Sales Optimisation PIF Guidelines - V5

Updated - Jan 25

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We are pleased to introduce our latest Sales Optimisation PIF template (V5). The new template has several new enhancements.

The PIF is an essential tool that, when completed accurately, provides Next with detailed product information. This supports improved analysis and insights, as well as driving sales through increased visibility.

Key Benefits for Brands:

- Enhanced Sales Analysis:

The new attributes allows Next to gather deeper insights into the factors driving sales, helping to identify key trends and best-performing product

- Improved Trend Reporting:

By analysing the detailed information provided, Next can better understand market trends and share valuable feedback with your brand

Updates on completing the new PIF:

- We have updated the PIF template to consolidate our instruction tabs onto the main PIF template. You will see instructions on how to complete each column just above the header. As a reminder, any missing mandatory will delay the time taken to process your PIF

Useful Guides

- Sales Optimisation PIF Briefing - External (JAN 25). This contains hints and tips on completing the mandatory and optimisation data in the PIF. Including detail of all new data requirements
- Internet Product Type (IPT) Guide. Please refer to this for support in selecting the correct Product Type from the dropdowns provided. If you are unsure, please contact the Brands Helpdesk

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Both of the guides can be found on our Brands Helpdesk, which you can also use if you have any questions.

What's new in the V5 PIF?

- **New Attribute data** – new attribute fields to help support findability of your products e.g pack/sets, neckline, pattern

- **Instructions** – Instructions to complete the PIF can now be found above each of the PIF columns

- **Optimisation data** – updated template for Colourway grouping, 3D grouping & tabbing including useful examples

- **Contract Raising "PO Data" (Wholesale Brands only)**   – sizes will now auto populate when manufacture style no. is entered

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New Attributes

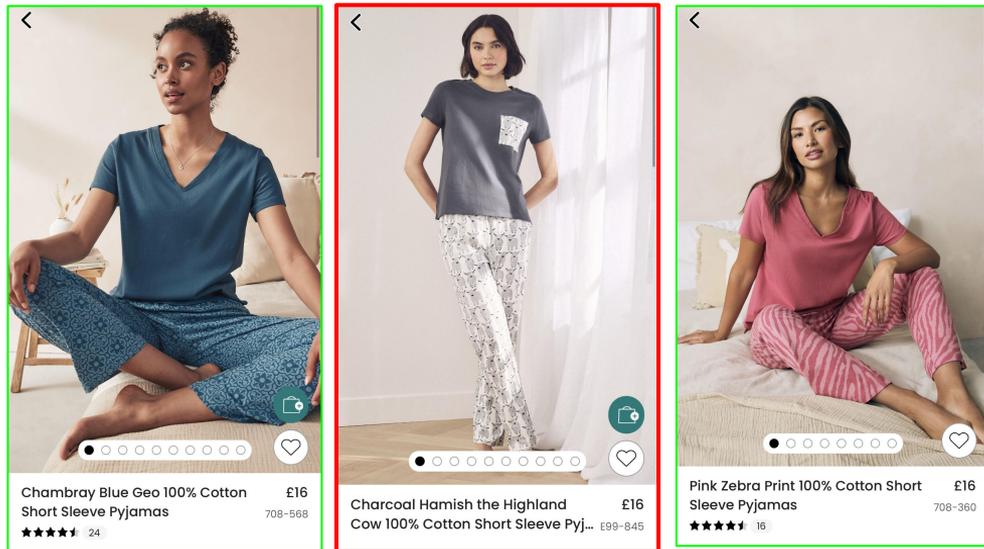| Product Type	Mandatory Attributes	Mandatory "If revelant"	Optional Attributes*	*NEW* Total Attributes
Clothing/Accessories	Supplier Code Brand Manufacturers Style No Product Description (Item Title) Manufacturers Colour Name RRP Size EAN Estimated Delivery Date No. of Items in Set Gender Gender 2 Standard Colour Product Type Fit Description Country of Origin Garment Composition TOV (Copy Design Features)	Garment Length (cm) Washing Instructions License Length Size Type Bag Height (mm) Bag Width (mm) Bag Depth (mm) Dangerous Goods Battery Operated	Activity Activity 1 Wedding Wedding 2 Occassion Occassion 2 Season Type Sleeve Length Neckline Pack/Sets Fabric – Patterning Fabric – Weight Fabric – Patterning Detail Fabric – Material Fabric – Special Properties Outerwear Style Denim Wash Suiting Character / Print Type	
Footwear	Supplier Code Brand Manufacturers Style No Product Description (Item Title) Manufacturers Colour Name RRP Size EAN Estimated Delivery Date No. of Items in Set Gender Gender 2 Standard Colour Product Type Fit Description Country of Origin TOV (Copy Design Features)	Footwear – Upper Composition Footwear – Lining/Sock Composition Footwear – Sole Composition Heel Height (mm) License Length (Boots)	Activity Activity 1 Wedding Wedding 2 Occassion Occassion 2 Season Type Footwear Fastening Footwear Heel Height Footwear Type Footwear Heel Type Footwear Toe Shape Fabric – Material Fabric – Special Properties Character / Print Type	
Lingerie	Supplier Code Brand Manufacturers Style No Product Description (Item Title) Manufacturers Colour Name RRP Size EAN Estimated Delivery Date No. of Items in Set Gender Standard Colour Product Type Fit Description Country of Origin TOV (Copy Design Features)	Garment Length (cm) Washing Instructions License Length (e.g. Knee length) Size Type	Activity Activity 1 Wedding Wedding 2 Occassion Occassion 2 Season Type Sleeve Length Fabric – Patterning Fabric – Weight Lingerie Fit Lingerie Padding LIngerie Support Lingerie Type Lingerie Wiring Lingerie Rise Fabric – Patterning Detail Fabric – Material Character / Print Type	

* By providing optional attribute data you are enabling us to provide enchanced sales analysis & trend reporting as well as increasing the findability of your products on our website. Items will also appear in edits/menus that

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Key points to remember

- We will be **rejecting** any PIFs that do not follow the instructions outlined in the item data tab

- Please **do not add** any additional columns or rename any headers in the PIF template

- Please ensure all of the data fields are consistent at item level, this data **should NOT** differ by size option. This data is used to determine where one style ends and another begins. Failure to do this will result in us creating item numbers for each individual size

- Please **do not duplicate** any sizes or EANs within the PIF

- If there is a drop down please **only select from the list provided**. (Once you have selected from the drop down, this can then be copied and pasted into other relevant cells).

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Colourway Grouping Guidelines

Chambray Blue Geo 100% Cotton Short Sleeve Pyjamas — £16 — 708-568 — 24

Charcoal Hamish the Highland Cow 100% Cotton Short Sleeve Pyj... — £16 — £99-845

Pink Zebra Print 100% Cotton Short Sleeve Pyjamas — £16 — 708-360 — 16

Colourway Grouping can be used for:

- Linking colourways, patterns or slogan/graphics of the same product.
- Do not use colourways to link products that are not the same style (Example left).
- Items must be the same product type (IPT) e.g. dress
- Colourway titles should not include key features i.e zip up, button through.

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3D Grouping Guidelines

Black Regular Fit Knitted Long Sleeve Polo Shirt — £28 — K82-198
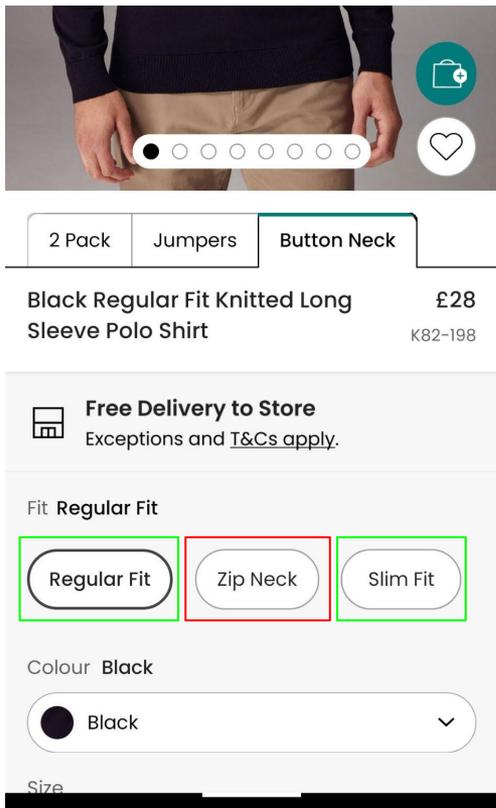
3D Grouping can be used for:

- Grouping different fits of the same product e.g. regular, long trousers

- Grouping different sleeve lengths of the same product e.g. long sleeve, short sleeve

- There must be colourways that match across the 3D grouping

- It must be the Internet same product type (IPT) e.g. shirt

- Do the 3D grouping names make sense? - Consider if a customer would understand what the grouping names are referring to

- Mixed Messaging - As a rule, we should have one theme across tabs and 3D grouping (for example, sleeve length, pack sizes or neck lines)

✔ Regular Fit, Slim Fit, Skinny Fit

✘ Regular Fit, Zip Neck, Slim Fit

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Imagery/Tone of Voice Optimisation

Imagery Optimisations

Image count – +1.6 percentage point increase in conversion for products with 4 images vs 1.

Key Details in the First 4 Images **–** Place key details in the first 4 images to capture attention and provide a clear product view..

Always include a flat shot image – Google prefers a clean image, this will help organic traffic from Google Shopping.

Model imagery – +4.5 percentage point increase in conversion for products featuring model shots.

Key Details / Textures – We see uplifts in conversion rate on PDPs where the key details or textured shot is within the top 4 images (not lead).

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Tone of Voice Optimisations

Premium Items – Where we have premium features or materials, ensure that in the TOV we have the benefit to the customer of the feature. For example Lambswool/Merino Wool – what makes those fabrics more premium?

Products with detailed TOV experience a **+1.5% to 7% conversion rate increase** compared to those with no TOV.
Consider Including the Following Details in TOV:

- Material
- Fabric Details
- Fit
- Length
- Neckline
- Sleeves
- Fastening
- Design
- Style
- Occasion
- Pockets
- Heel Height
- Model Height

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