



CONTENT AUDIT

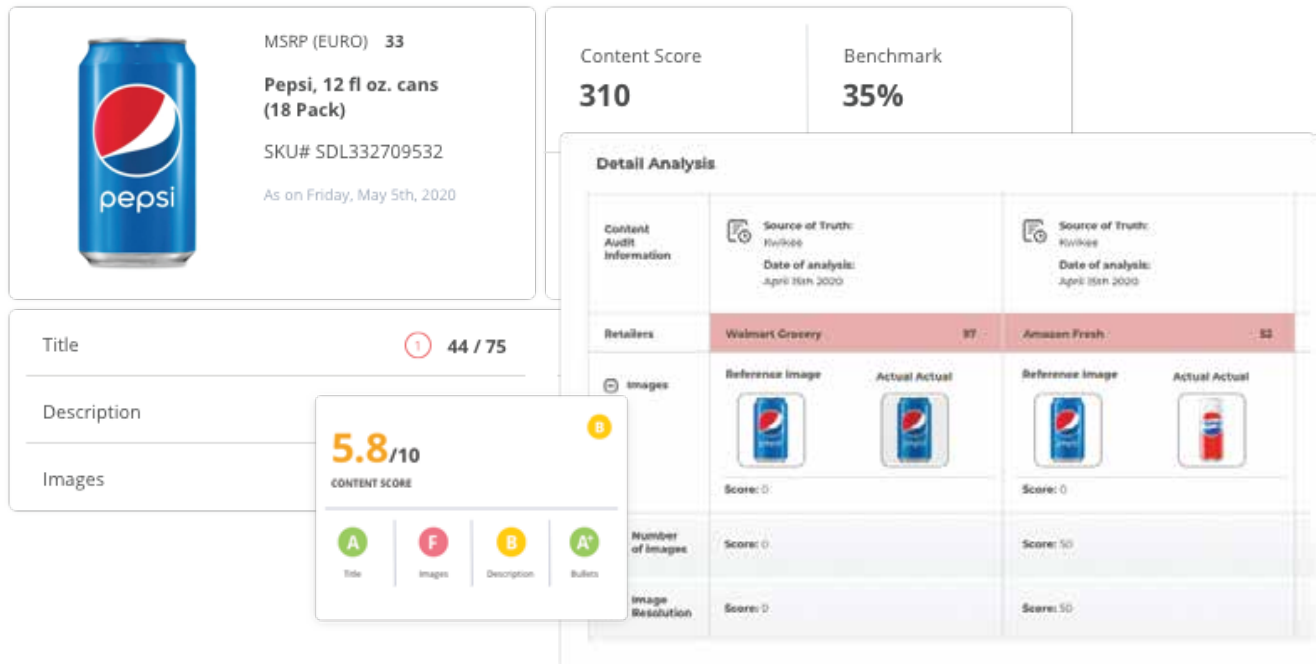
Get discovered
with optimized content

AT A GLANCE

GET DISCOVERED WITH OPTIMIZED CONTENT

Your success on e-commerce platforms is directly linked to how easy you are to find. In order to be found and present on page one, you need to learn how to navigate the search algorithms. With our solution, you can identify SKUs with sub-optimal content (according to your PIM) across retailers and ensure uniformity and a rich customer experience.

FINE TUNE CONTENT TO IMPROVE CONVERSIONS



Track & ensure compliance to PIM

Identify your products that aren't in compliance with your brand guidelines

Easily single out products and retailers with the lowest compliance levels

Create customized content strategies based on your specific needs



Create a custom scorecard

Identify retailers with differing degrees of importance, based on sales volumes

Assign different weights to each retailer and product with a customizable dashboard

With a total score, you'll be able to confidently make strategy changes



Benchmark against competitors

See what your competitors are doing and tweak your guidelines accordingly

Follow up-to-date content and image optimization best practices

Target trending keywords to improve your search rankings

Lynne Roth,
Application Optimization
Manager, Sauder

“

DataWeave has provided our team with important data to support our eCommerce business. We find great value in the out of stock, price leadership, and category analytics. We also appreciate that our Customer Success Manager is very responsive.

”

Awards

500

Technology **Fast 500**
2019 APAC **WINNER**
Deloitte.



Get in Touch

DataWeave is an AI-powered SaaS platform that provides Competitive Intelligence as a Service to e-commerce businesses and consumer brands, enabling them to compete profitably and accelerate revenue growth. The company's proprietary technology platform helps e-commerce businesses to make smarter pricing and merchandising decisions, as well as consumer brands to protect their online brand equity and optimize their e-commerce performance.

Get in Touch

Questions?

Email contact@dataweave.com or give us a call at **1.425.458.5110**

For information on DataWeave's solutions, visit www.dataweave.com



DATAWEAVE