



DIGITAL — EXECUTIVE BRIEFING

Product Page Conversion Briefing

Where the product page loses the sale, and what it costs to fix

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
PCB-27-039	July 2027	Digital — Trading	6	Illustrative sample

The read

Imagery depth, not page speed, is the constraint. Pages with four or more images convert materially better than those with one or two, and 62% of the catalogue sits at two or fewer. The fix is a production problem, not an engineering one.

62% Of the catalogue at two images or fewer	+41% Conversion index, four-plus images	I Engineering changes required	3,410 Products needing imagery
---	---	--	--

THE DATA SUPPORTS

- 01 Image count correlates with conversion across every category.
- 02 The relationship holds after controlling for price band.
- 03 Video presence adds beyond four stills.

IT DOES NOT SUPPORT

- 01 Page speed as the primary constraint at current levels.
- 02 Copy length as a driver either way.



What a customer sees first.

THE IMAGE · MCLEUKER HOUSE SET

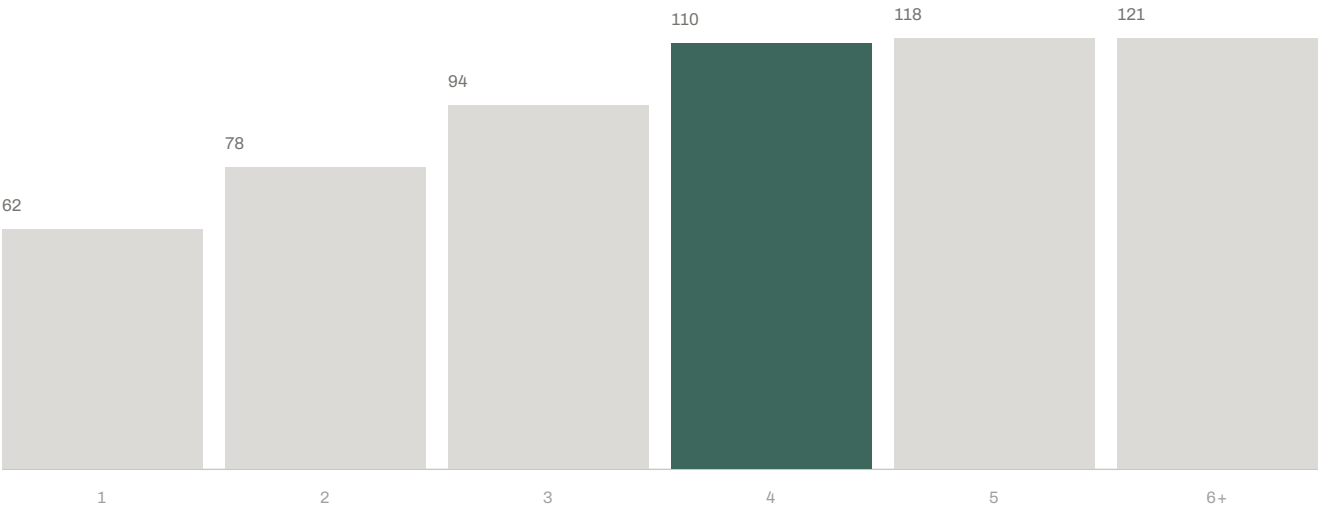
SO WHAT

Sixty-two per cent of the catalogue is under-imaged and the fix needs no engineering. That makes it the cheapest available conversion work and the one nobody owns.

The relationship

CONVERSION INDEX BY IMAGE COUNT

Indexed to catalogue average.



Controlled for price band and category. The gain flattens after five images, which is where the production target should sit rather than at the maximum.

CATALOGUE POSITION

IMAGES	PRODUCTS	SHARE	CONVERSION INDEX
1	1,240	23%	62
2	2,170	39%	78
3	890	16%	94
4	710	13%	110
5+	510	9%	118
Total	5,520	100%	

SO WHAT

The gain flattens after five. Targeting five rather than the maximum turns an unbounded production brief into a finite one, which is the difference between a plan and an ambition.



One image, one page and one decision, repeated several thousand times a day.

MCLEUKER HOUSE SET

What it takes

THE BRIEF

Products to reach five images	3,410
Frames required	Roughly three per product on average
Shoot-based cost	Not viable at this volume on the current studio plan
Generated from existing product photography	Viable — one source photo per product
Not assessed	Whether generated frames perform equally — flagged for a controlled test

SEQUENCE

FIRST	Test on one category Controlled, against a held-out set. The performance question is real and unanswered.
THEN	Roll out by conversion value Highest-traffic products first, not alphabetically.
HOLD	Products under review Anything with a fit or returns flag stays out until that is resolved.

SO WHAT	Whether generated imagery converts like shot imagery is unknown and testable. Rolling out 3,410 products before answering it would be the most expensive way to find out.
---------	---

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Run a controlled imagery test on one category	Head of Digital	25 Jul	3,410 products are produced on an untested assumption
Set the production target at five images, not maximum	Head of Digital	25 Jul	The brief has no finish line
Sequence rollout by traffic value	Trading Manager	08 Aug	Production runs in catalogue order
Assign an owner for catalogue imagery depth	Digital Director	08 Aug	It stays nobody's job and does not move

SOURCES AND BASIS

Conversion by image count — our own analytics, trailing twelve months, controlled for price band and category.
Catalogue image counts — our own product data at the date of this document.
Production viability — studio capacity plan, current.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Product Page Conversion Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.