



# C5i COMPETE

## AI Driven Digital Shelf Insights Human . AI . Impact



# C5i Compete Overview

Centralized and integrated platform to enable brands and retailers to strengthen their competitive market strategy and digital footprints and unlock additional value creation

**Business Challenges Addressed**



**Respond** to market conditions & disruptions



**Build** competitive marketing & sales strategies



**Increase** conversions, sales & profitability



**Enhance** customer experience & brand perception

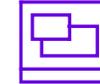
**C5i Compete Modules**

## Market & Competition Sensing



Leverage personalized and real-time insights from a variety of data sources through a centralized platform with enhanced collaboration capabilities, thus driving competitive advantage

## Digital Shelf



Drive sales and improve profitability, with near real-time and in-depth insights across the competitive landscape on Product, Pricing, Promotion & Place

## Brand Experience



Enhance Customer experience and strengthen brand perception, with in-depth custom and curated insights on customer opinion and product content

**Business Impact**



Curated & Custom Insights



Practicing CI at Speed & Scale



Collaborative (Sales & Mktg teams) Decision-Making



Maximised ROI

# Our Digital Shelf Recognitions

Our work and innovation has been continuously recognized by the best in the industry

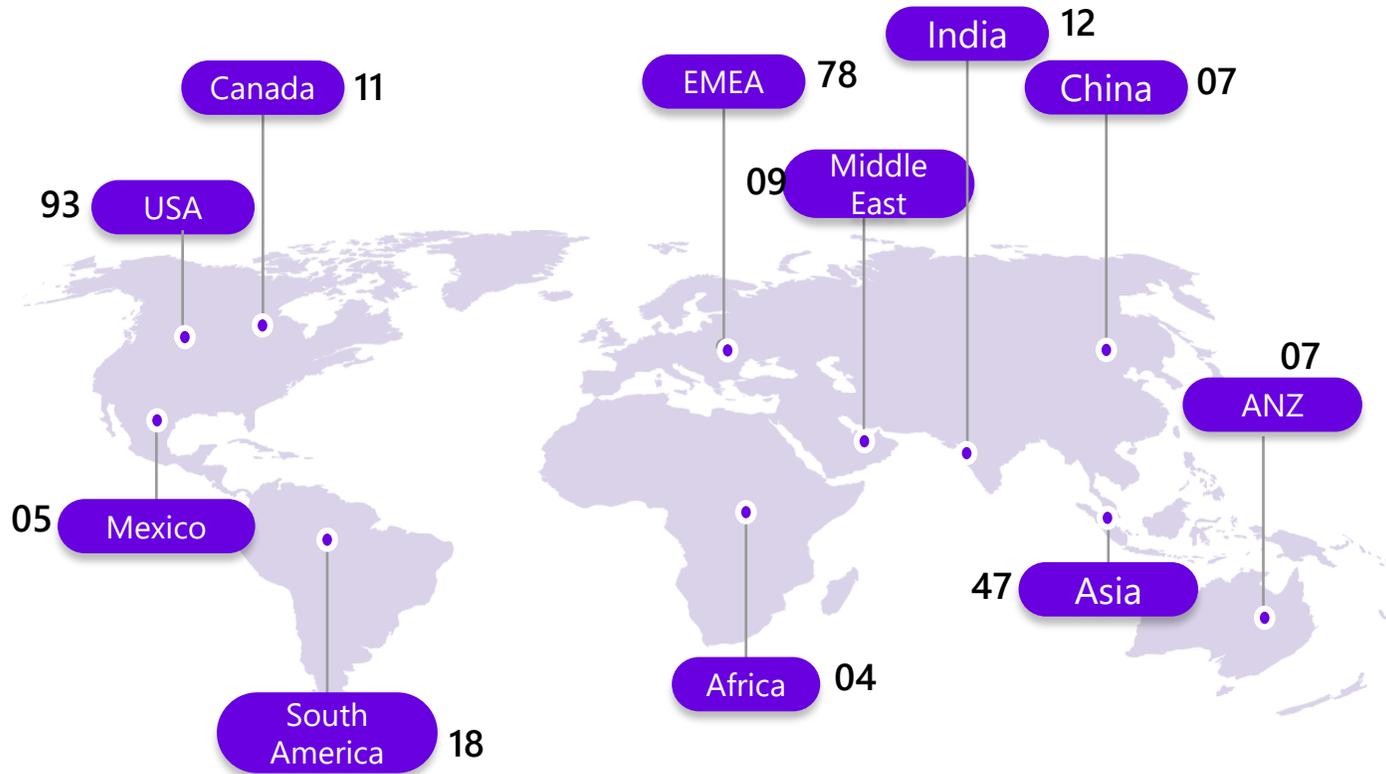
<p><b>2024</b></p>	<p><b>FORRESTER®</b> Text Mining And Analytics Platforms Landscape, Q1 2024</p>				
<p><b>2023</b></p>	<p><b>Gartner</b> <b>Market Guide for Digital Shelf Analytics</b> Market Guide for Analytics &amp; Decision Intelligence Platforms in Supply Chain Market Guide for <b>Competitive &amp; Market Intelligence Tools for Technology &amp; Service</b> Toolkit for AI, Data, &amp; Analytics Service Providers <b>Gartner Tool</b> : Identify A &amp; DI Solutions for Supply Chain Market Guide for Augmented Analytics</p>	<p><b>FORRESTER®</b> <b>Forrester Wave : Market &amp; Competitive Intelligence Platform</b> Forrester Wave : Marketing Measurement &amp; Optimizing Marketing Measurement &amp; Optimization Landscape Customer Analytics Service Providers Landscape</p>	<p><b>Quadrant</b> Knowledge Solutions <b>SPARK Matrix™: Market &amp; Competitive Intelligence Platform</b> SPARK Matrix: Customer Analytics Service Provider</p>	<p>Everest Group <b>PEAK MATRIX®</b> Specialist Provider Analytics &amp; AI Services</p>	<p><b>Gartner</b> <b>50 Best Firms for Data Scientists</b> <b>Penetration and Maturity (PeMa) Quadrant:</b> 1. Top Data Engineering Providers 2. Data Science 3. GenAI</p>
<p><b>2022</b></p>	<p><b>Gartner</b> <b>Market Guide for Digital Shelf Analytics</b> Market Guide for Augmented Analytics Hype Cycle for Customer Experience Analytics Innovation Insight: Supply Chain Command Center report</p>	<p><b>FORRESTER®</b> <b>Market &amp; Competitive Intelligence Platform Landscape</b> People-Oriented Text Analytics Platforms Landscape <b>Now Tech: Market &amp; Competitive Intelligence</b></p>	<p>Everest Group <b>PEAK MATRIX®</b> Major Contender Analytics &amp; AI Services</p>	<p><b>Gartner</b> <b>Top Data Engineering Providers : Penetration and Maturity (PeMa) Quadrant</b></p>	
<p><b>2021</b></p>	<p><b>3AI Pinnacle Awards</b> Top AI &amp; Analytics Provider</p>	<p><b>Economic Times</b> Best Tech Brands</p>	<p><b>FORRESTER®</b> <b>Forrester Wave</b> Customer Analytics Service Providers</p>	<p>Everest Group <b>PEAK MATRIX®</b> Major Contender Data &amp; Analytics</p>	<p><b>MEAFINANCE AWARDS</b> 2021 <b>MEAFINANCE</b> Best Data &amp; Analytics Provider</p>

# C5i Compete Overview

## Key Business Impact Areas



# C5i Compete – Size & Scale



## Types of Data Sources

- News & Blogs
- Social Channels
- Industry Portals
- Brand Sites
- OEM Sites
- E-Retailers
- Marketplaces
- Aggregators
- Review Sites
- Comparison Sites
- APIs / 3<sup>rd</sup> party sources
- Mobile Apps

## Variety Of Data Types

- Home Page
- Behind Login
- Captcha Protected
- Product Listing / Details
- POS Bundles / Offers
- ZIP Code Wise
- Search Results
- Review Pages
- Promo Landing
- Store Aggregator Pages
- Native App Stores
- Seller Stores

**300+**  
Websites

**~30**  
Countries

**16**  
Languages

**30+**  
Categories

**1.5M**  
Product  
SKUs

**800K**  
Attributes

**3K**  
Market  
Data  
Sources

**100+**  
Business  
Data  
Types

**200+**  
Indices  
Dashboard

**98%**  
Data  
Coverage

**96%**  
Data  
Quality

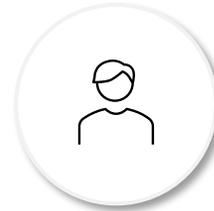
**95%**  
SLA  
Adherence

# Compete - Personas based Scenarios

The Digital Shelf Platform will be enabled to display results for multiple personas



**BRAND  
MANAGER**



**ACCOUNT  
MANAGER**



**ECOM Head**

Each persona may have different levels of analytical requirements.  
The platform will be able to integrate these differential requirements along with multiple filters.

Granularity Variables
<b>Brand</b> (Gold Emblem, Gatorade etc.)
<b>Attributes</b> (Content, Assortment, Ratings & Reviews, Search.)
<b>Retailer</b> (Walmart, Rite Aid, Walgreens, Amazon etc.)
<b>Any combination of above or consolidated level</b>

Filters
<b>Time Period</b> : Week / Month / Half Year / Year
<b>Geography</b> : Country / Region / Global
<b>Demographics</b> : Youth, Children
<b>Consumer Segments</b> Active/ Sedentary

**Any of these personas or granularities / filters can be customized as per business requirements or data availability**

# Each persona can get answers to questions according to their need

BRAND MANAGER

ACCOUNT MANAGER

ECOM Head

## SELECTED USE CASE

Share of Search results of Brands



NAOMI

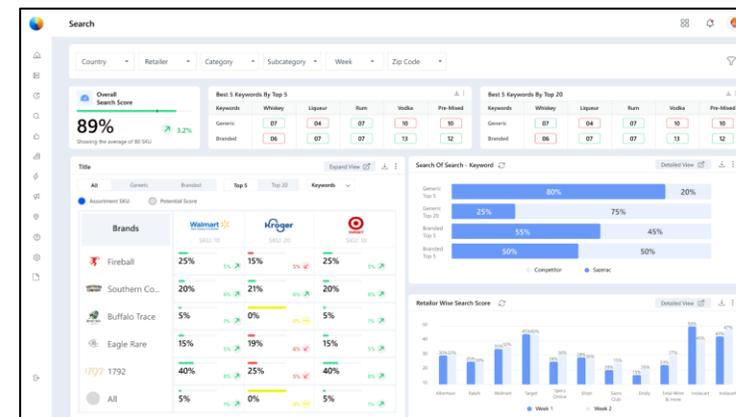
## INPUT QUESTION

What was the Share of Search Brand wise for **Top 3 baby Food Brands on Walgreens** in the latest week?

## KEY DECISIONS THAT NAOMI MAKES

- Develop a brand strategy for specific ABC product
- Understand brand performance and define key pricing, branding and sales strategies and make necessary adjustments

Naomi, the share of search of Top 3 Baby Food Brands Similac, Pediasure and ABC Health on Walgreens are as below



ILLUSTRATIVE\*

\* Data shown in the graphs are illustrative in nature

# Each persona can get answers to questions according to their need

BRAND MANAGER

**ACCOUNT MANAGER**

ECOM Head

## SELECTED USE CASE

Retailer Wise Content Scores of ABC Products

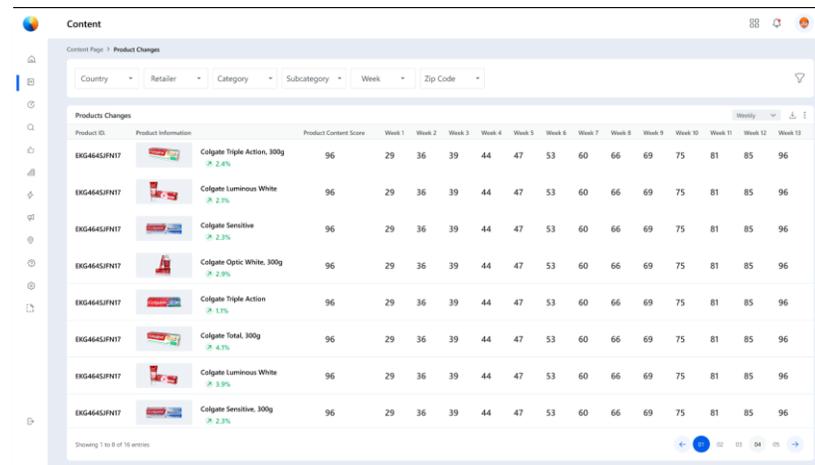
## INPUT QUESTION

What is the w-o-w content scores trend?


**BEN**

## KEY DECISIONS THAT BEN MAKES

- Develop trade strategy for specific partner retailer accounts
- Understand performance at retailer level by types of promotions run and how they impact the revenues, unit sales and overall incremental Rol

**Ben, the week-on-week content score trend is as below**


Product ID	Product Information	Product Content Score	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
EKG4645FN17	Colgate Triple Action, 300g ⬆️ 2.4%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Luminous White ⬆️ 2.2%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Sensitive ⬆️ 2.3%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Optic White, 300g ⬆️ 2.2%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Triple Action ⬆️ 1.1%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Total, 300g ⬆️ 4.1%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Luminous White ⬆️ 3.9%	96	29	36	39	44	47	53	60	66	69	75	81	85	96
EKG4645FN17	Colgate Sensitive, 300g ⬆️ 2.3%	96	29	36	39	44	47	53	60	66	69	75	81	85	96

**ILLUSTRATIVE\***

\* Data shown in the graphs are illustrative in nature

# Each persona can get answers to questions according to their need

BRAND MANAGER

ACCOUNT MANAGER

**ECOM Head**

## SELECTED USE CASE

Distribution across retailers


**JOHN**

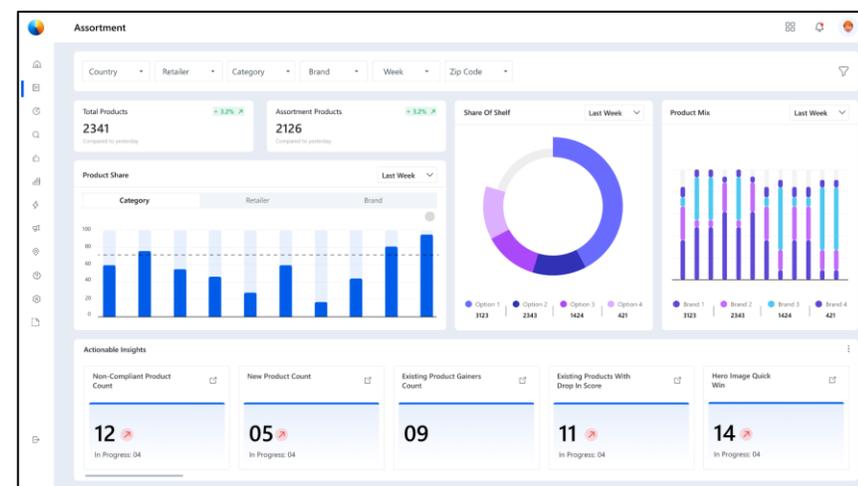
## INPUT QUESTION

Which are the two Beverages brands that are Top Selling and what is their availability at Retailers?

## KEY DECISIONS THAT JOHN MAKES

- Develop country level strategy for ABC products
- Understand key performance indicators across brands and retailers to identify growth factors and define strategies that are working for them

**John, the Top 2 Brands by Sales are Powerade and Gatorade. They are available across most distributor and Retailer Stores**


**ILLUSTRATIVE\***

\* Data shown in the graphs are illustrative in nature

# Use Case#1 : C5i Compete – Brand Visibility & Searchability

## Objective

The client, largest microprocessor manufacturer, was intending to assess and measure brand visibility, share of voice with get clarity how consumers were perceived the brand and if retailers and OEMs are adhering to the committed content quality and visibility on their digital shelf.

## Solution

Data harvesting bots collects product attributes from product listing pages across categories and perform site searches against 80 keywords on 20+ Retailer & 10+ OEM sites across US, CA, EMEA & ASIA.

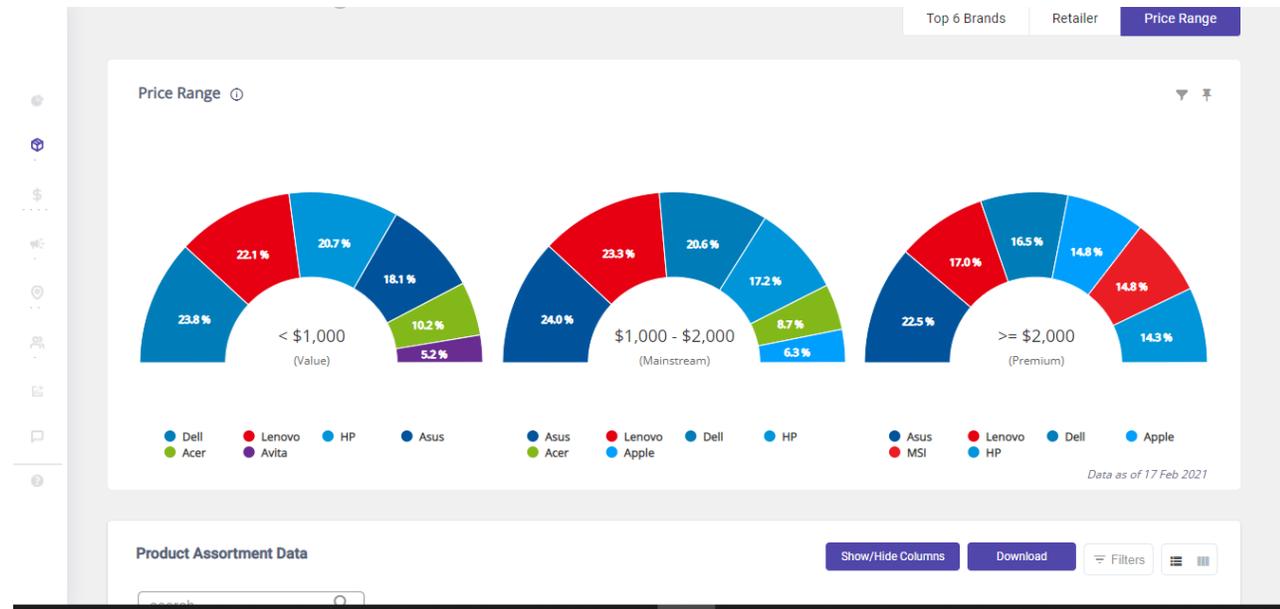
Automated data cleansing, standardization followed by Text Analytics

Data for ~900K SKUs are analyzed every refresh for KPIs like %share of shelf & %share of voice and many others.

Trend analysis to indicate the movement of KPIs (visibility & searchability) of products; to drive marketing actions and content optimization initiatives

## Business Impact

- ~8% increase in brand visibility in 3 months
- Average # of SKUs on top 2 search pages moved up by 17%
- Alerts in case of search rank of products with top marketing focus fell below thresholds
- Regular KPI tracking (searchability & visibility) across product categories, price bands, retailers and markets.
- Time to monitor, communicate and track visibility and share of search improved leading to higher # of refresh cycles.



# Use Case #2: C5i Compete – Price Monitoring & Optimization

## Objective

The client, one of the largest OEMs in Technology industry. They wanted to monitor daily price position across 8K SKUs of computer peripheral with accuracy and then make informed and prompt pricing decisions, to respond to the market with confidence and predictability. They wanted a solution that can scale to support lines of business in near future.

## Solution

Data harvesting bots collect product information with all attributes, including prices, stock & promotion information from 50+ Retailers & 10+ OEM sites on 5 countries

Automated data cleansing, standardization followed by data matching, automated calculation of price indexes.

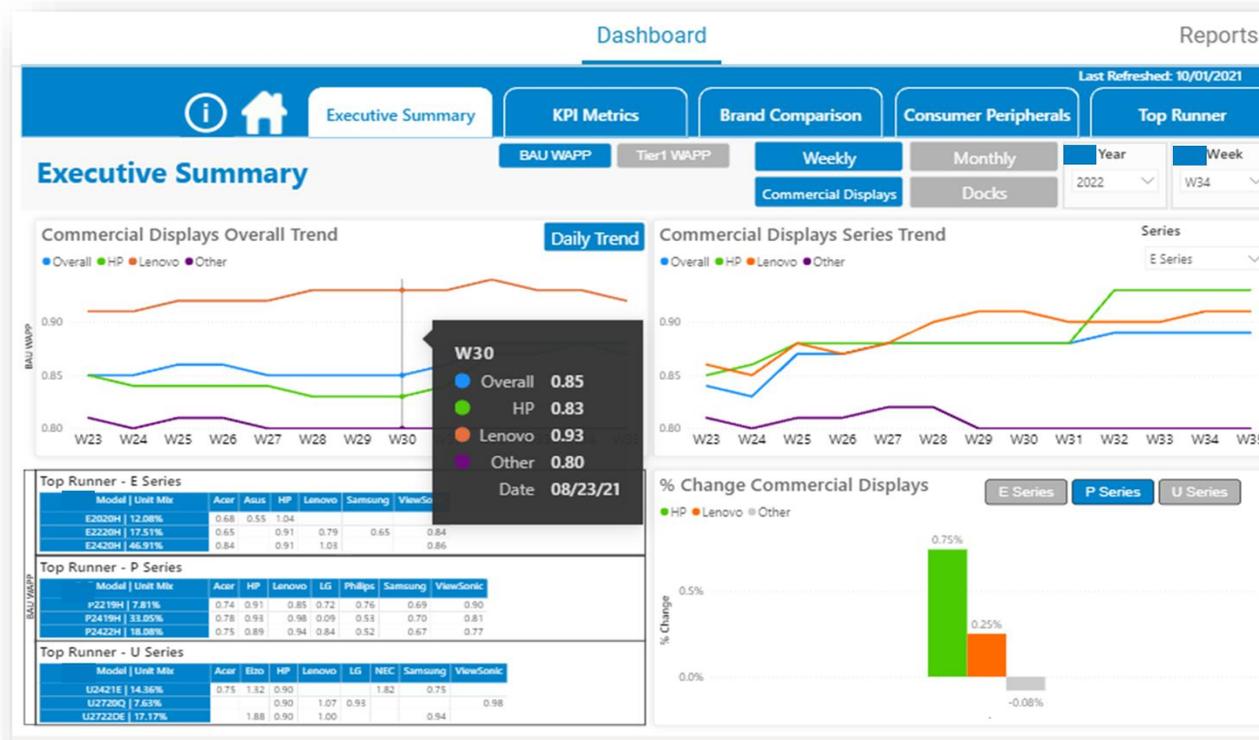
AI/ML based product matching across 20K SKUs of multiple brands/OEMs

Near- Realtime detection and price changes, stock changes (Out-of-stock) and instant alert notifications for high velocity-volume SKUs

Historic price movements, competitive price indices, price anomalies, stock movement with various data cuts on single dashboard

## Business Impact

- ~22% increase in accuracy of price information over previous solution
- Scope, Size & Scale of data increased by 66% over 2 years
- Improvement in quality, coverage and timeliness of data harvesting and analytics
- Time to monitor, communicate & action on product pricing, improved by ~15% with the help of central data store and interactive dashboard.



# Use Case #3 : C5i Compete – Brand & Consumer Experience

## Objective

The client, largest microprocessor manufacturer, was struggling to establish a scalable data driven system and process to establish adherence to brand governance, increase brand visibility and improve consumer experience.

## Solution

Data harvesting bots collect product content (title, description, image) and promotion banners from 20+ Retailer & 10+ OEM sites

Automated data cleansing, standardization followed by Text Analytics

AI based image recognition to detect brand logo and brand content and detect anomalies.

Rule based brand compliance scoring and reporting brand dashboard.

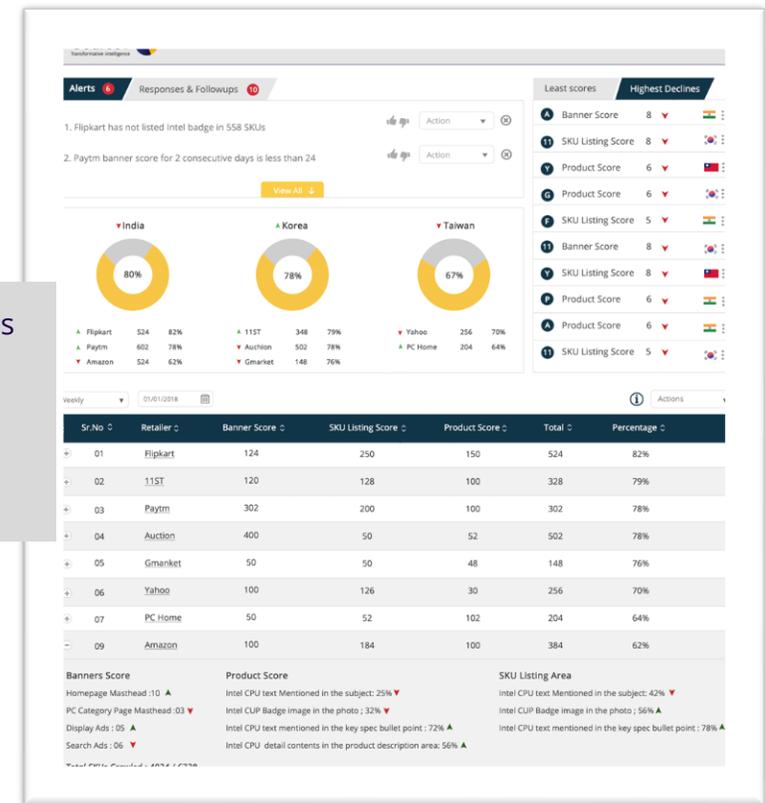
Historic brand score reports published as newsletter to track retailer / OEM performance

## Business Impact

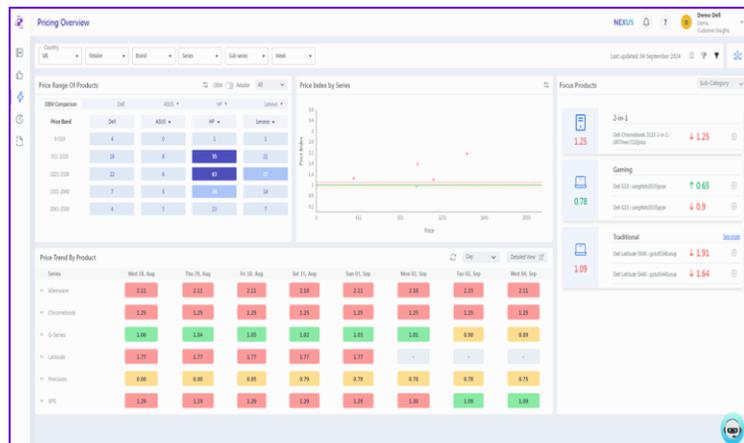
- ~**27% increase in brand compliance** & brand hygiene KPIs
- **12% reduction** in market development cost (spent for brand value protection across retailers and OEMs)
- Improvement brand visibility and consumer experience
- **Time to monitor, communicate and track** brand guideline adherence **improved by 15%**

## Brand Experience Dashboard

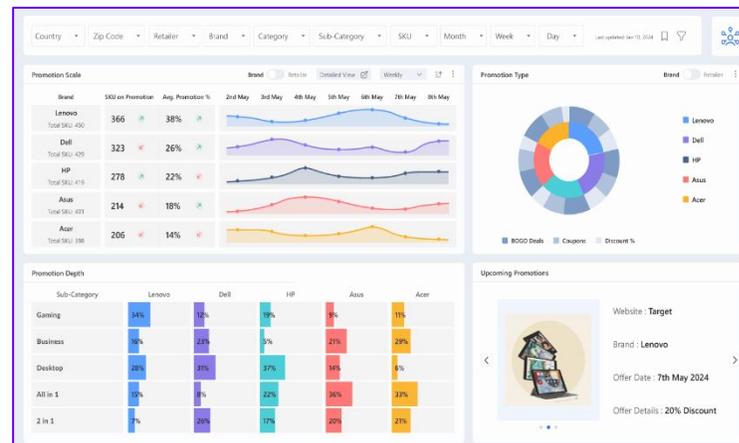
Merchandisers use this to track and assign fortnightly targets to retailers and OEMs for improvement in brand guideline adherence



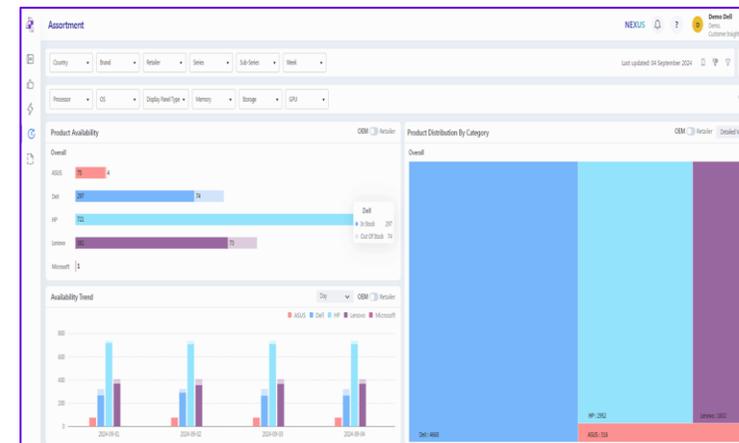
# C5i Compete Provides a 360 Degrees View



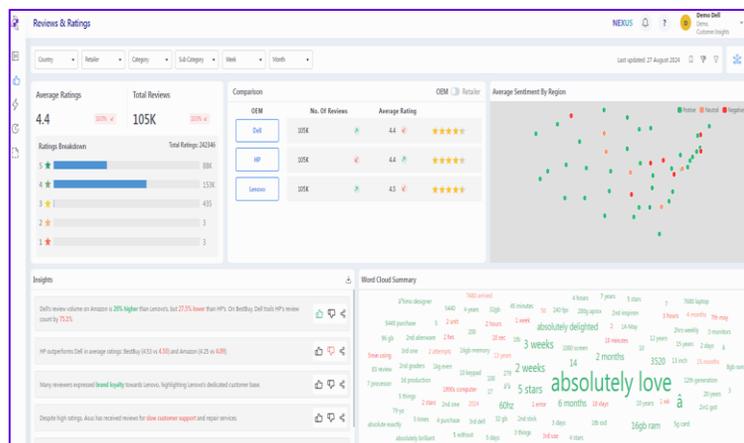
**Price Analytics and Price Indices** helps improve competitive price position to drive sales and growth



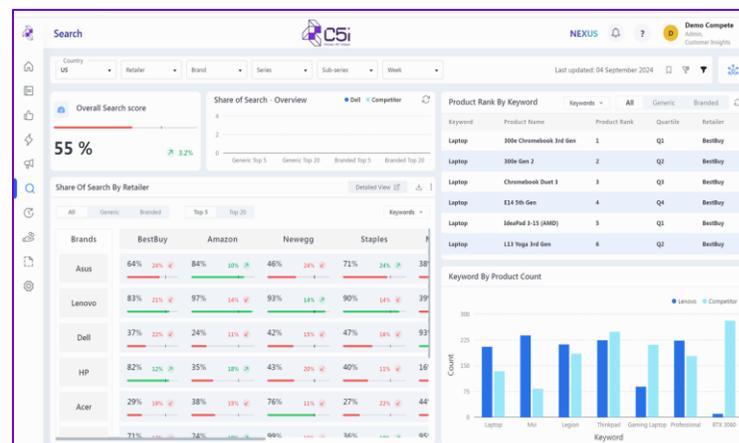
**Promotion and Offers analysis** winning position across category across brands and opportunities for optimization



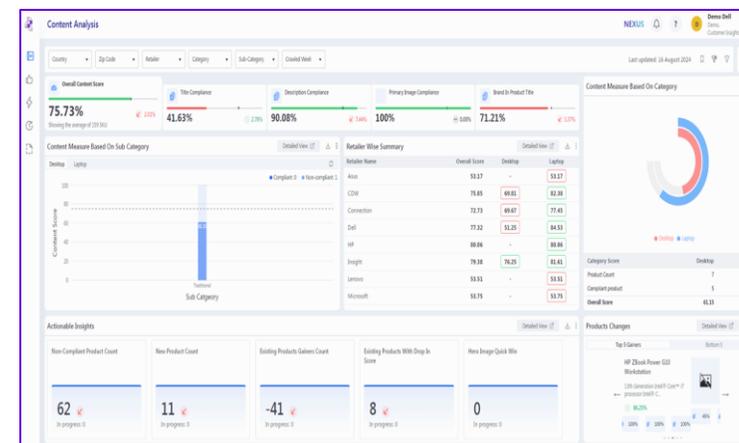
**Product feature and availability analysis** against competition provides assortment gaps and strengths



**Consumer perceptions & preferences** measured in terms of product rating, sentiments and key themes



**Consumer Search behavior** and brands performance against relevant keywords vis-à-vis competition

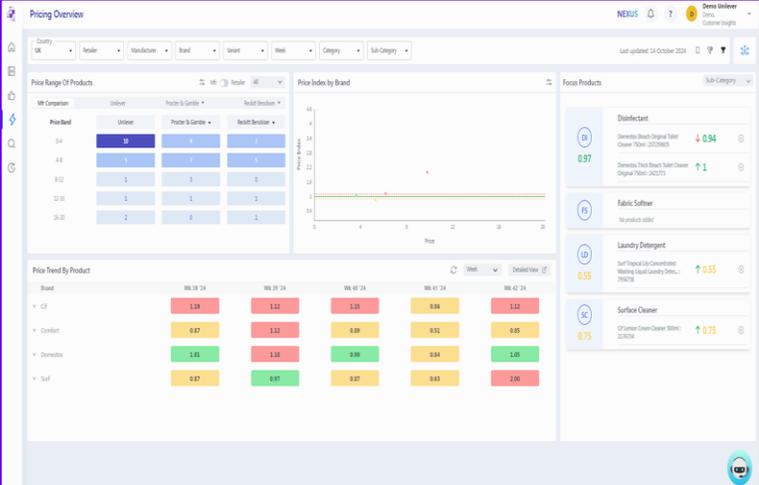


**Product content** (title, description, attributes, ingredients etc.) analysis helps in compliance and drive conversion.

# C5i Compete Provides Detailed Pricing Analytics & Actionable Insights On The Platform

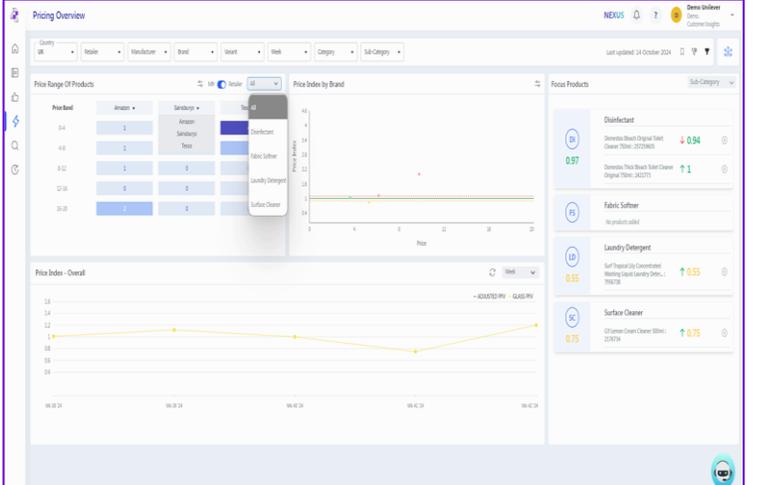
Human • AI • Impact

**Pricing Intelligence: Assortment Price Analysis, Price Band Analysis, Price Index Trends, Focused SKU Price Change Alerts, Price Index Heat Map, Spec-To-Spec & Price Comparison**



**Price Trend by Product**

Client Name	Client SKU Name	Client SKU	Comp. SKU Name	Comp. SKU	Action	Week 38	Week 39	Week 40	Week 41	Week 42
CF	Contract Clean Cleaner 550ml	233734	Rain Multi-Purpose Bleach Cleaning Spray for Hard Surfaces 550ml	826493	Sandwich	0.78	0.83	0.83	0.51	0.78
CF	Contract Clean Cleaner 550ml	233734	Rain Bathroom Cleaning Spray 550ml	826494	Sandwich	0.77	0.83	0.83	0.51	0.77
D	Domestic Toilet Brush Toilet Cleaner Original 750ml	242273	Mopz Power Plus Regular Toilet Cleaner Gal 750ml	448209	Sandwich	0.83	1.02	0.83	0.99	0.83
D	Domestic Toilet Brush Toilet Cleaner Original 750ml	242273	Mopz Active Fresh Plus Bleach Toilet Cleaner 750ml	826529	Sandwich	1	1.12	0.83	0.88	1
D	Domestic Bleach Original Toilet Cleaner 750ml	25223603	Mopz Active Fresh Plus Toilet Cleaner Gal 750ml	23328022	Yes	1.84	1.21	1.84	1.21	0.94
D	Domestic Bleach Original Toilet Cleaner 750ml	25223603	Mopz Power Plus Citrus Toilet Cleaner Gal 750ml	23328493	Yes	0.76	0.84	0.76	0.88	1.04
D	Domestic Bleach Original Toilet Cleaner 750ml	25223603	Mopz Active Fresh Plus Bleach Toilet Cleaner Gal 750ml	23327802	Yes	1.84	1.21	1.84	1.21	1.12
D	Domestic Bleach With & Quaternary Toilet Cleaner Gal 750ml	27883232	Mopz Active Fresh Plus Toilet Cleaner Gal 750ml	23328022	Yes	1.84	1.02	1.84	1.02	1.02
D	Domestic Bleach With & Quaternary Toilet Cleaner Gal 750ml	27883232	Mopz Concise Regular Toilet Cleaner Gal 750ml	23327797	Yes	0.83	1.21	0.83	1	1.01
D	Domestic Bleach With & Quaternary Toilet Cleaner Gal 750ml	27883232	Mopz Power Plus Citrus Toilet Cleaner Gal 750ml	23328493	Yes	0.76	0.84	0.76	0.88	0.84
D	CF Power & Bleach Bathroom Cleaner Spray 750ml	24482248	Rain Cleaning Spray With Bleach Sulfonates 400ml	82238983	Yes	1	0.84	1	0.72	0.84



**Pricing Decision: Price Violations, Comprehensive SKU View (5P+Stock+Sales), Own Price Prediction & Recommendation, Competition Price Prediction, Re-Pricing Action Tracking**

**Price Trend by Product**

Category Name	Week 38	Week 37	Week 36	Week 35	Week 34	Week 33	Week 32	Week 31	Week 30	Week 29	Week 28	Week 27	Week 26
Wash Center	0.91	1.05	1.01	0.82	1.15	0.86	0.90	1.01	1.15	0.90	1.03	1.09	1.15
PPV	1.10	1.12	0.99	0.94	1.11	1.12	0.90	1.43	1.64	0.86	0.67	0.90	1.15
Quantity	433	536	214	234	562	231	313	421	143	234	521	323	335
Inventory	342	324	104	124	334	116	145	398	087	111	432	145	452
Rank	5	9	18	16	11	16	4	8	18	19	7	8	9
Reviews & Ratings	2.4	2.5	2.1	3.3	3.1	3.6	3.5	3.7	2.9	2.8	3.5	3.6	4.3
Wash Center 2	0.94	0.91	0.93	0.92	0.95	1.41	1.23	1.52	0.65	1.45	1.67	1.34	1.12
Quantity	311	334	231	321	234	421	231	432	112	412	321	431	132
Inventory	233	310	211	298	117	378	212	377	101	354	231	224	306
Rank	7	15	5	11	14	9	16	14	11	7	6	9	13
Reviews & Ratings	3.1	3.0	3.4	2.6	1.9	3.7	2.9	3.9	3.9	1.6	2.6	2.9	3.3

**Actionable**

Action ID	Action Type	Created By	Assigned To	Status	Date Created	No. of Products	Comment	Edit
1001	pricing	www.c5i.com	www.c5i.com	In Progress	2024-10-24	1		

**SKU View**

Date	Status	Client SKU	Client Family	Client Price	Client Product Link	Client SKU	Client Family	Client Price	Client Product Link	Supplier	Match Score	See Details	Action
2024-10-24	In Progress	237674	CF	1.5		826489	Rain Multi-Purpose Bleach Cleaning Spray for Hard Surfaces 550ml	23		Sandwich	out		

**Spec Differences**

Client Spec	Comp. Spec	Spec Difference
www.c5i.com	www.c5i.com	www.c5i.com

**Actionable**

Action ID	Action Type	Created By	Assigned To	Status	Date Created	No. of Products	Comment	Edit
1001	pricing	www.c5i.com	www.c5i.com	In Progress	2024-10-24	1		

**Item ID 5103 Modal**

Client SKU	Client Current Price	Comp. SKU	Comp. Current Price	Current Price	Recommended Price	New Price	Status	Add Comment
g5042400	108	750MSA108	170	184	13046	134	Completed	

# Expected Insights On C5i Compete's Digital Shelf Dashboard

## Product Assortment Analytics

- **How many products are there in Baby Food vs Competition?**
- Which category of Beverages has the least products by ABC vs competition?
- Share of Shelf [*Share of Retailer Shelf, Share of Category Shelf, Listing Positions (Page Rank)* ]
- Product assortment analysis of brand & competitor [ *Top products, Category classification, SKU Density, Assortment Changes* ]
- Placement of products on the category page & product detail page with analysis against key product attributes, price bands.
- Stock positions and Stock movement for brand & competition products on online channel
- Top selling products / SKU level demand sensing (based on empirical estimates and actual sales volume of ABC products)

## Pricing Analytics

- **How many SKUs of Baby Food of F&B are available in \$1.29 - \$19.99 vs Competition?**
- How have F&B Co's prices changed (increased/decreased) vs competitors over the last 3 months?
- Price comparison indices [ *Rule based & product mapping across brands* ]
- Price movements for Brand & competition products [*Alerts on price changes & MAP violations, Price Index(Avg., Least, WAPP)*]
- Detailed Analysis and trends on current price positions against competition in the market
- Price band analysis with indication of positioning gaps

# Expected Insights On C5i Compete's Digital Shelf Dashboard

## Promotion

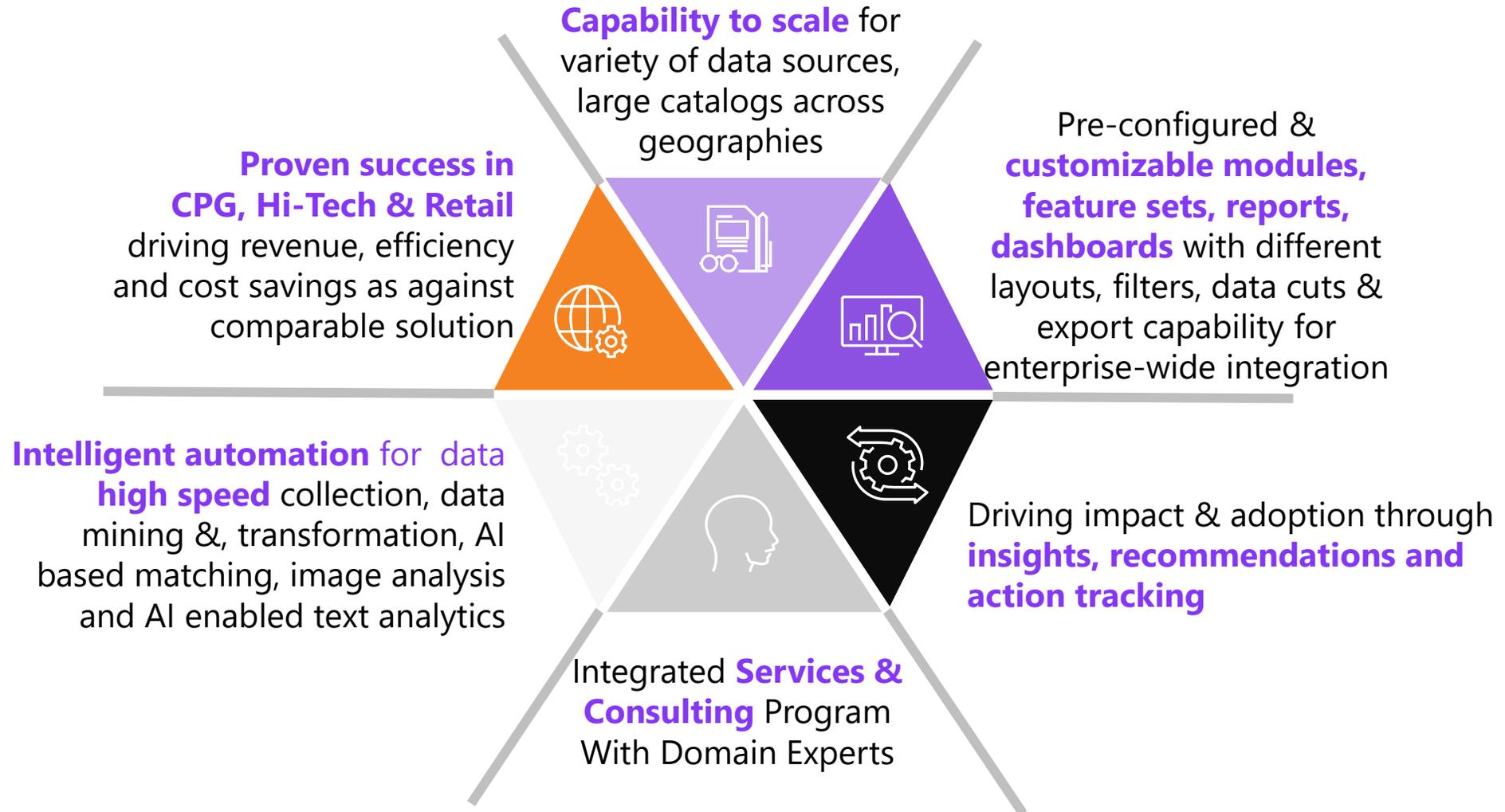
- **How have the volume of SKUs on promotion at F&B Co vs competitors changed over the last 8 weeks?**
- Top discounted products across brands and retailers & share of promotion [ *Total SKU share, Promo Type etc.* ]
- New promotions for competitive products on retailer channels
- Promotion constructs (type, %, product mix) to help in understanding promotional strategies of competition

## Share of Voice

- **Which F&B Co's products in Beverages have ratings below 3?**
- Share of Search [ *Keyword wise, Page wise, Category Filter Wise* ]
- Keyword wise search result analysis for brand & Competition [ *Ranking, Movements, SKU density per keyword etc.* ]
- Reviews and ratings and trend analysis – [ *Total share of product reviews, frequently reviewed products, highly rated etc.* ]
- Total share of voice across multiple dimensions / channels – Search, Reviews & Promotions

**NOTE:** All data analysis and visualization available against merchandizing attributes – Style, Colour, Size, Gender across price bands and date range

# Why C5i Compete





Thank You