

Highlighting Key Products in Large Catalogs

Vložil frankis - 26/06/2026 00:21

Our Magento 2 store carries thousands of products, and we're looking for ways to make important items stand out more effectively on category and search result pages. Customers often overlook promotions and featured products. What tools or methods have you used to draw attention to specific products and improve click-through rates?

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Re: Highlighting Key Products in Large Catalogs

Vložil solya - 26/06/2026 10:51

Getting shoppers to notice your absolute best deals on a busy category page can be surprisingly difficult if all your product blocks look completely identical. We noticed that many of our best seasonal promotions were getting completely overlooked by casual browsers who were just scrolling quickly through our catalog listings. To solve this visual discovery problem, our design team decided to Recommend product labels for Magento 2 installations to highlight special offers instantly. Adding these eye-catching visual markers directly onto our thumbnail grids has significantly increased our click-through rates on promotional items, helping us guide customer attention exactly where we want it without making any drastic changes to our theme layout.

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