The Power of Prescriptive Data Analytics for CPG Brands.

How next level e-commerce analytics are increasing profitability and growing market share for global consumer brands.

What if...?

- You never missed a sales opportunity
- You could get more things done in less time through targeted work
- You reduced waste by improving your consumption forecasts
- Your e-retailers' shelves were always stocked
- You had a magic formula for growing market share

E-commerce data analytics technology is rapidly evolving. Are you and your organization ready?

This paper aims to explain how CPG manufacturers are using a new level of data analytics to grow their e-commerce sales while also reducing time and human effort. That means an increase in both sales and profitability when you implement and utilize prescriptive analytics technology.

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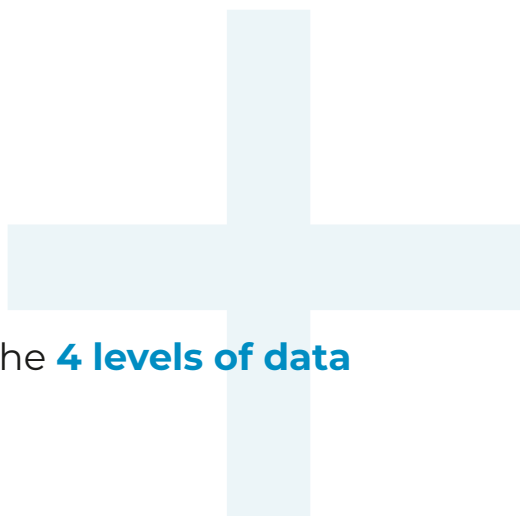
01

What are the 4 levels of data analytics?
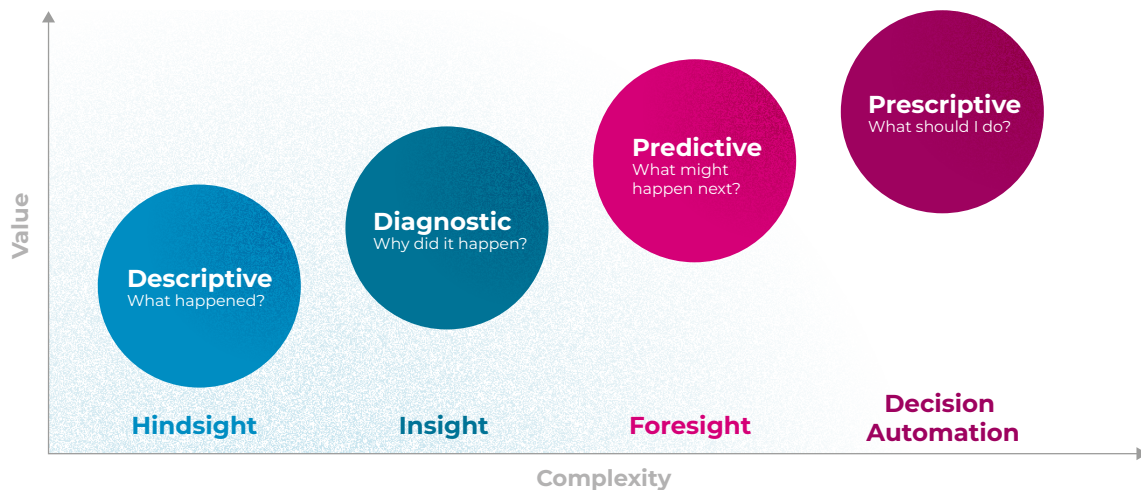
Descriptive Analytics
tell you what happened

Simple scorecard-type dashboards that track the performance of your SKUs in online stores can show you what happened yesterday that positively or negatively affected your online sales.

Was your product in stock? What was the price? How many ratings and reviews does it have? How did it perform in organic search?

Descriptive analytics allow you to see what happened in your digital store.

Diagnostic Analytics
tell you why something happened

Let's take an example. Let's say sales of your product is slow in Retailer X although traffic to the product landing page is high. Traffic to the same product's page on Retailer Y is similar yet sales are higher. Why?

Drilling down into the data might reveal that the content on Retailer X's product page is poor and is having a negative effect on conversion. Alternatively, you might find that the product is not yet available to ship from Retailer X but is immediately available from Retailer Y.

Now you know the root cause of the problem.

Predictive Analytics
tell you what might happen next

Predictive analytics will help you make decisions today that will influence what happens tomorrow based on similar events in the past. Let's say your seasonal product has a limited life cycle and you want to reduce waste by manufacturing just enough to meet demand.

You can see what happened in your digital store.

Prescriptive Analytics
tell you what to do next

Today's next level analytics tools use Artificial Intelligence, Machine Learning and Workflow Integration to empower consumer brands to make better decisions while reducing human effort.

In some instances, these powerful algorithms will also execute actions, measure the effect and continually improve. This gives brands

- **a zero touch solution for growing e-commerce sales and..**
- **a magic formula for increasing market share.**

02 How do prescriptive analytics tools improve profitability?

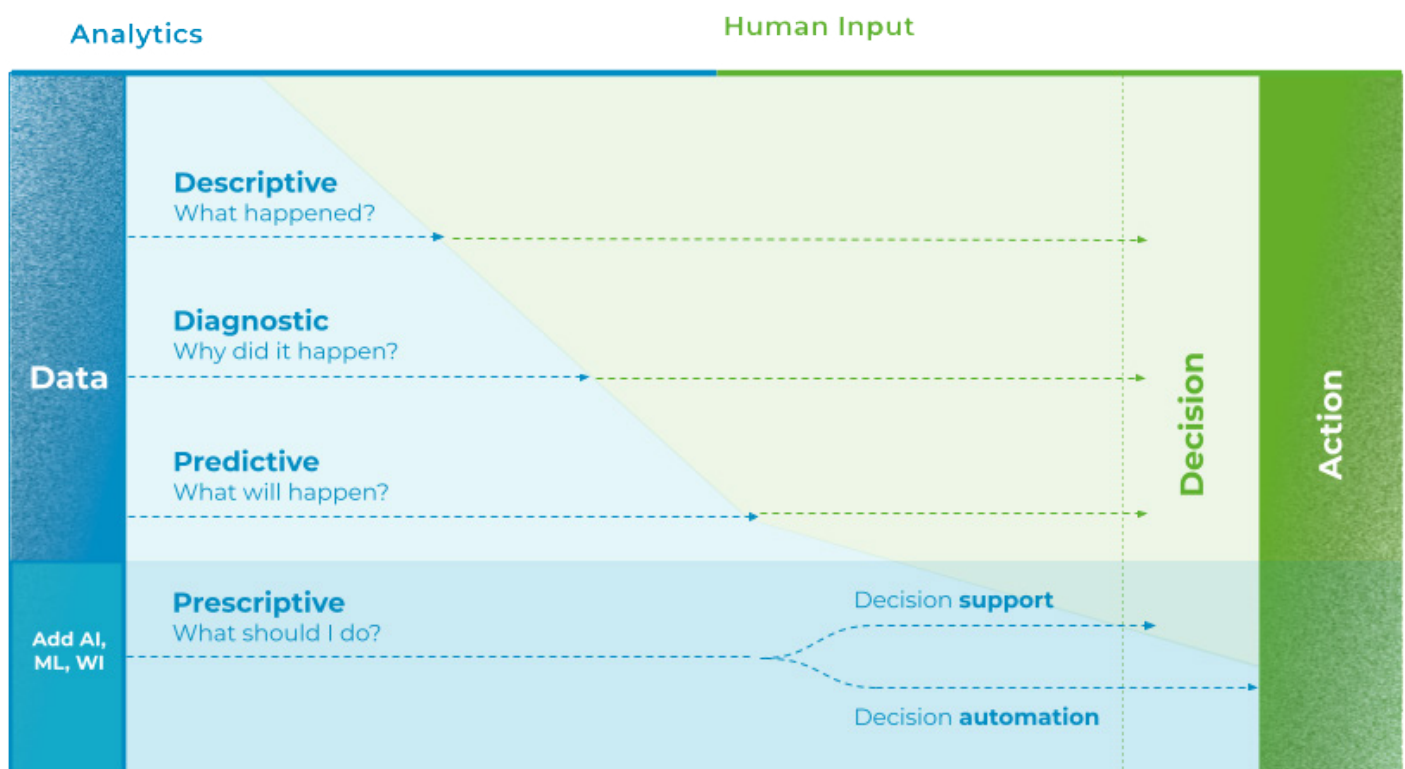Next level e-commerce analytics tools come at a price: the technology is constantly advancing and developers need to continually invest in enhancing the performance of the tools so that brands continue to gain competitive advantage. You have to invest for growth. However...

E-commerce analytics tools do a great job of quickly paying for themselves. The evidence that they play a major part in accelerating your e-commerce growth is indisputable and there are distinct advantages in reducing time and streamlining operations.

Increasing profitability with e-commerce analytics

Analytics | Human Input

Descriptive
What happened?

Diagnostic
Why did it happen?

Data

Predictive
What will happen?

Add AI, ML, WI

Prescriptive
What should I do?

Decision support

Decision automation

Decision

Action

03

How have data analytics tools evolved in e-commerce?

Since the early 2000s, harvesting and processing data from multiple online sources isn't a tough job, but Digital Shelf Analytics tools have progressed quite a way since then. Today, we are implementing advanced, automated decision-making tools such as eStoreCheck and AMZ Navigator that enable brands to make ever-sharper decisions from massive and complex data sets.

Our next level e-Commerce Automation Suite of tools creates a zero touch sales process for consumer brands that sell online. When selecting the right e-commerce platform in today's competitive landscape, you need analytics that are highly actionable, allowing you to work at speed and scale:

+ How quickly does it **point me to sales opportunities**?

+ Can it **help me get more things done in less time**?

+ Can it give me **a magic formula for growing market share**?
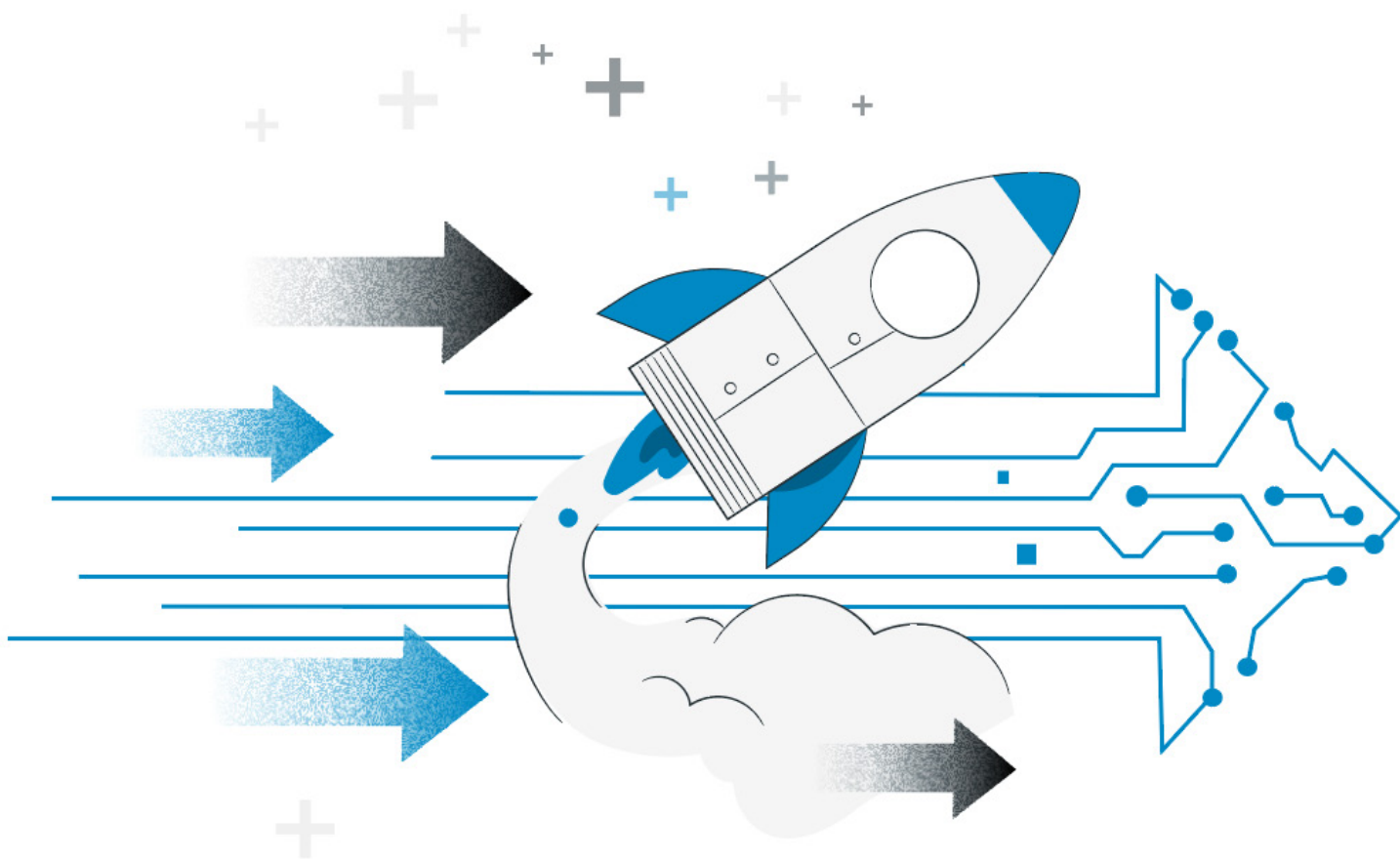
# Evolution of e-commerce analytics tools for consumer brands

04
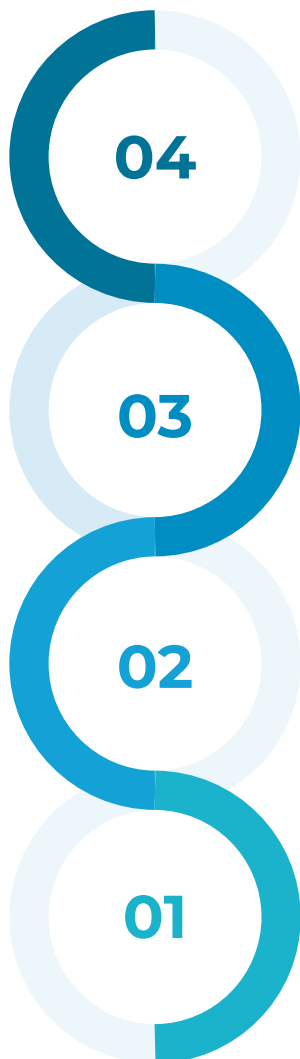
Algorithms that learn to prioritize sales improvement actions by the size of the opportunity, calculate success and continually improve.

03

A company-wide reporting hierarchy that is the "single source of truth". Full accountability reporting including ownership views that reflect performance against a single company target.

02

Dashboards that can be designed to reflect the brand's global KPI framework and business rules, pinpointing areas of concern.

01

Scorecards that identify performance gaps and help to find the root cause of problems.
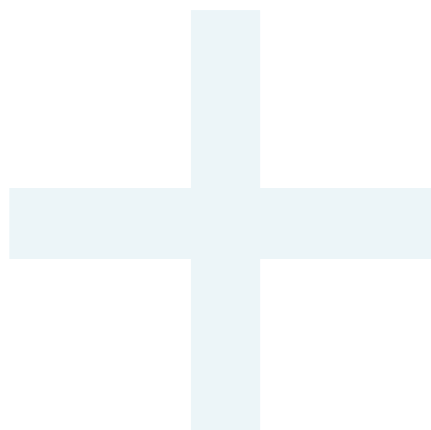
Case study:
30% Improvement in Digital Shelf Performance

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eStore +media
digital brand intelligence

Case Study

of a global consumer goods company

30% Improvement in Digital Shelf Performance

How a global consumer goods company used analytics tools to improve efficiency and gain greater visibility of its e-commerce performance across its vast portfolio, achieving a **30% improvement in execution in just 3 months**
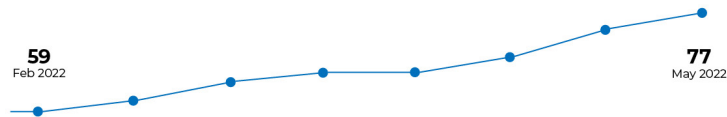
+22% Improvement in **digital shelf performance**

What is your Digital Shelf Score?

Our DSS is an aggregated score of **e-commerce performance based on the most impactful KPIs that influence online sales.**

59
Feb 2022

77
May 2022

> Having improved our e-commerce function in Greece using digital shelf tools, we're now looking to share this as a best practice approach with teams in other markets"
>
> — Global E-commerce Lead,
> Global Consumer Goods Brand

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eStore +media
digital brand intelligence

CHALLENGE

Visibility over a complex landscape

This global consumer goods company has a portfolio of over 50 brands sold across nearly 200 countries at dozens of retailers, including pure play and omnichannel. Managing the perfect online shelf with 1000s of SKUs was **overwhelming**, and they lacked visibility of performance and where to focus their efforts.

ACTION

The Perfect Store framework

We implemented digital shelf analytics **tools to automatically track their most critical e-commerce KPIs** across their highest priority SKUs, focusing on Greece as a test case. **An intuitive** dashboard delivered an aggregated score of their performance, while deep-dive reports allowed them to identify and prioritise gaps.

VALUE

Clarity of the gaps and where to focus

Using our tools, they discovered that the biggest gaps were in content, particularly keyword performance. Our tool enabled their e-commerce team to **address critical content gaps** having a detrimental impact on search and conversion. Fixing the gaps drove a 30% improvement in digital shelf performance in just 3 months.

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https://www.estoremedia.com/blog/digital-shelf-performance

What level of data analytics is my e-commerce organization ready to implement?

In order to reap the rewards of next level analytics, your organization needs to be ready. As a base line, you need to have the mindset and the capabilities to grasp the power of analytics and utilize the technology to drive efficiency. Selecting tools that can be implemented quickly result in a much faster ROI and a crucial competitive advantage. That considered, your e-commerce business growth relies on buy-in and investment from the top in people, technology and processes.

Many of the brands we work with start with focussed, tightly-managed projects as a proof of concept. The results help them empower their organization and articulate why their business needs a global analytics solution at the heart of its e-commerce plan. That's why many organizations who begin with local projects go on to develop global Centers of Excellence: the investment very quickly pays for itself in sales, profitability and market share.
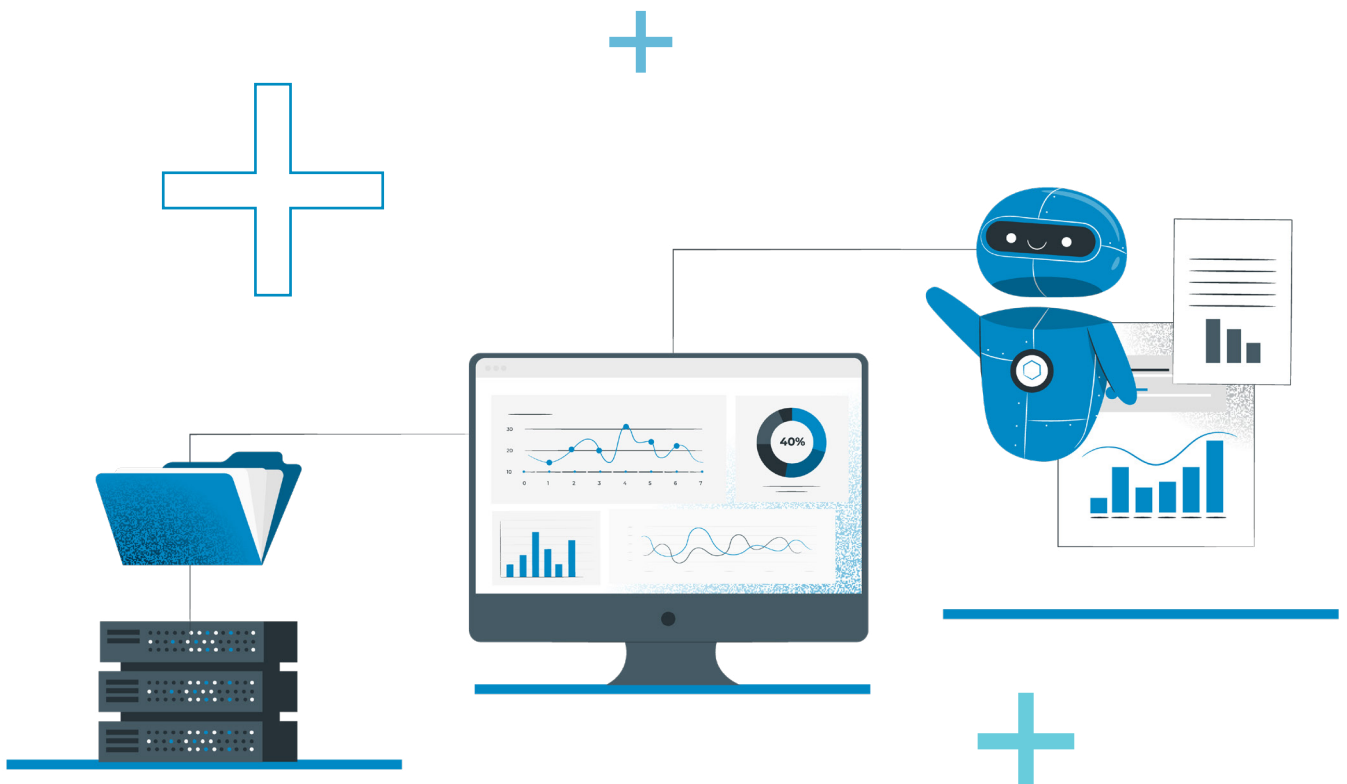
05 How can I become an e-commerce leader?

Now that it's possible to attribute increases in sales, share and profitability to e-commerce analytics tools, it's time to act on it and move your e-commerce team to the next performance level.

The e-commerce leaders we work with follow a similar growth path and many go on to lead global Centers of Excellence.
Here's how they do it:

Growth Journey for e-Commerce Leaders in CPG Brands

Locally capable

Pockets of expertise but lacking a common e-commerce growth framework and investment in skills or tools.

CRAWL

Aspirational

Able to articulate the business need for digital shelf analytics tools, prove value and create a vision.

WALK

Analytical

Executive commitment, a plan, and investment in technology, people and processes.

RUN

Centre of Excellence

Enterprise-wide analytics, a common KPI framework, workflow integration, continual improvement via AI and ML.

FLY

Introducing eStoreMedia's e-Commerce Automation Suite

Accelerates sales, share and profitability by driving Perfect Store implementation online.

Prescriptive Analytics for the Digital Shelf with Workflow Integration

eStore +check *by estoremedia*
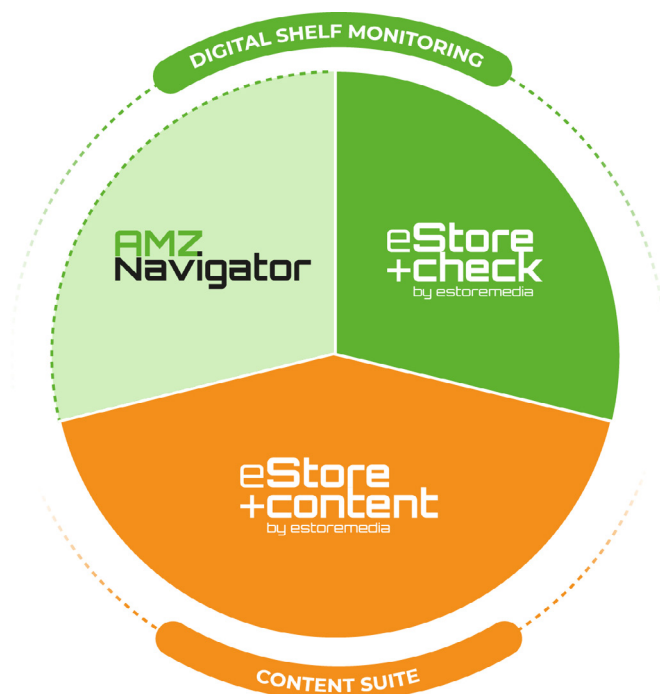
Identifies and guides gap-closing actions for management and operational teams.

AMZ Navigator

Acting as your own Virtual Analyst, its AI decision engine works at lightning speed to find your top sales opportunities.

eStore +content *by estoremedia*

Integrated content management platform to host, transform and deliver e-content.

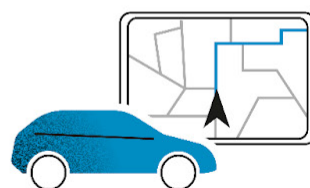# AMZ Navigator provides Decision Automation for streamlined AMZ sales and share growth

Raw coordinates

51.5014307 N
0.0926035 E

Map

Navigation: turn-by-turn guidance

Autonomous driving

Raw Data

Charts & Tables

Decision Automation

Fully automated actions

AMZ Navigator

Serves **300+** Brands across **1000+** e-retailers in **50+** markets

Designed for **Brand Managers** by Brand Managers

eStore +media
digital brand intelligence

Provides **e-commerce automation** for Brands

Would you like to see our advanced e-commerce tools in action?