



 DATAWEAVE

Using Digital Shelf Analytics to Enhance your Product's Discoverability



About the e-book

This e-book is DataWeave's primer to digital shelf analytics. Read this e-book to:

- Learn the basics of Digital Shelf Analytics (DSA)
- Discover how to apply DSA to enhance your product's discoverability on the digital shelf
- Understand and improve your digital shelf performance

Table of Contents

1. What is Digital Shelf Analytics?
2. Getting Started
3. Finding Answers through Actionable Insights
4. Kick-start YOUR DSA Journey!

About DataWeave

DataWeave is a comprehensive and integrated e-commerce solution provider and partner in the areas of Digital Shelf Analytics, Dynamic Pricing and Assortment Intelligence. Through its holistic solutions, DataWeave enables consumer brands and retailers accelerate sales and compete profitably.



1. What is Digital Shelf Analytics (DSA)?

We are in a digital-first era that is marked by an increased adoption of e-commerce across all market segments. Statistics indicate that e-commerce contributes close to 20% of the total retail sales worldwide this year, and this is projected to grow up to **24% by 2026***. The digital shelf, which is the online equivalent of a brick-and-mortar store, is how brands primarily interact with consumers today. While this has enhanced the accessibility of brands, it comes with increased complexity and dynamics. And winning the digital shelf becomes a key prerequisite for profitable e-commerce.

The first step to winning the digital shelf is to understand your digital shelf performance. Brands need to know:

- How available are my key products on popular retail platforms across cities and stores?
- How soon are my products replenished once they go out of stock?
- How easily can shoppers find my products?
- Are my products winning the buybox most of the time?
- How do my products compare against that of competitors and category bestsellers in terms of availability, discoverability and price position?
- What is the consumer perception of my brand?

Once brands comprehend their digital shelf performance, they need insights to improve it.

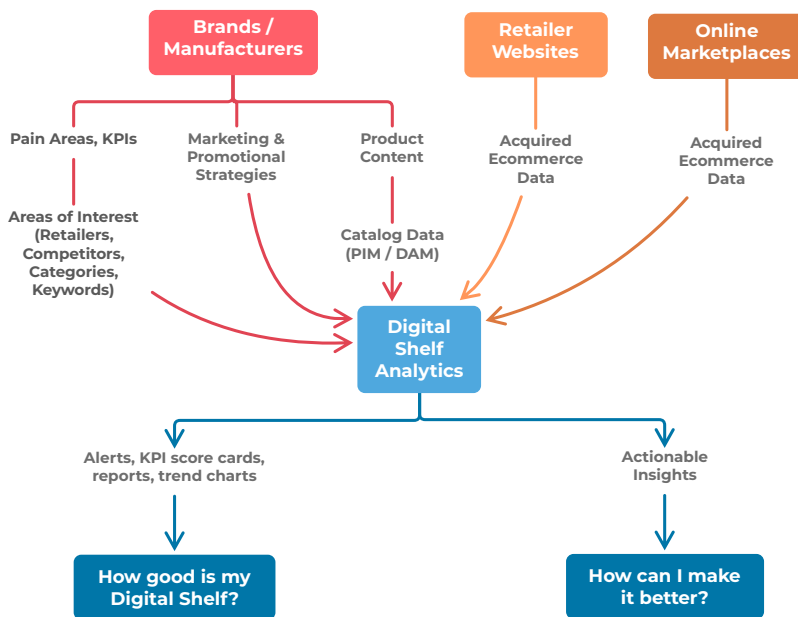
- How can I make my products more discoverable?
- How can I increase conversion and market share?
- How can I enhance profitability?

Digital Shelf Analytics facilitates brands to find answers to the above questions.

**Ref: E-commerce as share of total retail sales worldwide: Statista*



Data Flow in DSA



“Digital Shelf Analytics is the systematic & periodic gleaning & analysis of e-commerce data from retail websites. Brands can use DSA to obtain a holistic view of their Digital Shelf Performance and gain actionable insights to win the digital shelf.”

2. Getting Started

Analytics requires data. The primary step to get started with DSA is to identify your relevant digital shelf data and derive analytics that are of interest to you. Learn how to pick your relevant data through the leads and examples below.

Capturing Relevant Data - Who and What to track?



Retailers

Track your biggest or more important online retailers for each category of products you sell

Ex: Category & Top Retailers

Grocery

Amazon, Walmart, Kroger, Insta-cart

Office Supplies

Amazon, Walmart, Target, Office Depot

Health & Beauty

Amazon, Walmart, Target, Walgreens, CVS

Home Improvements

Amazon, Home Depot, Lowes, Walmart, Target



Pet Care

Amazon, Walmart, Chewy,
PetSmart



Brands & Products

Focus on the top 20% of products that account for 80% of your revenue

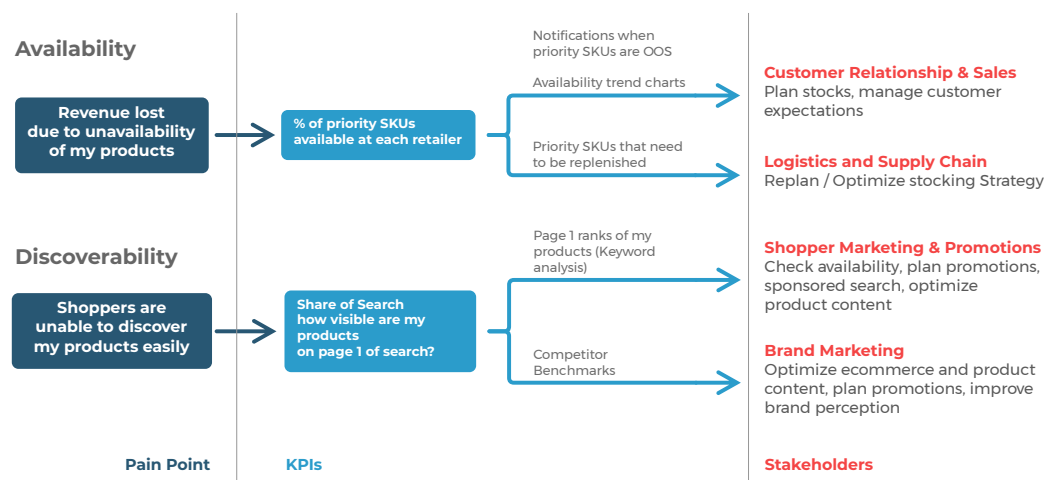


Key Performance Indicators

Derive KPIs from your pain areas, customize as needed

Sample Key Performance Indicators

Ex: For each KPI derived from a pain point, identify key stakeholders and the actions they can take



3. Finding Answers through Actionable Insights

We now understand what is DSA and how to pick the relevant data and KPIs to setup DSA. In this section we will discover how to apply the insights provided by DSA to enhance your product's discoverability on the digital shelf.

Can shoppers find my products? How can I enhance my 'discoverability'?

The quicker your products engage the customer's attention, the higher the chances of them getting into their cart! DSA helps you to understand the discoverability of your products through a variety of metrics and performance indicators. In addition, it can



generate actionable insights that you can use to further enhance your customer visibility and engagement.

The tables below present some key performance indicators that can be used to quantify your product's discoverability against that of your competitors. For each KPI, associated metrics, views and actionable insights are outlined. The metrics are a measure of the KPI and the views help you understand trends and behaviors. Brands can leverage the actionable insights to discover and alleviate pain points and improve their digital shelf presence.

Availability

"Unavailable products cannot be purchased"

Metrics

Availability score

- Measure of the percentage of e-commerce product listings where my product is in stock
 - Availability score is 50 if my product is 'in-stock' at 2 out of 4 online retailers
-

Views

- Aggregated availability
 - Availability scores across brands, retailers, cities and categories
 - Historical availability charts
 - View products grouped by availability
 - Out-of-stock alerts
-

Actionable Insights

- Which of my products have a low aggregate availability?
 - In which city are my products not in stock?
 - Are there some product categories where I need to optimize my stock planning?
 - Any top retailers where my best-selling products are consistently out of stock?
 - Is there a supply chain issue?
-

Share of Search (SoS)

"If I don't appear in the first page of search, I don't make my way to the cart"



Metrics
SoS score

- Proportion of my products in the search results for a particular keyword and retailer

Views

- Aggregated SoS
- Organic and Sponsored SoS scores
- SoS scores across brands, retailers, keywords, cities
- Historical SoS score trends

Actionable Insights

- Which of my products have the lowest SoS score?
- Which products feature low on SoS because they are out of stock?
- Are my competing products faring better due to sponsored searches?
- Is my SoS low due to poor content quality?

Share of Category (SoC)

"If my products do not catch the eye on the category page, they will not be bought"

Metrics
SoC score

- Proportion of my products in the category page of a retailer

Views

- Aggregated SoC
- SoC scores across brands, cities, retailers and navigation paths
- Historical SoC score trends
- Organic and Sponsored SoC scores

Actionable Insights

- In which categories do I have a good digital presence
- Where should I promote more? Is my share of category lower due to low availability?
- Are there any key cities where I need to strategize to improve my visibility?



Content Quality

“A badly described product will remain unsold”

Metrics

Content Quality Score

- Define attributes of product content and reference guidelines for each attribute.
 - Content Quality score is a measure of degree of compliance to the reference guideline
-

Views

- Aggregated Content Quality Score
 - Content Quality distribution across retailers, attributes and time
-

Actionable Insights

- How does my content quality fare against that of my top-performing competitors?
 - Is my 'discoverability' compromised due to poor content quality?
 - Which of my products can be described better?
-

Steps to enhance 'Discoverability'

1. Ensure your key products are always in-stock at your top retailers
2. Choose appropriate keywords to analyze the share of search of your products on online marketplaces by using vendor reports, autofill feature, retailer content guidelines and Google Ads keyword planner.
3. Aim to be in the top 5 on page 1 of search or at least as high as your market share by increasing organic share of search by improving content quality (keywords in product title, description, product images), compliance to retailer content guidelines, and adapting your content based on assessment of key competing product descriptions.
4. Boost sponsored share of search through promotions, paid product placement and searches.
5. Improve share of category by including the category taxonomy in product title, description and key selling point bullets.



4. Kick-start YOUR DSA Journey!

You have just finished reading this book - which means that you are equipped with the necessary know-how to embark on your DSA journey. A quick recap of what we learnt:

- Digital Shelf Analytics is the systematic and periodic gathering and analysis of relevant e-commerce data to enable you to
 - Understand your digital shelf performance,
 - And derive insights to improve it.
- To get started with DSA, you need to first identify your relevant e-commerce data - which retailers, brands and products to track. Study your pain areas to derive performance indicators and customize them as needed.
- Systematically chalk out key business questions based on your pain areas. If your pain area is poor discoverability, identify KPIs and associated metrics that can help you understand and quantify your discoverability. Act on the insights provided to address your business challenges.



Increasing your product's discoverability is just one facet of DSA. To know more about how DSA can be applied to benefit your business, **Sign Up for a Demo** on our website.

Email contact@dataweave.com

For information on other DataWeave solutions, visit www.dataweave.com

