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Demystifying Digital Shelf Performance

You can't improve what you can't measure

The digital shelf is built on data

Workers spend 33% of their time on data preparation[1]

Your team must manage, track, and make sense of data across retailers and multiple databases. In fact, companies use an avg. of 12 data sources.[2]

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1. Alteryx: "State of Data Science and Analytics" (2019)
2. Salesforce: State of Marketing, Sixth Edition (2019)

Digital shelf insights are increasingly important, but increasingly challenging

Top 5
RETAIL ECOMMERCE Reporting Challenges

1 Manual Reporting
Compiling disconnected data across disparate retailers

2 Too much data, no insight
A data dump with no actionable insights

3 Inaccurate data
Bad, inconsistent, and old data with no transparency on validity

4 Insufficient Data
Can't track by store, total category; or across apps, gated pages, or new fulfillment types

5 Misaligned Teams
Data silos break down communication across teams

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The silent profit-killer
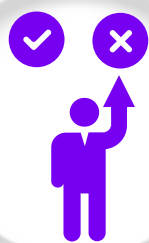## The hidden costs of poor digital shelf reporting.

WASTED EFFORT
Manual reporting is a costly drain of full-time-employee hours.

REACTIVE DECISIONS
By the time you collect, compile and evaluate —the shelf has already changed.

BAD DECISIONS
Poor accuracy and misinterpretation leads to incorrect spending decisions.

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Most brands lack the tools to measure the digital shelf effectively.

Digital Shelf Analytics applications centralize reporting and make accurate and agile decision making possible.

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digital shelf analytics

noun —— /ˈdi-jə-təl shelf ˌa-nə-ˈli-tiks /

An application that automates reporting into a centralized view of real-time insights needed to improve ecommerce category performance.

Digital Shelf Analytics (DSA) compile SKU and category data from digital channels where their products are sold.

DSA helps cross-functional teams understand their competitive performance, make aligned decisions and know which actions to take.

What data does DSA provide?

Pricing & Promotions
Competitive pricing and promotion, and adjust based on historical data.

Search
Measure and optimize share of voice and track how products rank by keywords.

Product Content
Ensure content compliance, and completion, and measure across PDPs.

Availability
Daily visualized stock availability for improved supply chain and inventory management.

Ratings & Reviews
Assess shopper sentiment, and optimize ratings to influence purchase behavior.

Retail Media
Tracking banner ads and promotions for incremental profitability.

Assortment
Recognize opportunities to drive value with the right mix of product, pack, price and promotion.

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According to Gartner by 2026, organizations that invest in digital shelf analytics applications to replace manual data-gathering techniques will see their costs reduced by 30%[3]

CommerceIQ Digital Shelf Analytics customers have seen a 12:1 ROI

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