The Ultimate Guide to Digital Shelf Analytics

Syndigo

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Introduction

With Covid-19 changing shopper behavior permanently, the growth of eCommerce is here to stay. The global eCommerce market is at 3.3 trillion dollars in 2022, **Morgan Stanley** forecasts it to be 5.4 trillion by 2026. In the U.S., eCommerce could reach 31% of retail sales by 2026, up from 23% now. The persistent growth in eCommerce has brought some of these key changes:

Shoppers prefer convenience: Consumers are used to the ease of shopping from their homes without the need to physically visit a store. They have also come to rely on digital wallets due to convenience, it is estimated that by **2024**, digital wallets will account for over half of total eCommerce payment volumes.

Shoppers do their research: 81% of shoppers use multiple channels, including Google, social media, and email to do their own research before the purchasing decision is made.

Diversified product offerings: ECommerce has opened up new markets for businesses, allowing them to reach a wider audience and offer a more diverse range of products.

Improved customer experience: With **80%** of B2B customers expecting B2C-like digital experiences, B2B companies are thriving to create an omnichannel experience with multiple touchpoints and using data to create personalized recommendations, real time customer support, and seamless checkout processes.

Increased competition: The growth of eCommerce has made it easier for new businesses to enter the market, and increasing competition has made it more challenging for established businesses to maintain their market share.

Data-driven decision making: ECommerce has generated vast amounts of data, providing businesses with valuable insights into customer behavior and market trends. **67%** of eCommerce businesses have analytics enabled to make data-driven decisions, leading to improved performance and increased efficiency.

Introduction

The new digital-first world has brought more changes than we know, and brands need to win shoppers' attention not only with eye-catching product placement in the physical store but also on the digital shelf. With so many elements behind winning the digital shelf, companies have realized that manually collecting data to analyze, monitor, and optimize performance is no longer viable.

Digital Shelf Analytics can help with driving online sales, and so much more:

- ✅ Save time by eliminating manual processes
- ✅ Improve data accuracy
- ✅ Helps drive higher conversion
- ✅ Building shoppers' trust and brand reputation
- ✅ Track performance in real-time

To understand why Analytics is essential for eCommerce, let's focus on 5 key areas an eCommerce manager should be looking at.

Without a strong Analytics system at hand, brands have seen

15-20% SKUs
Out-of-stock

60%
consumers abandon cart due to incorrect product information

66%
shoppers switch to competitors' due to undiscoverable content

Chapter 1: Tracking Availability

Tracking product availability is of top priority because if the products are not available for purchase, there will be no revenue.

Why availability matters:

- ✓ Out-of-stock equals a bad customer experience and lost revenue, **39%** of U.S. consumers switch brands when their searched-for products are out-of-stock.

- ✓ Being out of stock constantly will also lead to losing the buy box, content undiscoverable, negative reviews, and losing search result positioning.

- ✓ Ensuring that the inventory is up-to-date, and products are in-stock and ready to ship is critical to the success of any eCommerce business.

A substantial portion of eCommerce managers' time and effort should be devoted to monitoring product availability and generating actionable insights, which will enable eCommerce Managers to fine-tune their strategies effectively. It is crucial for them to understand the ins and outs of their stock status, as it allows them to balance the seasonal spikes and storage costs more efficiently.


Checklist

- ✓ Track product availability through sites

- ✓ Determine the number of products being Out of Stock (OOS)

- ✓ Find out which of my SKU's are frequently OOS

- ✓ Track which sites have the most issues with SKUs being OOS

- ✓ Identify the trends of SKUs being available or unavailable

Optimizing Inventory Control with the Out of Stock (OOS) Report

The Out-of-Stock Report is a valuable tool for eCommerce Managers, as it provides insights into inventory trends and ratios across various seller sites. It gives a comprehensive view of the products in your product list (or your competitors') and their in-stock and out-of-stock status.

With this report, eCommerce Managers can easily track the availability of products and ensure they are not losing potential sales due to stock shortages. It also provides a consumer-facing view of inventory levels, allowing eCommerce Managers to make informed decisions about their product offerings and ensure they are meeting customer demand.

Easily see your stock status
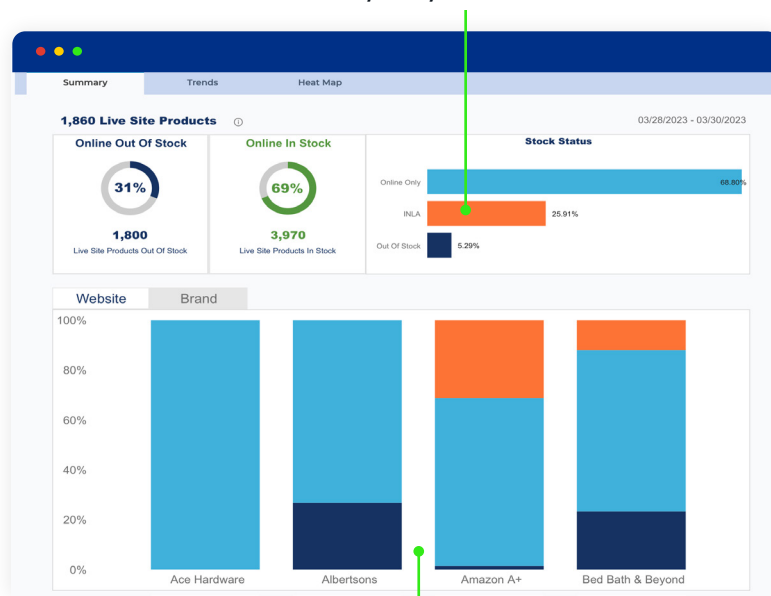
Identify which site has OOS issue

Maximize efficiency

It frees up eCommerce managers from the daily manual processes of monitoring, data collecting, and extra time-consuming legwork so they can double down on crafting sales and marketing strategy. Intuitive dashboards allow the flexibility to customize the report to the need of different circumstances with a focus on driving growth and scale. OOS Report also helps make sense of the data, so eCommerce managers get to act faster and be the rock star in their own game.

Increasing conversions and maintaining consumer loyalty

Consumers can only buy your products when they're available. Maintaining a healthy level of stock status is an essential premise to drive online sales. OOS Report also provides an early warning before your SKUs get OOS, so eCommerce managers can take action to ensure product availability so that consumers stay on the site.

OOS Report offers game-changing actionable insights, by letting eCommerce managers know

When to replenish inventory

How much inventory to have at hand to balance out sales surge and storage costs

How to optimize inventory orders

How to level up the speed-to-market

Chapter 2: Monitoring Buy Box Status & Authorized Resellers

Why is it crucial for eCommerce managers to monitor Buy Box daily:

- ✅ The Buy Box on marketplace websites, namely Amazon, is a critical component of an eCommerce Manager's strategy, as it directly impacts revenue.

- ✅ By keeping track of the Buy Box, which is awarded to eligible participants who are performing strongly in sales and offering competitive prices, you can gain insights into the performance of your competitors.

- ✅ Identifying room for improvement in terms of sales performance.

The Buy Box refers to the white box on the right-hand side of a product detail page on a marketplace website where customers can click to add an item to their shopping cart. If your product has the buy box, it means that your product is the default option for customers to buy.

Checklist:

- ✓ What is my buy box status per Live Site Product?

- ✓ Who is winning the buy box if I'm not, at what price?

- ✓ Where (sites/brands) am I losing buy box the most?

- ✓ Are the third-party resellers or my product authorized or unauthorized?

- ✓ What products sold by third-party resellers are winning the buy box?

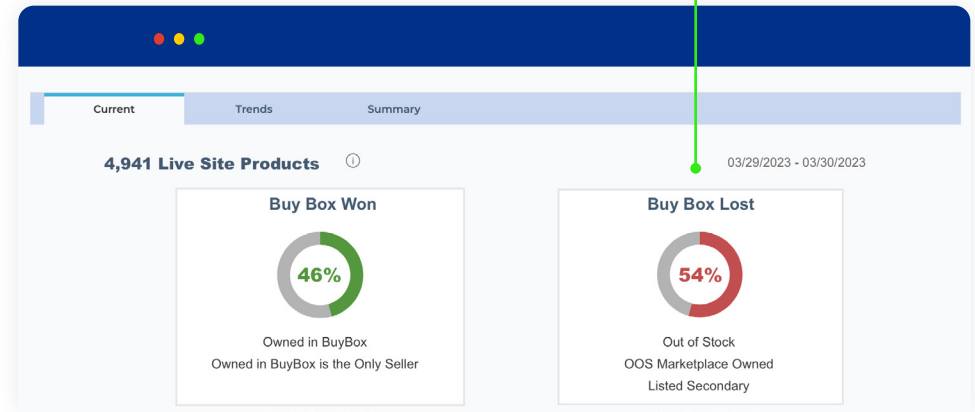# Stay Ahead of the Competition with Buy Box Report

The Buy Box Report is an essential tool for eCommerce Managers

- ✅ To get detailed insights into the buy box performance across different sites.

- ✅ To quickly monitor their Buy Box Won and Lost percentages on a daily basis in real time.

- ✅ To track whether brands are credited as sellers when consumers purchase/add-to-cart.

Maintain control of your buy box with ease

The Buy Box Report offers valuable insights into the key factors that impact eCommerce sales and market share. This report provides real-time data on important variables such as price, availability, and shopper reviews, and shows how your items are performing in comparison to your competitors. With the ability to monitor buy box status updates, eCommerce managers can quickly react to changes in the market and adjust their strategies to stay ahead of the competition.

Understand Buy Box Won/Lost percentage

| Current | Trends | Summary |

4,941 Live Site Products ⓘ   03/29/2023 - 03/30/2023

Buy Box Won

46%

Owned in BuyBox
Owned in BuyBox is the Only Seller

Buy Box Lost

54%

Out of Stock
OOS Marketplace Owned
Listed Secondary

Buy Box Report offers game-changing actionable insights, by letting eCommerce managers:

- ✓ Who will be fulfilling the order

- ✓ What is the list price including shipping

- ✓ What is the amount of time a seller takes to ship an item

- ✓ Is my item typically in stock

- ✓ Does my item have negative feedback ratings, guarantee claim rates, and/or service chargeback rate

- *And much more...*

Protect Brand Reputation with Authorized Resellers Report

In addition to monitoring the Buy Box, eCommerce Managers must also keep an eye on unauthorized sellers.

Different sellers can sell the same product, and unauthorized sellers can bring a frustrating experience for brands such as:
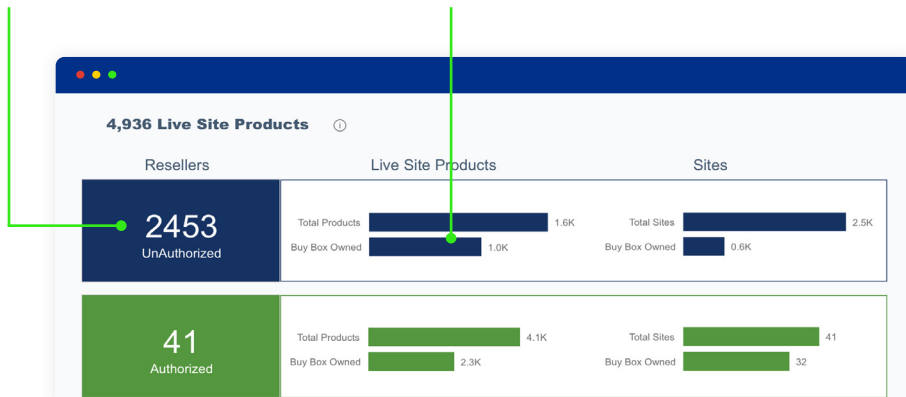
- ✓ Counterfeit products sold by unauthorized sellers can severely damage a brand's reputation;

- ✓ Unauthorized sellers winning the buy box can hurt the brand's sales performance;

- ✓ Unauthorized sellers can also sell products below the Minimum Advertised Price and violate pricing compliance, causing inconsistency in the way a brand is displayed on marketplaces and impacting conversions.

The Authorized Reseller Report provides a comprehensive view of all the resellers selling your products on popular eCommerce platforms like Amazon and Walmart. It allows eCommerce managers to

- ✓ Quickly identify unauthorized sellers and take necessary actions to protect their brand's reputation and sales performance.

- ✓ Monitor unauthorized sellers across different retailer sites and track their performance over time.

- ✓ Customize the information they want to track and monitor their competitors as well.

- ✓ Receive alerts for listing changes or violations and take prompt action to maintain their brand's integrity.

Determine the number of unauthorized resellers

Easily monitor Buy Box owned by unauthorized resellers

4,936 Live Site Products

	Resellers	Live Site Products		Sites	
	2453 UnAuthorized	Total Products	1.6K	Total Sites	2.5K
		Buy Box Owned	1.0K	Buy Box Owned	0.6K
	41 Authorized	Total Products	4.1K	Total Sites	41
		Buy Box Owned	2.3K	Buy Box Owned	32

Pairing the Authorized Reseller Report with the Buy Box Report provides a complete picture of the buy box competition landscape on eCommerce platforms, empowering eCommerce managers to make informed decisions to grow their businesses.

Chapter 3: Understanding Competitive Pricing

Price is a critical factor that sets a business apart from its competitors and heavily influences customers' purchase decisions.

Why is it essential to monitor competitive pricing:

- ✅ By monitoring prices, businesses can identify the optimal price points for their products and adjust their pricing strategy accordingly.

- ✅ Price monitoring can help eCommerce businesses identify pricing errors or inconsistencies in their product catalog to help prevent revenue losses due to underpricing or customer dissatisfaction due to overpricing.

- ✅ Price monitoring can also help identifying customer behavior trends to better target market segmentation.

Checklist:

- ✓ Track the price of my brand product on a collection of websites for a single day and over a date range.

- ✓ Track which retailer is priced higher/lower than average.

- ✓ Track how my competitors priced their products, what promotions they are running, and any specific times they run discounts.

- ✓ Track which of my products are overpriced/underpriced compared to my competitors.

Unlocking Better Customer Insights and Market Segmentation with Pricing Report

The Pricing Report provides valuable insights into changes in product pricing across different retailer sites. It allows eCommerce managers to monitor fluctuations and shifts in pricing and understand the latest pricing trends and activities. The report can be customized to display price changes based on selected parameters, such as day over day or a selected range of time.

Generate better customer insights

The Pricing Report reveals important information about customers and how they react to price changes and fluctuations. It also provides insight into the elasticity of demand in the market, which sheds a light on how to target customers with more precise pricing.

Quicker and better decision-making for market segmentation

Human monitoring of the massive and constantly changing digital market can be a daunting task. The Pricing Report, however, offers real-time and highly accurate insights into pricing and promotions analysis. This eliminates the need for manual data collection and enables eCommerce managers to focus on making informed decisions about which market segments to target and which ones to avoid.
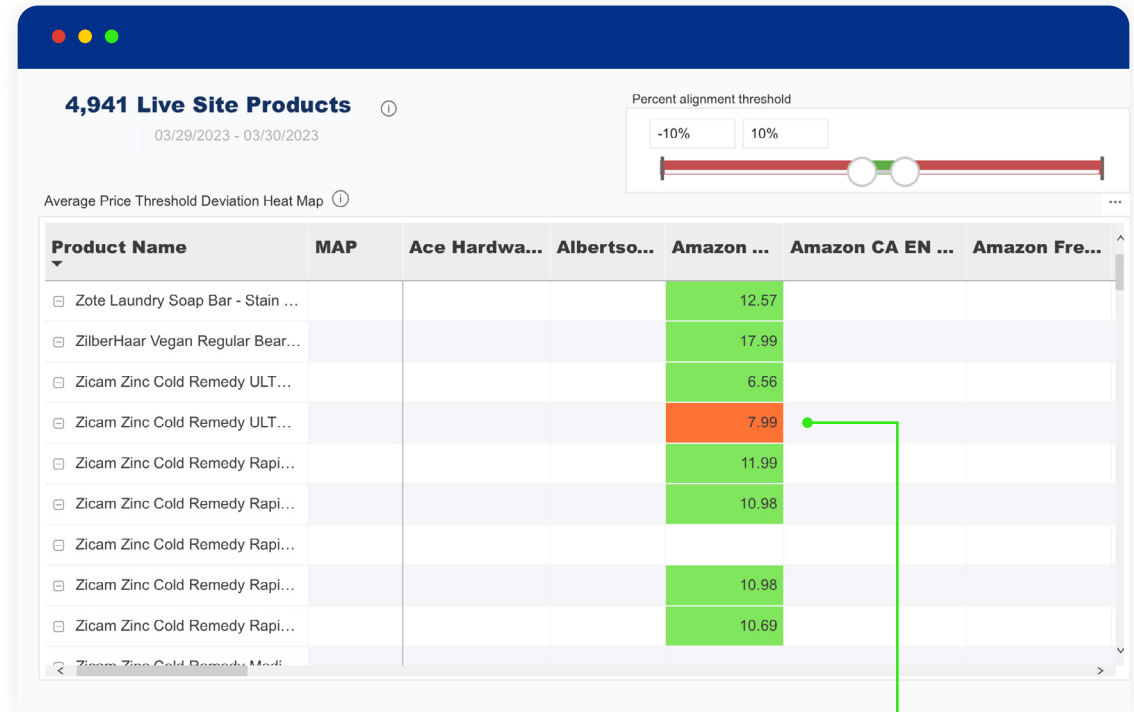
Pinpoint latest pricing activities with ease

Chapter 4: Monitor Content Health & Content Integrity

For eCommerce managers, the word "content" itself can turn into hundreds of sub-activities or daily tasks.

- ✅ Is my content live on site, and does it match the assets I've uploaded?

- ✅ Which sites have the most matched/unmatched attributes? What's the match percentage at the website level?

- ✅ Is my content working/converting?

- ✅ What kind of content has the largest impact on getting a potential buyer to navigate to my PDP?

- ✅ Are there any improvements to make to drive content conversion?

- ✅ Is my content accurate on third-party websites?

How to make sure your content is "good enough" ?

- ✅ Efficient monitoring to ensure that the content is current, searchable, and accurate.

- ✅ Regular auditing of published content to detect any updates or inaccuracies.

- ✅ Optimizing content to attract clicks from search engines, thereby improving the website's competitiveness and search ranking.

- ✅ Careful analysis to determine what content resonates with customers and drives conversions, what attributes need improvement to have maximum impact.

Maximizing Content Impact with Content Health Report

The Content Health Summary helps eCommerce managers stay on top of the quality of their content across retailer sites. The report provides an easy-to-read score that serves as an indicator of the overall health of your content.

The score takes into account various factors such as product accuracy, image quality, and completeness, giving eCommerce managers a clear understanding of what needs improvement. With this report, eCommerce managers can focus on continually improving their content to provide the best possible experience for their customers and maintain strong partnerships with their retailers.

The **Overall** score takes into consideration of all Content Health templates for all retailers to give an average for your products. Additionally, a percentage breakdown of products (URLs) in **Good Standing, Medium Priority,** and **High Priority** is displayed. Filters can be applied to customize this overall score to focus on a specific list of products (Product Sets) or Websites for example.
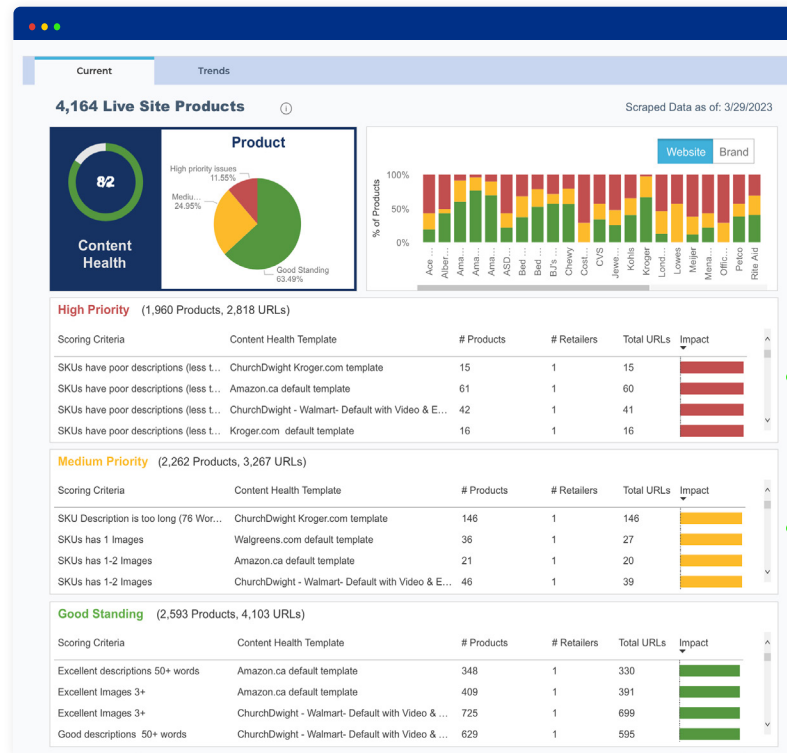
Spot SKUs with poor content that require immediate attention

Detect SKUs with attributes that need future improvements

Identify Inconsistencies - Content Integrity Report Optimize Product Listings

Content Integrity Report provides comprehensive insights into the alignment of your PIM data and live site content across all your retail channels.

- ✅ Its unique attribute level analysis allows eCommerce managers to easily assess the percentage of alignment for each attribute and gain a clear understanding of matched and unmatched statuses.

- ✅ Unlike other tools, it comes with the capacity to analyze the entire product catalog at once, and track how each retailer accepts or manipulates your content prior to publishing.

- ✅ It also comes with the flexibility to define your desired match threshold and filtering to focus on the most important attributes accepted by different retailers.

Identify and fix inconsistencies: By comparing PIM data to live site content, businesses can quickly identify any discrepancies in product information across different retailers. This can help them to address any inconsistencies and ensure that their product content is accurate and consistent across all channels.

Optimize product listings: By analyzing the attribute level alignment between PIM data and live site content, businesses can gain insights into how retailers are mapping their product information. This can help them to optimize their product listings and ensure that they meet each retailer's specific content requirements.

Improve time-to-market: By tracking how long it takes for retailers to publish content changes, businesses can identify any bottlenecks in the content publishing process and work to streamline it. This can help to reduce the time to market for new products and updates to existing products.

Customize content for each retailer: By filtering the report down to each attribute accepted by different retailers, businesses can gain insights into how each retailer expects product information to be presented. This can help them to customize their product content for each retailer, ensuring that it meets their specific requirements and drives better sales performance.
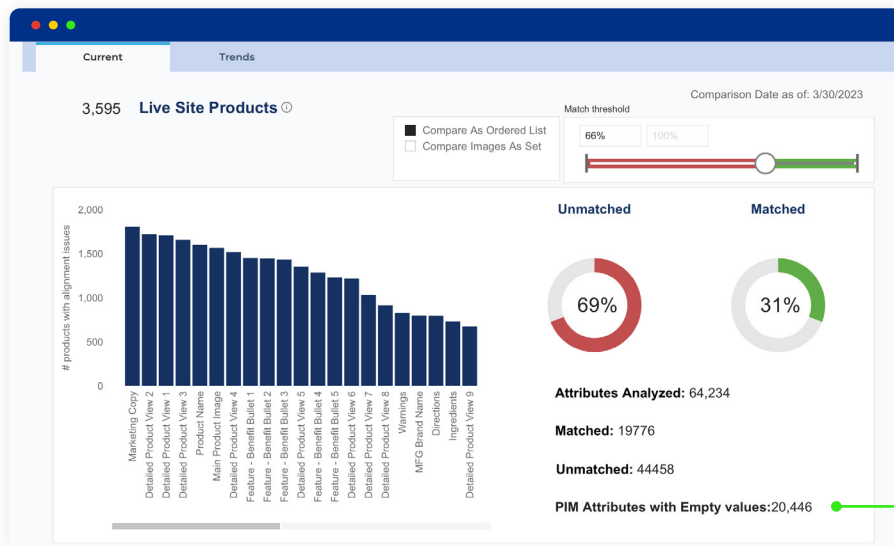
Unveil empty attributes to be fixed

Identify Inconsistencies - Compare with live Report Optimize Product Listings

Pair Compare with Live with Content Integrity Report to automate and continuously monitor your product pages across multiple retail channels. Quickly identify inconsistencies in content and make necessary changes in real time.

The intuitive 1-1 comparison feature visually analyzes each retailer's mapping of your PIM data against live product information, highlighting any discrepancies in red. This powerful tool optimizes your product listings, ensuring accurate and timely delivery of content across all your retail channels.

Identify variations in content on live site vs PIM

Chapter 5: Increasing Share of Search & Share of Shelf

Showing up in searches is extremely important for eCommerce for several reasons:

1. **Increased Visibility:** Consumers usually don't click past Page 1, so appearing on the Top 10 means increased visibility to potential customers, hence more website traffic.

2. **Targeted Traffic:** For products that appear in relevant search results, it is more likely to attract targeted traffic – people who are actively looking for what this website offers. This can lead to higher conversion rates and better ROI.

3. **Credibility:** appearing in search results means being more trustworthy and authoritative than the rest of the competition who does not appear in search results.

4. **Competitive advantage:** being visitors' top choice means increased market share and revenue compared to competitors.

5. **Surged Conversion:** Products that move from Page 2 of search results to Page 1 (organically) increase sales by 37%, with those that go from Page 2 to the Top 5 spots of search resources doubling sales.

For eCommerce managers, monitoring product ranking positions, Share of Search, and Share of Shelf require a combination of tracking, data analysis, and action planning to ensure that your brand is performing well across multiple online channels. From gathering relevant data from different sources to analyzing it by looking at key factors like keyword rankings, product reviews, click-through rates, and others to understand how well is the product performing. Then based on the analysis to identify areas for improvements to take action upon.

Checklist:

✓ Am I showing up in searches? Am I gaining share relative to my competitors?

✓ What share of Page 1 Digital Shelf, by website, do my brand products own?

✓ Is my keyword strategy effective?

✓ Am I showing up on digital aisles? Am I gaining share relative to my competitors?

✓ How are my products rated by Site?

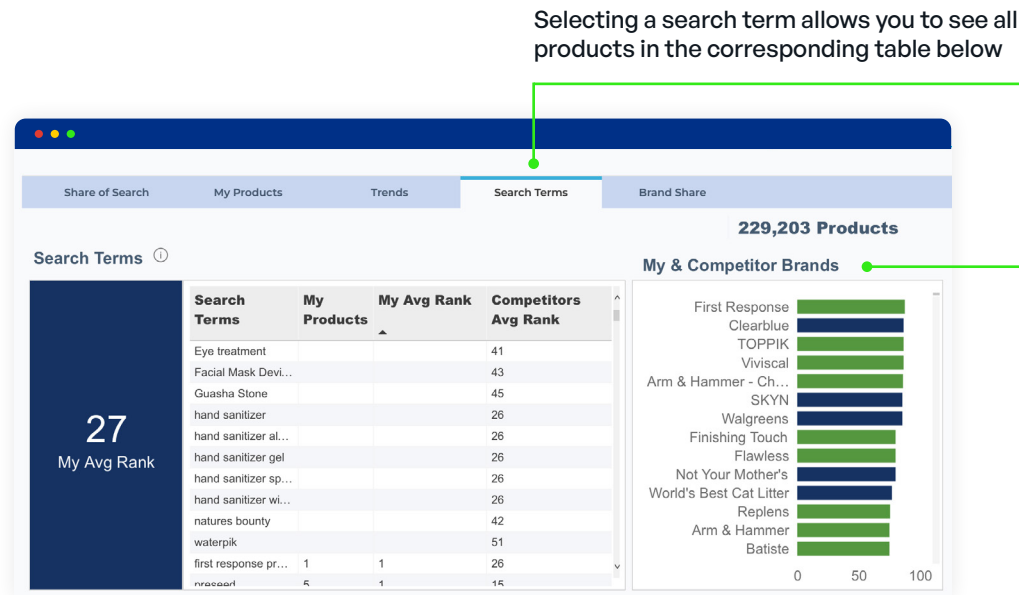# Gain Valuable Insights From Share of Search Report to See How You Compare with Competition

The Share of Search and Share of Shelf reports are essential tools for any brand that wants to understand how they stack up against its competition.

✅ By analyzing your brand's position for specific search terms or on particular shelf pages, you can gain a clear picture of your brand's health and market share.

✅ These reports are designed to provide detailed insights into your brand's performance, including your products' placement on the page, competitor products, and sponsored versus organic placement.

✅ The reports also provide valuable information on a per-retailer basis, helping you understand how your brand is perceived across different retailers.

By leveraging the data provided by these reports, you can develop effective strategies to improve your brand's performance and gain a competitive advantage in the market.

Selecting a search term allows you to see all products in the corresponding table below

See how you compare with competition

Search Terms Report

Search Terms	My Products	My Avg Rank ▲	Competitors Avg Rank
Eye treatment			41
Facial Mask Devi…			43
Guasha Stone			45
hand sanitizer			26
hand sanitizer al…			26
hand sanitizer gel			26
hand sanitizer sp…			26
hand sanitizer wi…			26
natures bounty			42
waterpik			51
first response pr…	1	1	26
preseed	5	1	15

27
My Avg Rank

229,203 Products

My & Competitor Brands

First Response
Clearblue
TOPPIK
Viviscal
Arm & Hammer - Ch…
SKYN
Walgreens
Finishing Touch
Flawless
Not Your Mother's
World's Best Cat Litter
Replens
Arm & Hammer
Batiste

0   50   100

Gain Valuable Insights From Share of Shelf Report to See How You Compare with Competition

The Share of Shelf Report comes with the cutting-edge data sets that provide valuable insights into how your brand performs compared to competitors, including a proprietary score that assesses your average rank on specific shelf pages and search terms.

By analyzing the data provided in these reports, businesses can identify areas of opportunity for improving their product offerings, optimizing their marketing strategies, and increasing their market share.

For example, if a business finds that its Share of Search and Share of Shelf scores are consistently lower than its competitors, it may indicate that they need to improve its product visibility or adjust its advertising strategies. Conversely, if a business sees that its Share of Search and Share of Shelf scores are higher than its competitors, it may be able to capitalize on this advantage by investing in further marketing efforts to maintain or increase its market share.

Brand 1

Brand 2

Brand 3

Brand 4

Summary

Availability

Buy Box Status

Pricing

Content Health & Interigity

Search & Shelf Rankings

In summary, product availability, buy box status, and pricing should be at the top of an eCommerce manager's checklist because they are critical to generating revenue and ensuring profitability. Content health and integrity are next because it impacts customer experience significantly. Lastly, search and shelf rankings are essential, but it's a long-term goal that requires ongoing optimization efforts.

Summary

In the highly competitive world of eCommerce, the importance of having a strong analytics strategy and toolkit cannot be overstated. In fact, according to a recent study by **Forrester**, companies that embrace data-driven decision-making are on average 5% more productive and 6% more profitable than their competitors.

For eCommerce managers, manually monitoring critical metrics can be a time-consuming and overwhelming task. However, Syndigo's automated analytics system can help eliminate the manual labor involved, providing valuable insights and reports in a digestible way:

Product Availability: Monitor inventory levels to ensure your products are available to customers.

Buy Box Status: Track metrics that influence buy box eligibility, such as pricing, shipping options, seller feedback, and fulfillment methods.

Pricing: Determine the optimal price for your products by analyzing sales data, market trends, and customer.

Content Health & Integrity: Monitor the health of your product content, such as product descriptions, images, and reviews.

Search & Shelf Rankings: Optimize your product listings for search results by analyzing keywords, customer behavior, and search trends.

Summary

Analytics is undoubtedly an essential part of a successful eCommerce strategy, however, it's just one piece of the puzzle that fits into the broader picture of Syndigo, the Active Content Engine. Syndigo provides a comprehensive solution for managing product data to accelerate sales. It empowers businesses to create, manage, distribute, and optimize accurate product information across multiple platforms.

By integrating Analytics with the holistic content management solution Syndigo offers, businesses can stay ahead of the competition and achieve long-term success in the rapidly evolving eCommerce landscape. Syndigo enables streamlining product content management, optimizing operations, and leveraging data to make informed decisions that drive growth.

Products move when content flows. Learn more about how Syndigo helps your business succeed in eCommerce, visit **www.syndigo.com** today.