eStore +media
digital brand intelligence

Case Study

of a global toy brand

How a leading toy brand used digital shelf automation to scale its e-commerce function to 50+ global markets

How do you know where the opportunities are when you're playing in so many verticals?

100+
Strategic Product Groups

×

50+
Markets

=

5000+
Groups in Total

100+ Strategic Product Groups — **Market-led quick win opportunities**

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New releases	Struggling in search in the UK
Creative	
Educational	Rising Out of Stock on Amazon
Toy Cars	
Preschool	Lack of rich content on APAC retailers
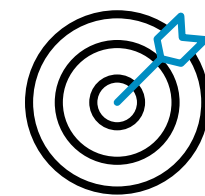
CHALLENGE
Unlocking opportunities in all the data

As a leading toy brand with 1000's of SKUs playing in 50+ markets, the question of where to focus was overwhelming. **The brand knew they were operating in dozens of verticals and categories, but couldn't easily spot the opportunities.** Manual analysis was too onerous to be an option.
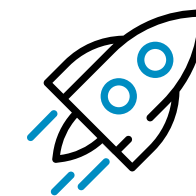
ACTION
Scalable digital shelf automation tools

We met with the client to determine their strategic focus areas which we used to set up our digital shelf tools to **segment SKUs into product groups defined by their focus areas**. Having created this schema for one market, we were easily able to replicate it for the 50+ other markets that the brand was playing in.
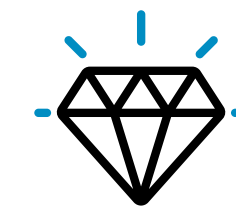
VALUE
Business intelligence they could act on

Seamless automated tracking of their 1000's of product groups with simplified metrics that highlighted quick wins based on their core strategic focus areas.