



 DATAWEAVE

# Sales Performance and Market Share

Benchmark your digital sales performance and measure changes to market share

Datasheet  
Digital Shelf Analytics – For Brands  
[www.dataweave.com](http://www.dataweave.com)

## SALES PERFORMANCE AND MARKET SHARE

### Build your eCommerce growth plan starting at the SKU and category level

In the digital world, point-of-sale (POS) data is difficult to access given the number of ways online orders are fulfilled by retailers. DataWeave's Digital Shelf Analytics Sales Performance and Market Share module delivers online sales and market share estimates based on standard or customer defined taxonomy, analyzing performance at large retailers like Amazon, and provides visibility to competitive insights from a category to a SKU level.



## BENCHMARK ONLINE SALES PERFORMANCE & MEASURE MARKET SHARE CHANGES

01

### Strategically Plan Your Digital Spend

Optimize your pricing and promotional strategy and digital advertising campaign performance with actionable insights

02

### Determine KPIs Correlating to Growth

Identify what activities are improving sales and know what actions to prioritize to make the greatest performance improvements



03

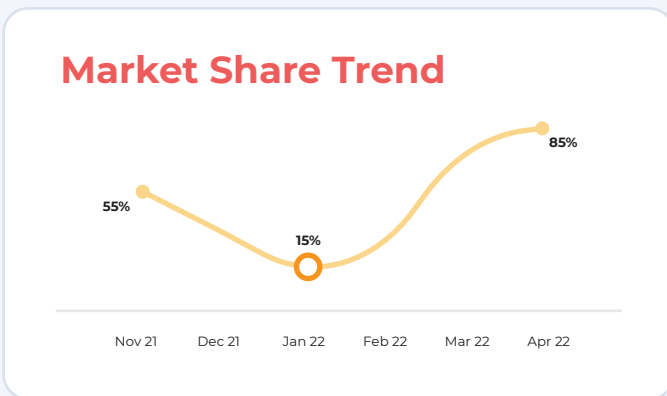
### Take Corrective Action to Increase Revenue

Focus on which rivals to target, spot emerging brands, and pinpoint the right action to take to outperform them

# SALES PERFORMANCE AND MARKET SHARE

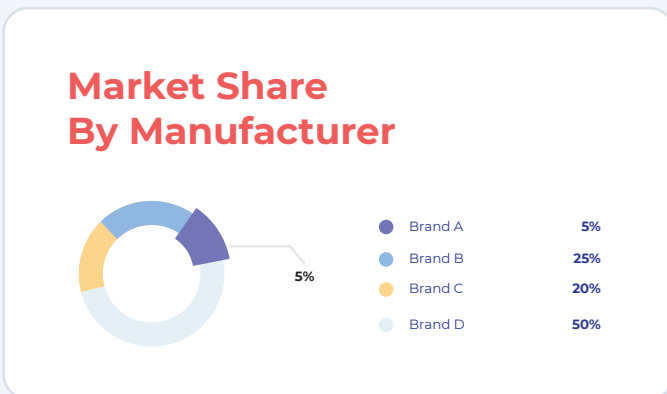
## Benchmark Your Ecommerce Growth And Market Share Changes With Customized KPIs

<p>Market Share</p> <p><b>8.58%</b></p>	<p>Revenue Overview</p> <p>My Revenue <b>\$375M</b> Total <b>\$650M</b></p> 	<p>Product Overview</p> <p>My Products <b>279</b> Total <b>6650</b></p> 
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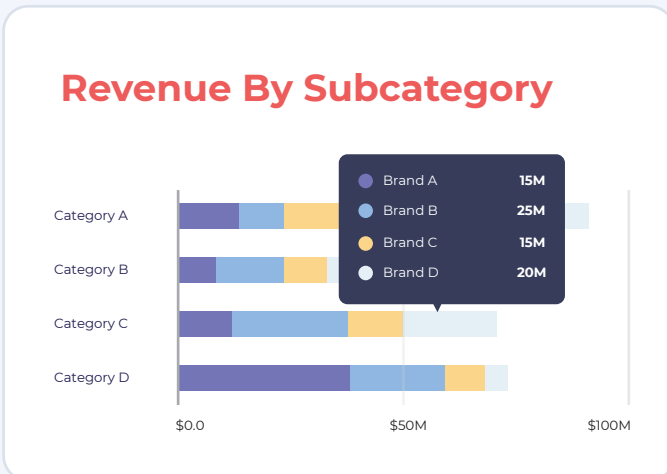
### Quantify the Impact of Out-of-Stocks and Marketing Investments

Measure how your actions impact revenue and your competitors



### Track Competitors' Category and SKU-level Sales

Assess those gaining or losing share by preferred attributes



### Assess Market Share at the Category or Sub-Category level

Track by retailer-based or custom-defined categories or attributes

## KEY FEATURES - SALES PERFORMANCE AND MARKET SHARE MODULE



### Customized Categories

Map each retailer's categories to your brand's own taxonomy for channel alignment



### Dashboard Views

Easily spot products to promote and what attributes to accentuate to improve competitive positioning



### Granular Visibility

Track targeted SKUs and know which category best seller and fast mover products are gaining or losing momentum



### Ad Performance Tracking

With weekly updates, see how modified search efforts, organic and sponsored, correspond to changes in sales and market share



### 1P vs. 3P Sales Estimates

Differentiate sales between direct marketplace sellers and distributors for you and your competitors



### Dedicated Account Support


Our team of domain experts provides visibility to the actions needed to enable the greatest opportunities to increase sales

## ABOUT DATAWEAVE

DataWeave is a leading provider of advanced sales optimization solutions for e-commerce businesses, consumer brands and marketplaces. The AI-driven proprietary technology and language-agnostic platform aggregates consumable and actionable Competitive Intelligence across 500+ billion data points globally, in 25+ languages, with insights to performance for more than 400,000 brands across 1,500+ websites tracked across 20+ verticals, to ensure online performance is always optimized.

### Connect With Us

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