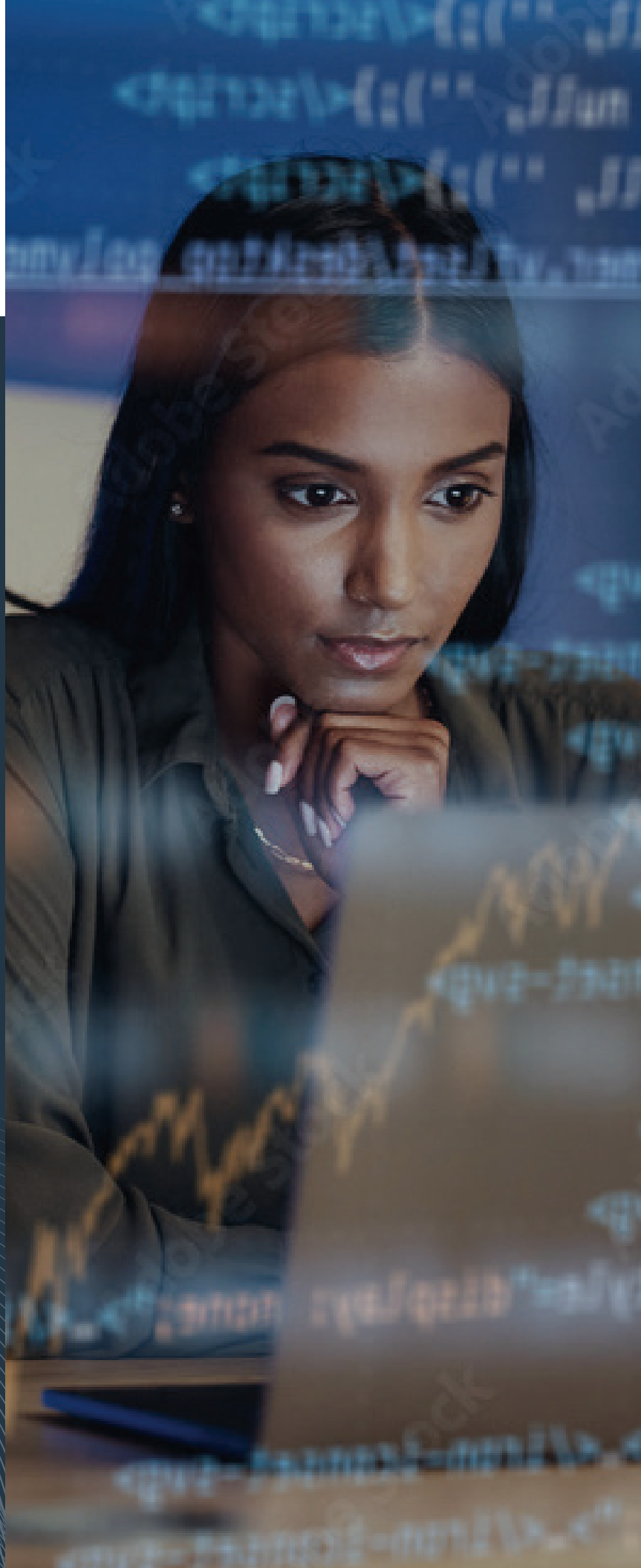




**Product  
Detail Page  
Optimization:  
Fixing What  
You Can't  
See on the  
Digital Shelf**



When people talk about brand protection, they often focus on unauthorized sellers or pricing policies. But many overlook an even simpler starting point: their own product detail pages (PDPs).

PDP optimization is foundational—it shapes SEO visibility, impacts customer perception, and affects everything from conversion rates to return rates. Yet brands frequently discover their PDPs are out-of-date or inaccurate only when performance suffers.

At Traject Data, we don't directly monitor or enforce your product content. We empower brands with rapid access to structured PDP data across marketplaces, enabling your teams to quickly spot discrepancies, prioritize actions, and correct course at scale.

## Why PDP Visibility Matters Now

Brands who leverage PDP data often use it for:



Their own digital shelf monitoring efforts.



Diagnosing performance dips related to inconsistent or outdated PDP content.

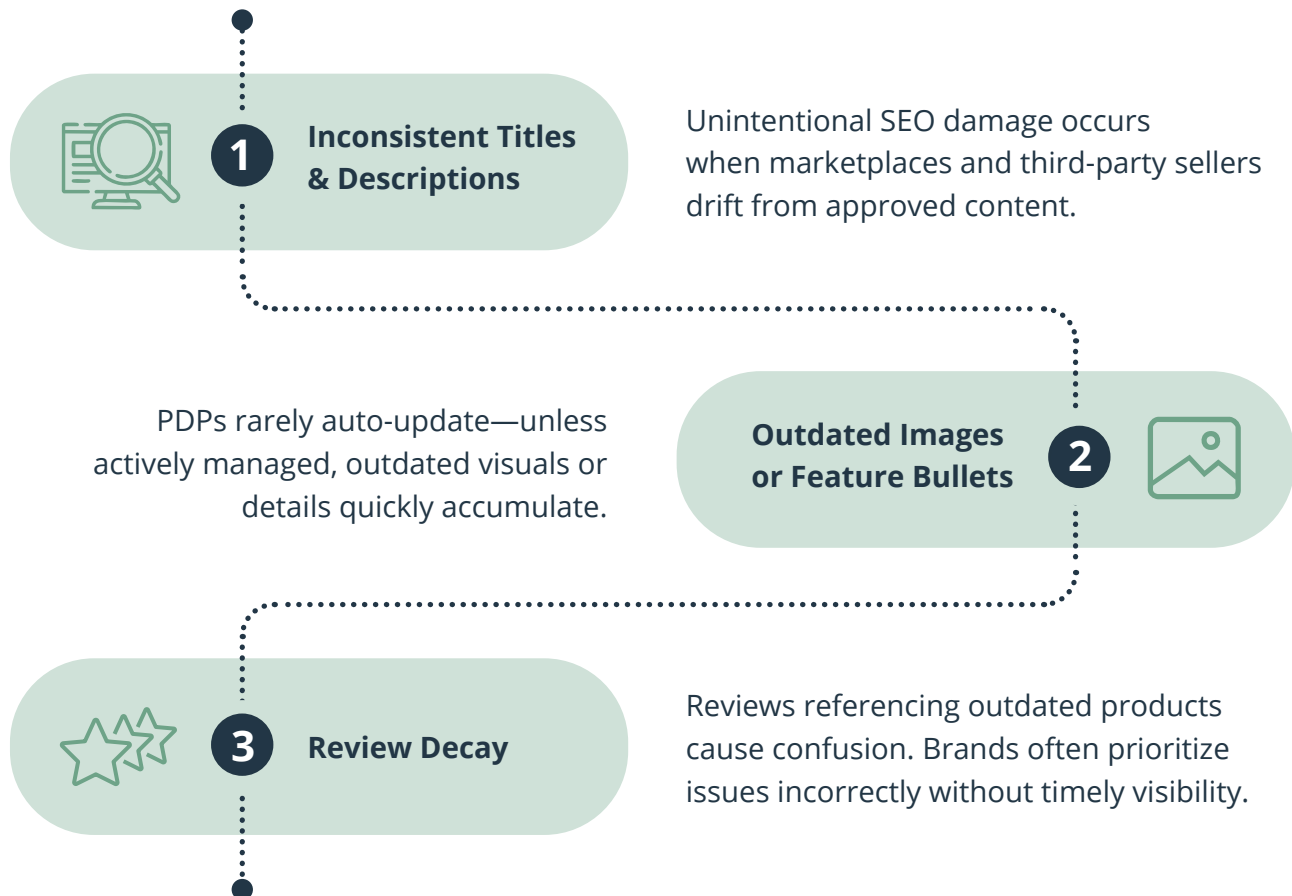


Rapidly correcting PDP inaccuracies discovered internally.

Sometimes declining performance isn't about pricing—it's simply an outdated product description, incorrect specs, or an old review creating confusion for customers.

# The Challenge: Broken Pages, Hidden Impact

Common PDP issues brands uncover through raw data analysis:



## Real World Example

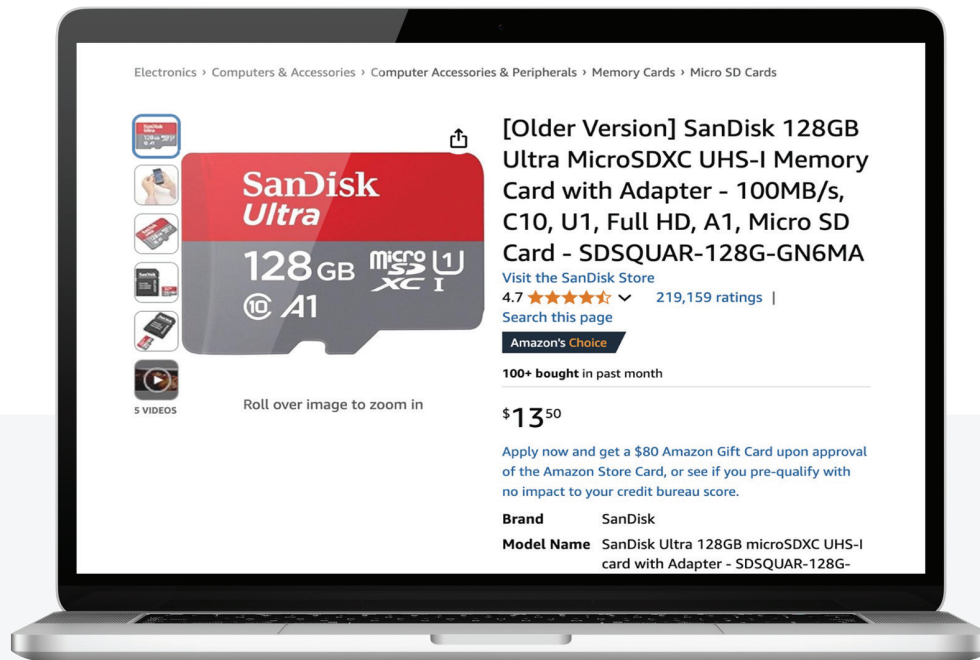
A customer recently used our structured PDP data to investigate unexpected returns on a popular home goods item. They discovered that outdated product dimensions on a major marketplace PDP led to customer confusion and increased returns. Rapid data access enabled their team to quickly resolve the discrepancy, reducing return rates.



# How It Works

We provide structured, raw data that your team can integrate directly into dashboards, monitoring tools, or workflows. Our APIs are designed for flexibility and scale, returning clean JSON with the product attributes that matter most.

Here's a simplified sample of what PDP data might look like:



```
Unset
{
  "title": "[Older Version] SanDisk 128GB Ultra MicroSDXC  
UHS-I Memory Card with Adapter - 100MB/s, C10, U1, Full  
HD, A1, Micro SD Card - SDSQUAR-128G-GN6MA",
  "description": "SanDisk Ultra microSDXC and microSDHC cards  
are fast for better pictures, app performance, and Full  
HD video. Ideal for Android smartphones and tablets,  
these A1-rated cards load apps faster for a better  
smartphone experience. Available in capacities up to  
400GB, you have the capacity to take more pictures and  
Full HD video and capture life at its fullest...",
  "feature_bullets": [
    "Ideal for Android Smartphones and Tablets. Certified to  
work with Chromebooks. (This product has been certified  
to meet Google's compatibility standards. Chromebook and  
the \"Works with Chromebook\" badge are trademarks of  
Google LLC.)",
    "Capacities up to 512GB (1GB=1,000,000,000 bytes. Actual  
user storage less) to store even more hours of Full HD  
video (Approximations; results and Full HD (1920x1080)  
video support may vary based on host device, file  
attributes and other factors.)",
    "Up to 100MB/s transfer read speed (Based on internal  
testing; Performance may be lower depending on host  
device, interface, usage conditions and other factors.)"
  ],
```

```
  "images": [
    "https://m.media-amazon.com/images/I/5115HURpwpL._AC_SL12  
00_.jpg",
    "https://m.media-amazon.com/images/I/61c0HMo4mhL._AC_SL15  
00_.jpg"
  ],
  "reviews": true,
  "average_rating": 4.7,
  "review_count": 219159,
  "top_review": {
    "title": "Worked perfectly in my testing and in my  
tablets!",
    "body": "I got this 128 GIG card to use with my tablets.  
So far it has worked perfectly in my testing. I always  
keep a couple of spares around for my future buys and I  
seem to give a lot of my SD cards away to family and  
friends. I picked up this 128 GIG at a great price and I  
just couldn't pass it up...",
    "rating": 5,
    "author": "JJCE0",
    "date": "2017-12-17"
  },
  "amazon_url":
    "https://www.amazon.com/dp/B073JYC4XM?th=1&psc=1"
  "asin": "B073JYC4XM",
  "created_at": "2025-04-02T22:33:50.525Z"
}
```



## Course Correct At Scale

Leading brands leverage our raw PDP data to quickly identify and prioritize corrections. Real-time access to structured data enables teams across merchandising, eCommerce, and customer experience to act faster and with greater confidence:



Compare titles, descriptions, images, and specs across marketplaces.



Spot content drift and outdated product details at scale.



Monitor review and Q&A content for outdated or confusion information. Review and Q&A content feeds.



Equip operational and support teams with reliable data to resolve PDP issues before they impact performance.

Sometimes optimization isn't about rewriting. It's about restoring what's already supposed to be there.

## Ready to Take Control of Your Product Detail Pages?

Speak with one of our experts today to see how structured PDP data can help reduce returns, correct inconsistencies, and improve your digital shelf performance—without the manual lift.

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[REQUEST A SAMPLE DATASET](#)

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