



The Future of Online Category Management

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ECR Community Webinar Series 2017

ecr-community.org

The Future of Category Management



1. Tomorrow's Category Management Today:
How do brands achieve their goals in a world without planograms and shelves?



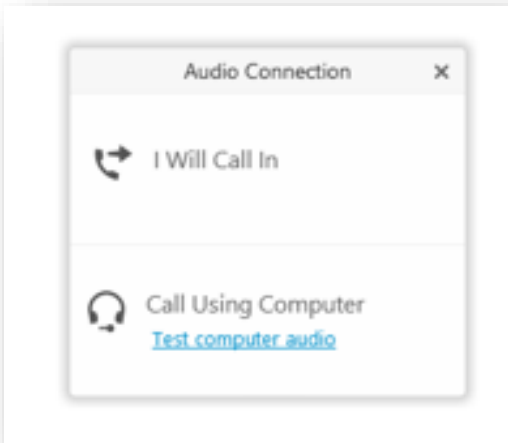
2. Content, Consideration & Online Customers:
How to drive conversation in the online channel?



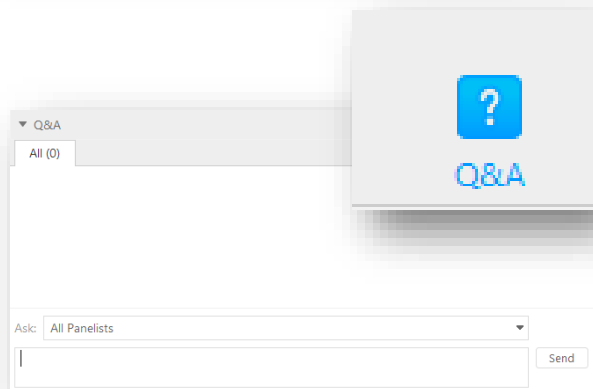
3. Availability in the Online Channel:
The influence of online out of stocks on consumer behaviour and sales - NOV 15



Housekeeping



You can listen to the audio via telephone or through your computer speakers. Select “I Will Call In” to listen to the audio via your telephone. Select “Call Using Computer” to listen to the audio via your computer speakers



All attendees are on mute. To ask a question, click the Q&A icon on the top of your screen, then enter your question on the Q&A box



Agenda



Danny Silverman,
Head of Marketing,
Clavis Insight

*Always on Content:
How to Deliver and
Monitor Winning
Content for the Online
Channel*



Daniel Corsten,
Professor at IE
Business School

*Organising for
eCommerce:
Product Information
Management for
Success at Retail*

Content, Consideration and Online Consumers - How to Drive
Conversation in the eCommerce Channel?

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Always on Content: How to Deliver and Monitor Winning Content for the
Online Channel

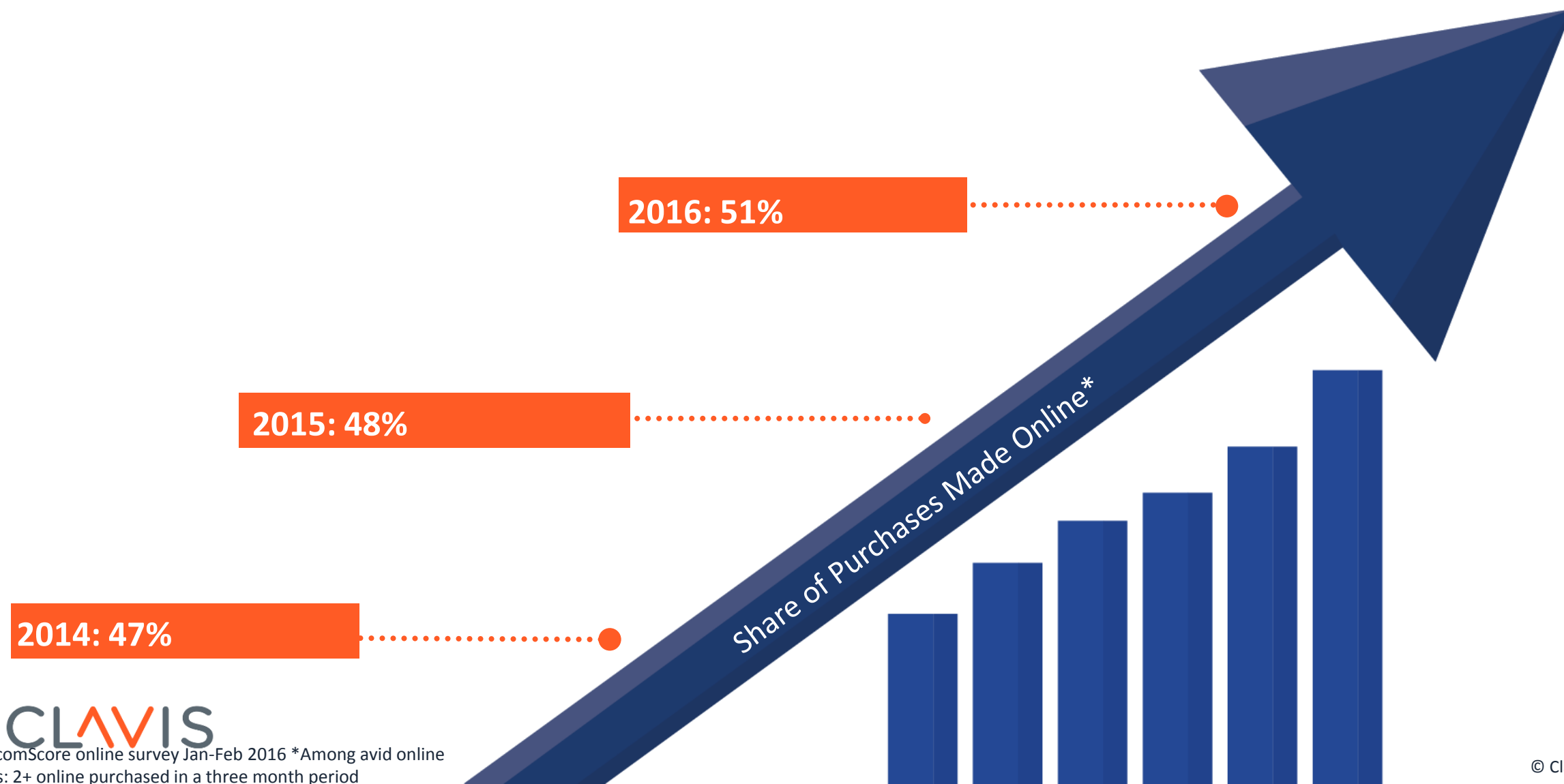
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Agenda

- Understand the central importance of content and product information pages in the eCommerce channel
- How to create and manage engaging product detail pages, including consumer generated content
- What are the KPIs needed to understand and evolve the effectiveness of your content, so it drives engagement, conversion and sales

Importance of Content

Online purchases continue to increase...



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Source: comScore online survey Jan-Feb 2016 *Among avid online shoppers: 2+ online purchased in a three month period

... and research is becoming increasingly important

- Consumers are using online sources for research, introducing a concept called webrooming.



How online research is used

- Consumers use product pages for information as they research big purchases.



How to Approach Content

Clavis **6Ps eCommerce Analytics™**: a familiar, yet powerful framework to guide and prioritize work to be done



Case Study: Statistical correlation analysis revealed sales impact from optimization



Search

75% Sales Loss
Dropping from Position
5 to 15



Availability

10% Sales Loss Per SKU
Per day OOS



Promotions

15% Sales increase for
each day with VPC



Ratings

35% Sales Increase per
.1 rating improvement
for SKU w/ 1000 reviews



Reviews

3% Sales Increase per
100 additional reviews
for SKU with 4.5
average rating

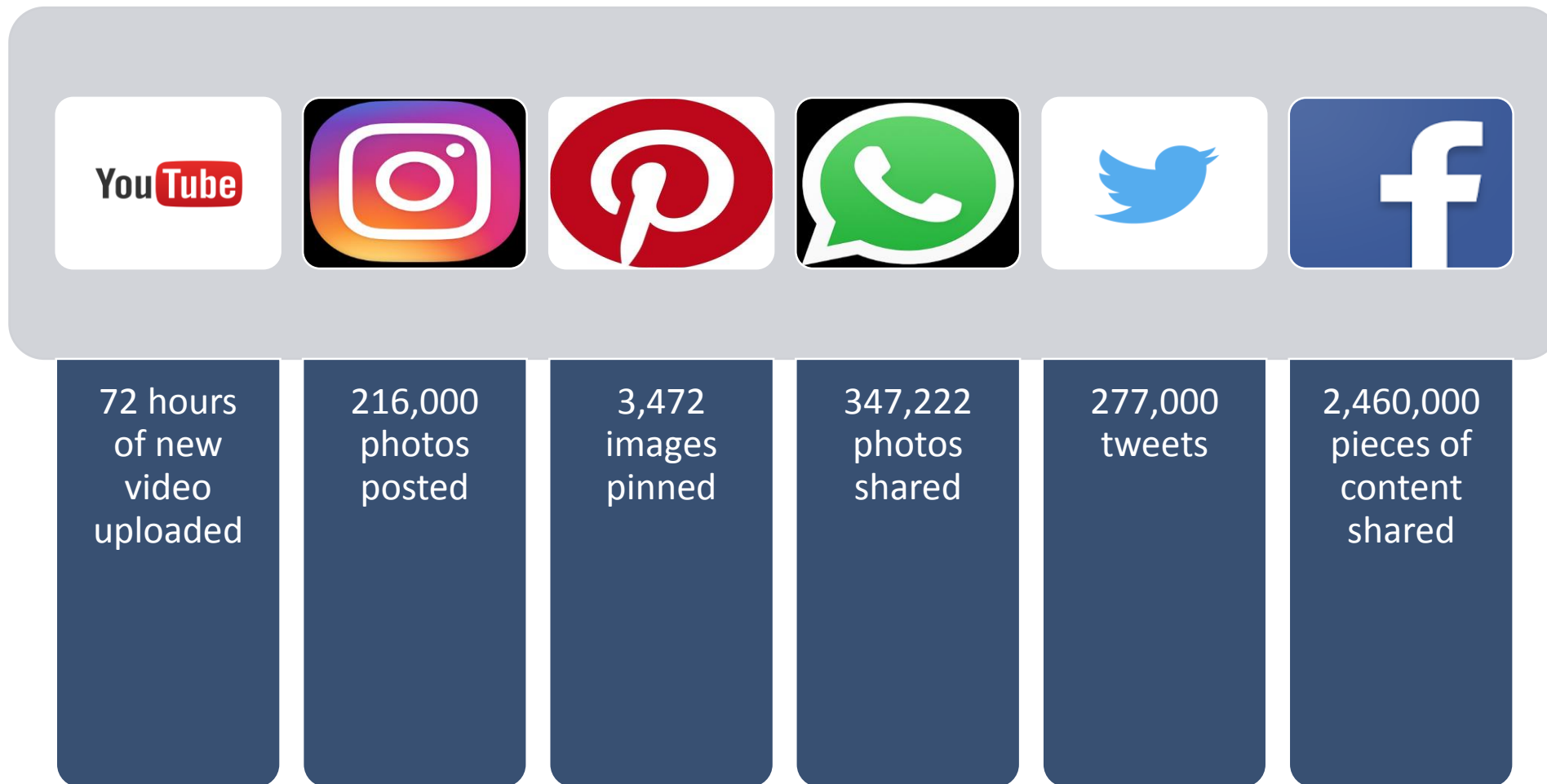


Content Integrity

SKUs with at least 350
characters or 50 words
in Add'l Description
have 85% higher sales

Stand Out!

How Much Content is Created Every Minute



Importance of Capturing Consumers Attention

55% of website visitors spend less than 15 seconds actively reading content on a page

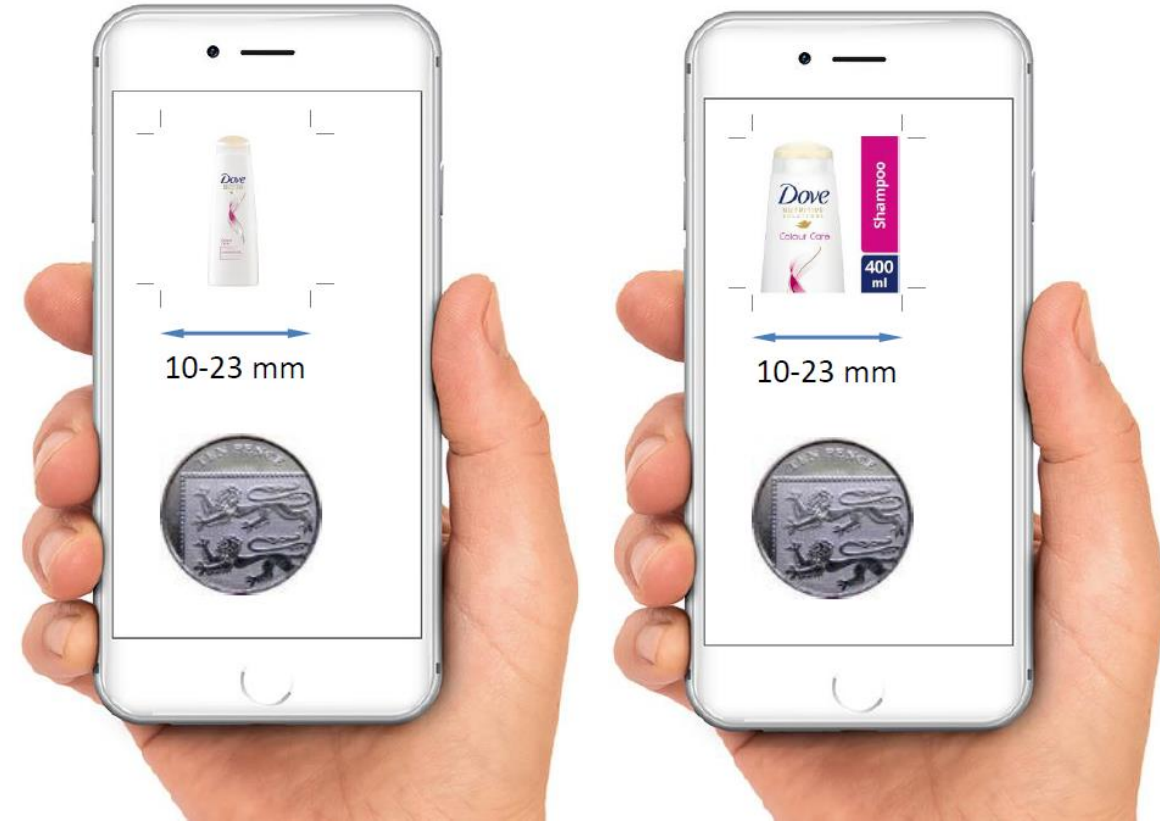
Visual content is important



Standing Out on Mobile Screens

Mobile Hero Images Unilever (GS1 Standard)

- What is the brand?
- Is it Shampoo or Conditioner?
- Intensive Repair or Colour Care?
- Is it 400 ml or 250 ml?



Golden Rules of Content

- **Titles**: should include relevant, high-volume keywords that shoppers use to search
- **Secondary keywords**: use in product page copy (highlights, short & long product description) eg. Cordless, Drill, etc in copy
- **'More is...more'** with Wider Content; use to market your product by establishing A+/rich Content templates. Take every opportunity you have to add videos / images and visually engaging materials
- **Think Shopper decision hierarchy**: Presence of generic words in your product name and search keywords. Add as many other descriptive words in the product titles and use the maximum number of characters allowed for product titles by each retailer

Case Study

Overview

- **Situation:**

- The Product was previously failing on the Trusted Source Product Name Comparison, meaning the Product Name did not match the desired, optimized Product Name as specified by the manufacturer.

- **Action**

- Client updated and optimized the Product Name on the retail site to match desired Product Name.

- **Results:**

- There has been an increase in Search rank on Amazon, Product A ranking #36 for Term A Search results on October 15th, but dramatically increasing to #3 as of October 30th.

Customer Identified Missing Keywords at Scale using Clavis to Improve Search Rank

Details

Trend

All Products ?

B004538OXS

Display All

Online Store	Category	Brand	Description	Result
Amazon				Non-Compliant

Product Name (1)

Rules

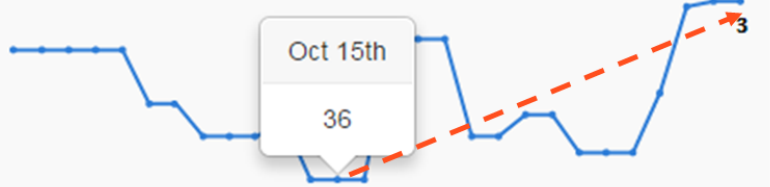
Trusted Source Product Name Comparison

Error Message

Product Title not matching to Trusted Source Product Title/Description

Latest Data

Filter by UPC, RPC or Product Description

Online Store	Brand	RPC	UPC	Product Description	Previous Rank	Rank
Amazon						3 Pass

Winning Content

Examples of great content

Benefits and Features

Supporting Images

Benefits

How to Use/ Ideas

Features

Safety Information

Technical Specifications

Manufacturing Details

Key Content

Product Title

Description

Primary Image

Endorsements

Ratings and Reviews

Expert
Recommendations

Quality Marks and
Guarantees

Context

Brand Beliefs/ Position
Statement

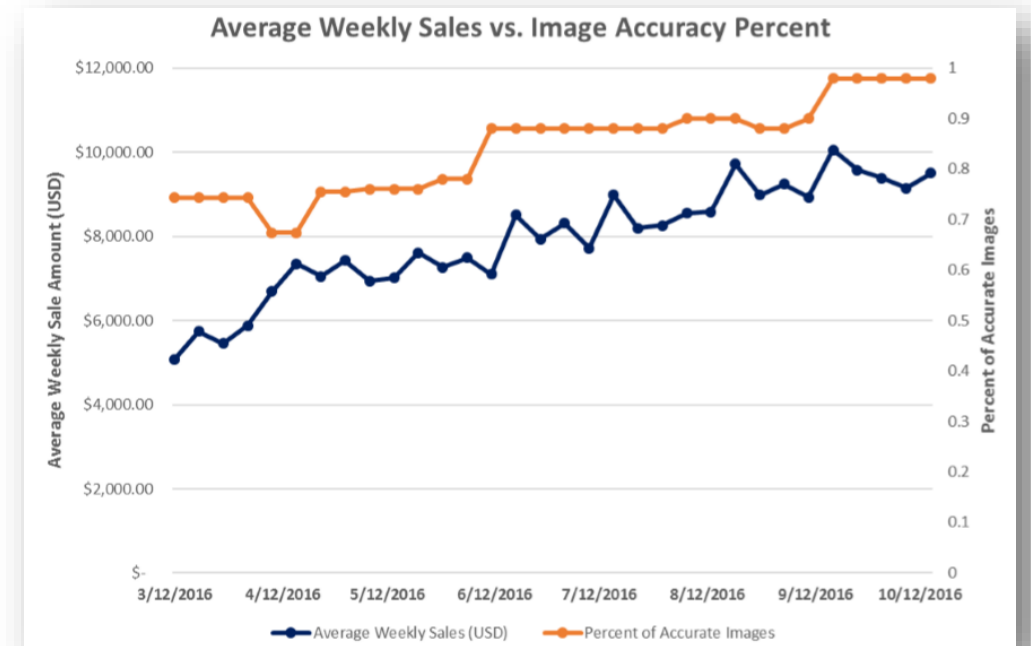
Manufacturer
Background and
Context

Customer Support
Details

Product Barcode and
Retailer Codes

Consider Best Practices

- Senior level support to drive integration
- Right talent, right partnerships
- Right level of investment
- Accountability through scorecarding



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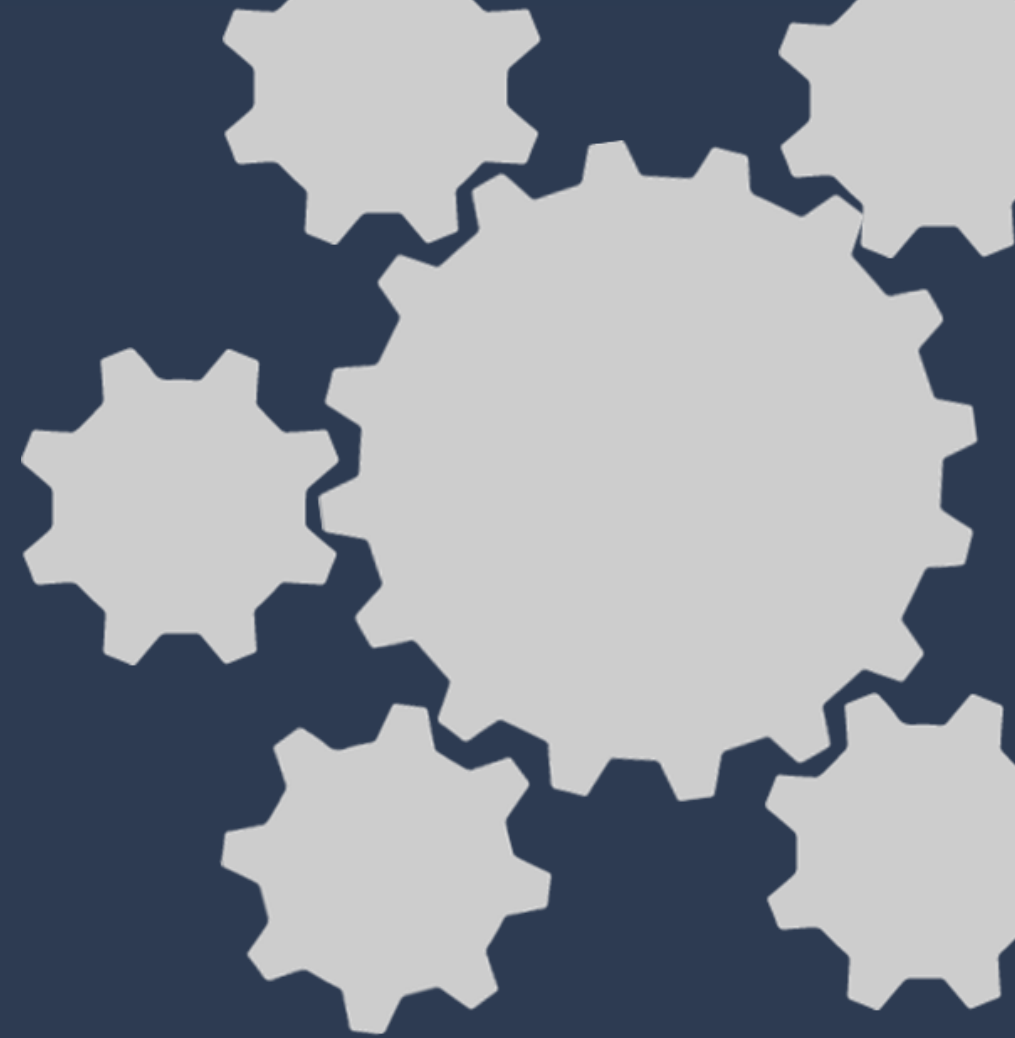
6Ps eCommerce Intelligence™

Thank You!

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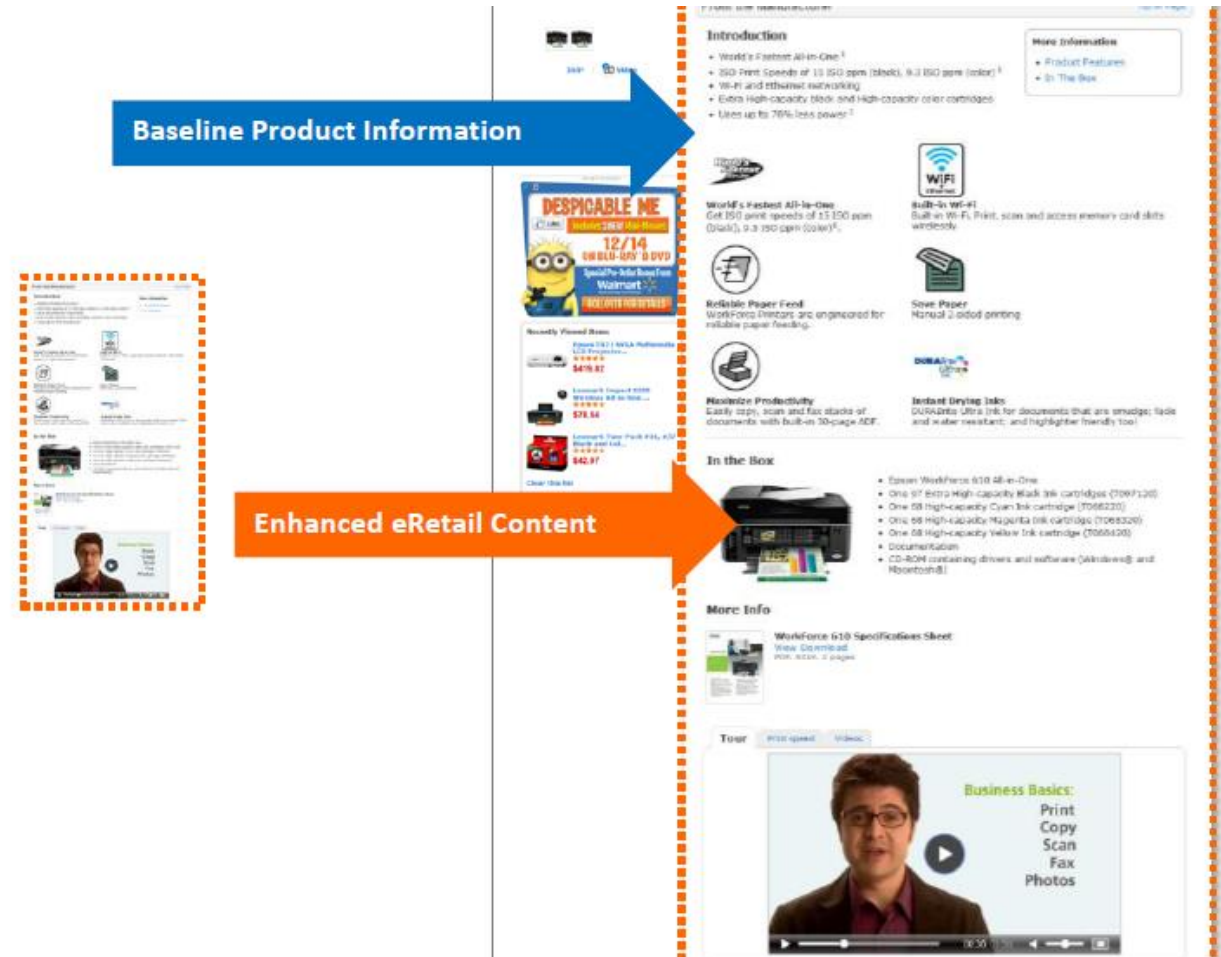


Organising for eCommerce: Product Information Management for Success at Retail

Enhanced Content

Enhanced content goes beyond the basics by adapting and repurposing brand assets to create a microsite-like experience.

Enhanced product pages use engaging, educational content to amplify the brand messages, creating deep connections between shoppers and products.



Product Information Stakeholders

Consumers

- Reliable & Trustworthy Product Information
- Helps my Purchase Decision

Marketing

- Highest Quality Product Information Delivered to Sales, Retail Customers, and Consumers
- Time & Effort Saved on Request for Product Information
- Leverage Product information for Business Needs

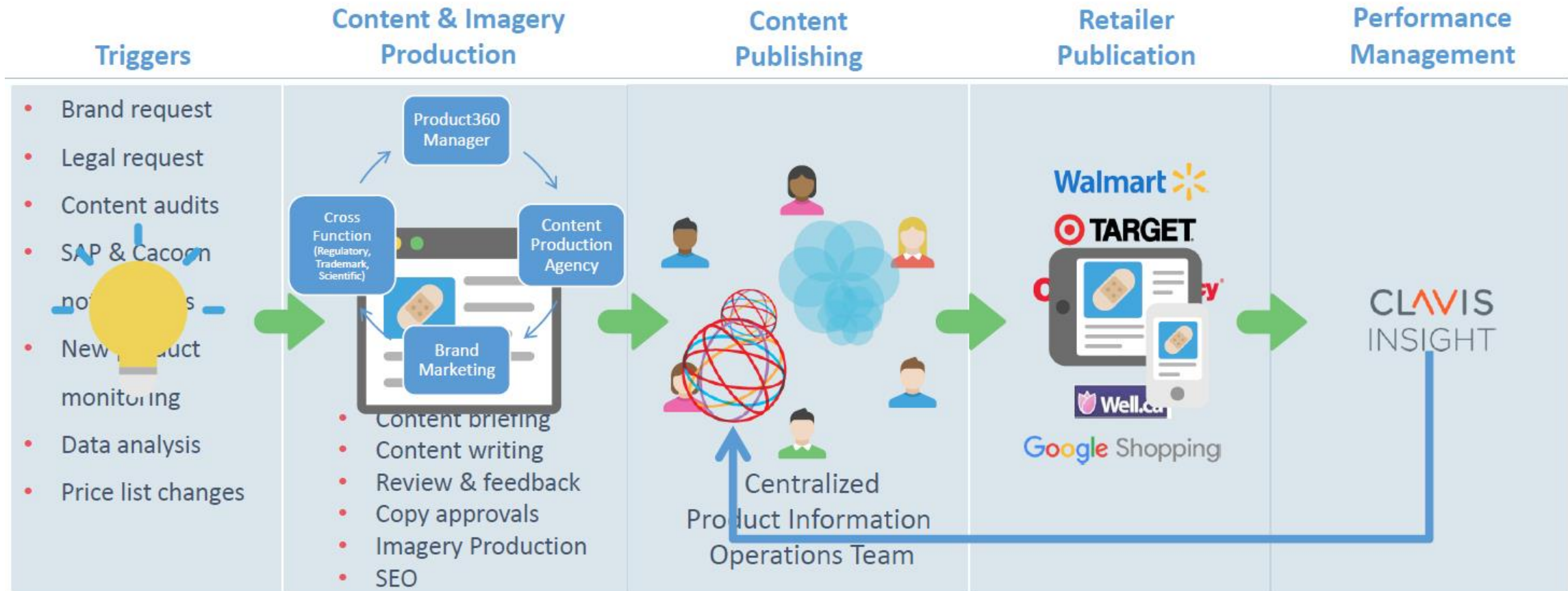
Sales

- Primary Source of Product Information
- Access Product Data, Content, Labeling & Imagery
- Product Setup & Maintenance
- Content Audits & Updates

Other Business Functions

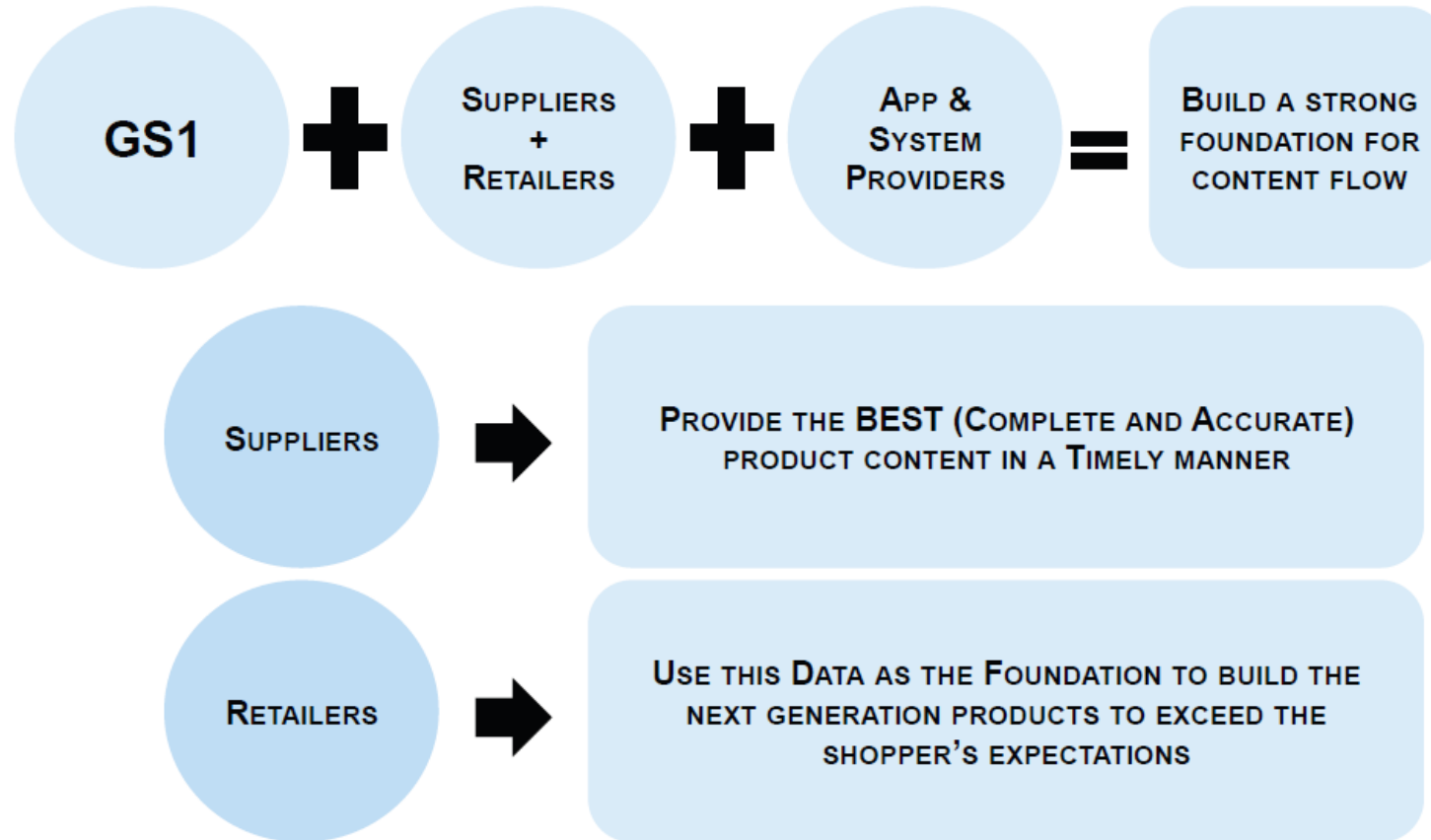
- Support Business Processes & Operations
- Operational Efficiencies with Simplified and Centralized access

Product Information Management



Faisal Rangwalla, J&J

Content from a Retailer's View



Ram Rampalli, Walmart

Content from a Retailer's View

Good Products
+
Bad Or Missing
Data
=
Bad Products

Ram Rampalli, Walmart



Questions & Answers



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Next – Webinar 3



Availability in the Online Channel:

How Online Out of Stocks Influence
Consumer Behaviour and Sales

Wednesday 15th November

14:00 GMT / 15:00 CET



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