

# Case Study

of a global domestic appliance brand

## +26% increase in digital shelf search visibility

How a global domestic appliance brand used analytics to discover where and why product content was impeding visibility and conversion on Germany's biggest e-retailers, and effect change to achieve a **22% increase** in digital shelf performance

+22%

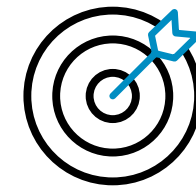
Improvement in overall **digital shelf performance**

+26%

Improvement in **search visibility** across the biggest e-retailers

+20%

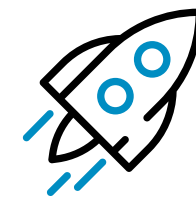
Improvement in the most strategically important **e-commerce category**



### CHALLENGE

Limited visibility and weak conversion

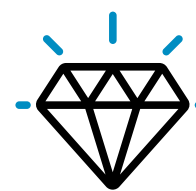
This global domestic appliance brand has a 100+ year long heritage known for innovation, quality, and style. However, in the e-commerce arena, that style wasn't coming across in its content, and **digital shelf performance was suffering**. In Q2 2021 the brand invested in digital shelf analytics tools to find the gaps.



### ACTION

The Perfect Store framework

We worked with the brand's e-commerce team to implement digital shelf analytics tools to **track the most critical KPIs** across their highest priority SKUs, focusing on the German market as a test case. Our intuitive dashboard provided an aggregated Digital Shelf Score summarising overall performance, while deep-dive reports allowed them to identify and prioritise gaps.



### VALUE

Significant gain in search visibility

Our tools revealed **two mission critical gaps** - (1) lacking keywords and (2) incorrect packshot images - as well as the affected SKUs. With clarity, the brand knew where to focus, fixing the gaps having the most detrimental impact on search and conversion. By Q2 2022 the brand saw a **22% improvement** in its Digital Shelf Score.