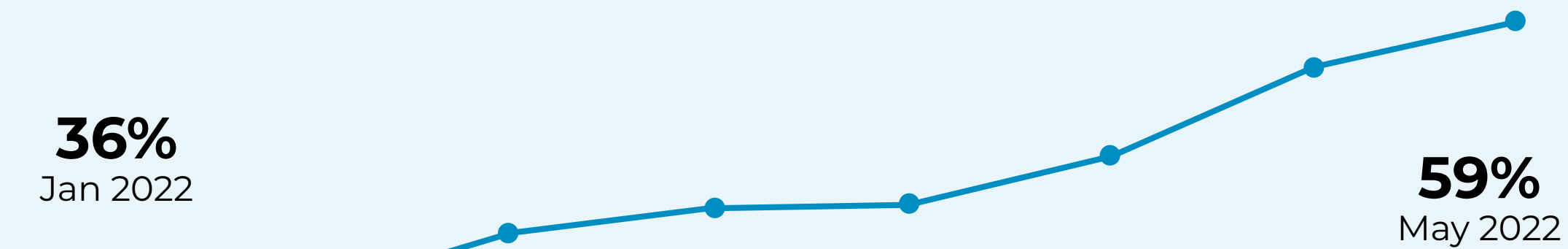


Case Study

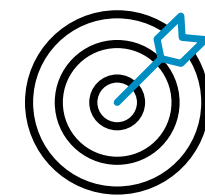
of a top UK consumer electronics brand

90% Growth Through Digital Shelf Automation

How a top UK consumer electronics brand used digital shelf tools to regain **90% of its time for actions** on its core KPIs and realise **double digit sales growth** in just 3 months.



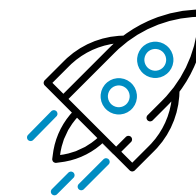
+Double Digit Sales Growth



CHALLENGE

Valuable time spent on manual tasks

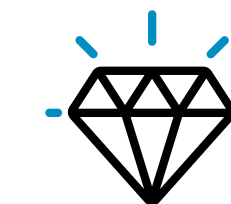
Although this global consumer electronics brand had a digital shelf framework in place, they had no automation tools for measuring KPIs. As a result, **90% of time was spent on manual measurement tasks, leaving only 10% of time for action.**



ACTION

The Perfect Store framework

We implemented digital shelf analytics tools **to automatically track their most critical eCommerce KPIs** across the most critical performance areas. An intuitive dashboard delivered an aggregated score of their performance, while deep-dive reports allowed them to identify and prioritise key problems at the SKU level and take action.



VALUE

Growth through automation

90% of time recovered from manual tasks and applied to taking action on key problem areas with search visibility, out of stocks, and R&R. In 3 months, the brand **improved its digital shelf score by 23%** and experienced **double digit sales growth** through its online channels.