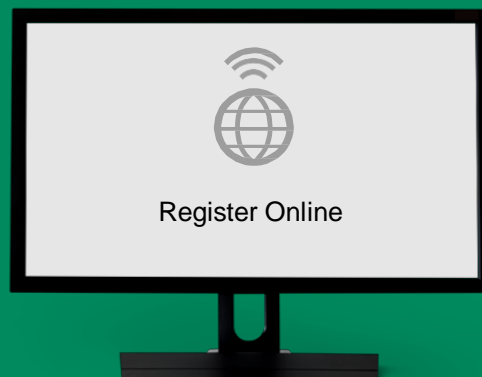
Integration should be simple, but don't worry if you have an issue. Our dedicated team is here to help and make it an easy journey for you.

Simply drop us a note and one of the team will be in touch:



Partner Next Steps

Participation – Integration Process (Next Steps)



Ready for Partnership?

1. Communicate your interest with Xerox Team
2. Xerox will make an introduction via email to IWS (including stakeholders from both IT and Marketing groups within the Partner's Org)
3. IWorldSync will engage to discuss the technical aspects and steps in more detail

Partner will need to:

1. Register for the program at contentsolutions.iworldsync.com/xerox/
2. IWS Support will create your account ready for integration steps to begin.
3. IWS Support will follow up and send through details on integration steps and what is required to configure and integrate.

IWorldSync Content Solutions will guide you through implementation and will assist with any questions you have through the process

Once integration is complete and you are ready, IWorldSync will test and deploy the solutions with you

Supported Markets

US - English

CA - English / French

UK - English

FR - French

IT - Italian

ES - Spanish

MX - Spanish

DE - German



Thank you!