

Diagramming the Digital Shelf:

Empowering Offline Teams To Drive Enterprise-wide Online Growth

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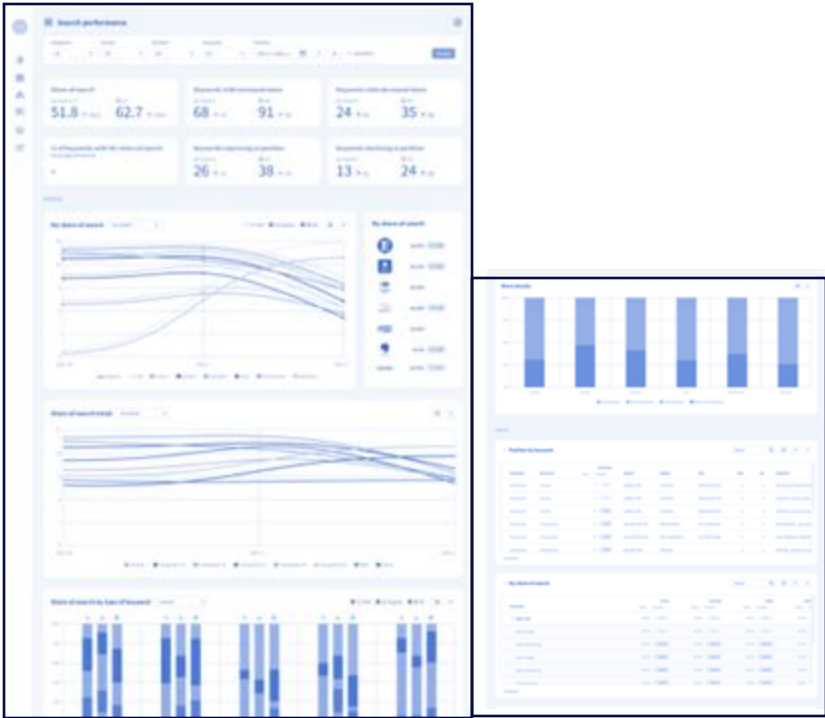
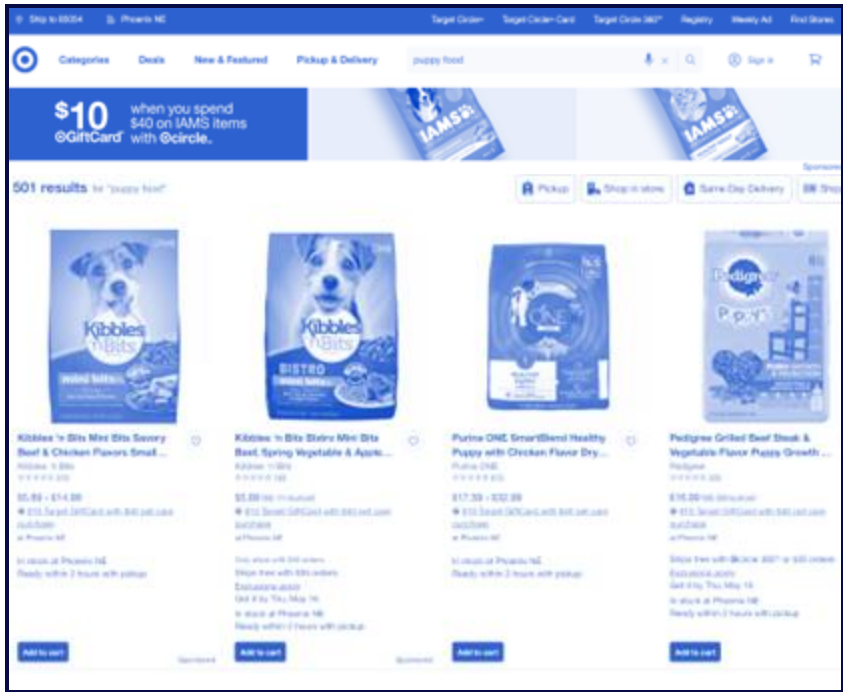


Our Digital Shelf Solutions help CPG's understand all omnichannel performance drivers, enabling them to deliver the reporting and analytics needed for actionability

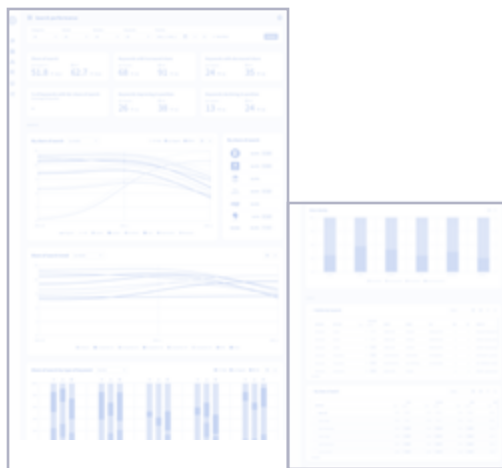
We collect publicly-available data from retailer's website



To deliver online store execution analytics



Our Digital Shelf Enterprise Solutions help CPG's understand all omnichannel performance drivers, delivering the reporting and analytics needed for actionability

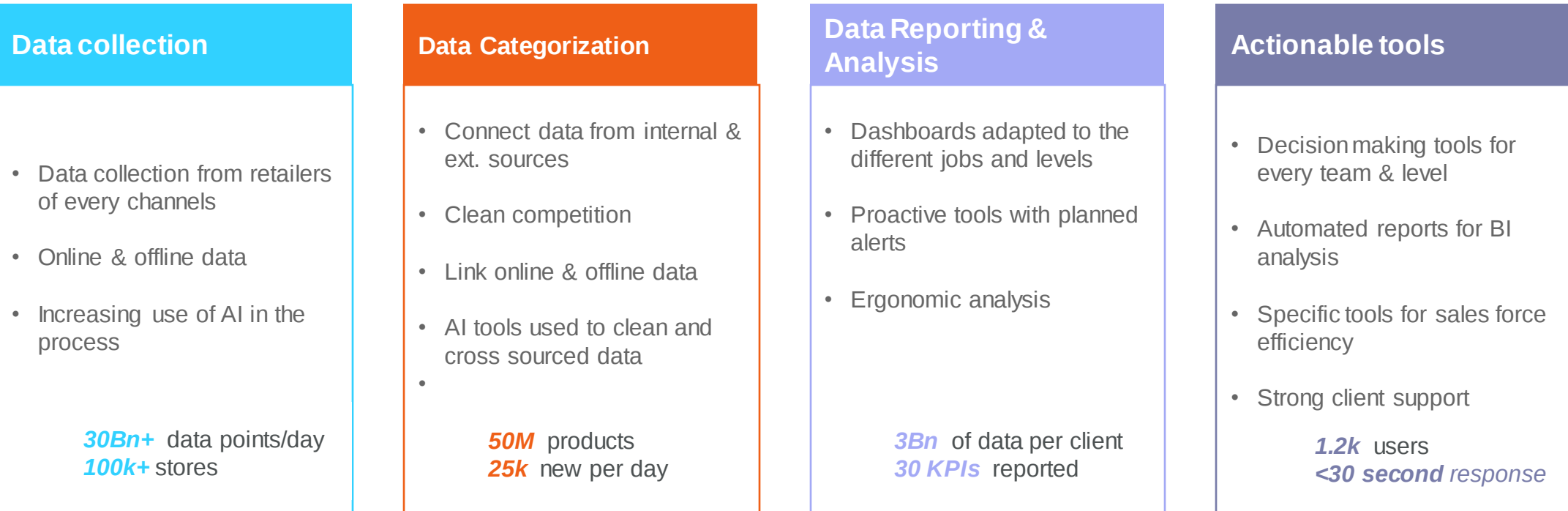


70+
Countries covered

1k+
Retailers



How we address each complexity at scale



OMNICHANNEL SOLUTION GIVING BACK POWER TO CPG BRANDS

A look back...

“In 2016, online grocery sales **accounted for a 2% market share**, of the larger grocery category — around ~\$650 billion in the US”

Source: [Morgan Stanley Research](#), 2016

Now...

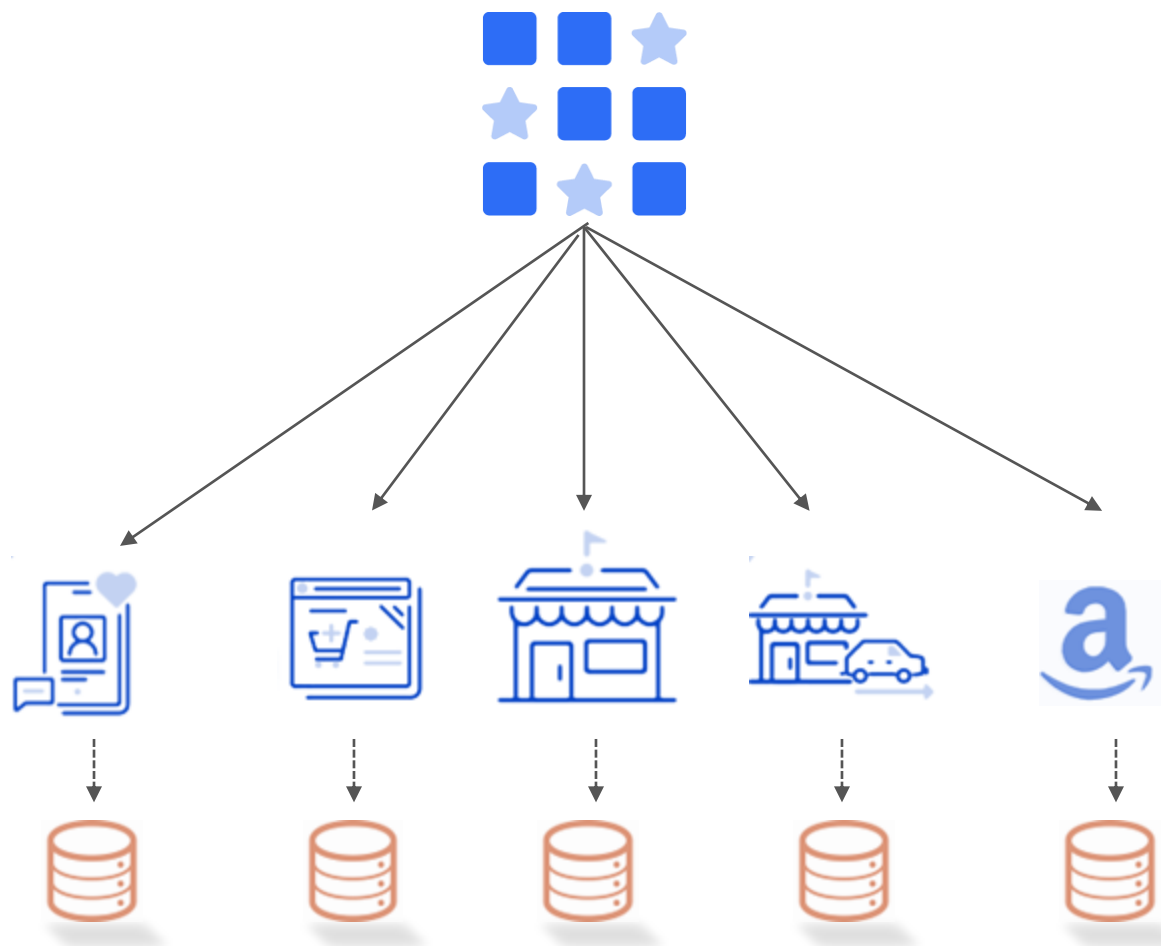
“The grocery category makes up ~\$943 billion in the US alone, with online grocery sales currently **accounting for an 8% market share**”

Source: NielsenIQ Omnisales+, 52 weeks ending 03/30/24

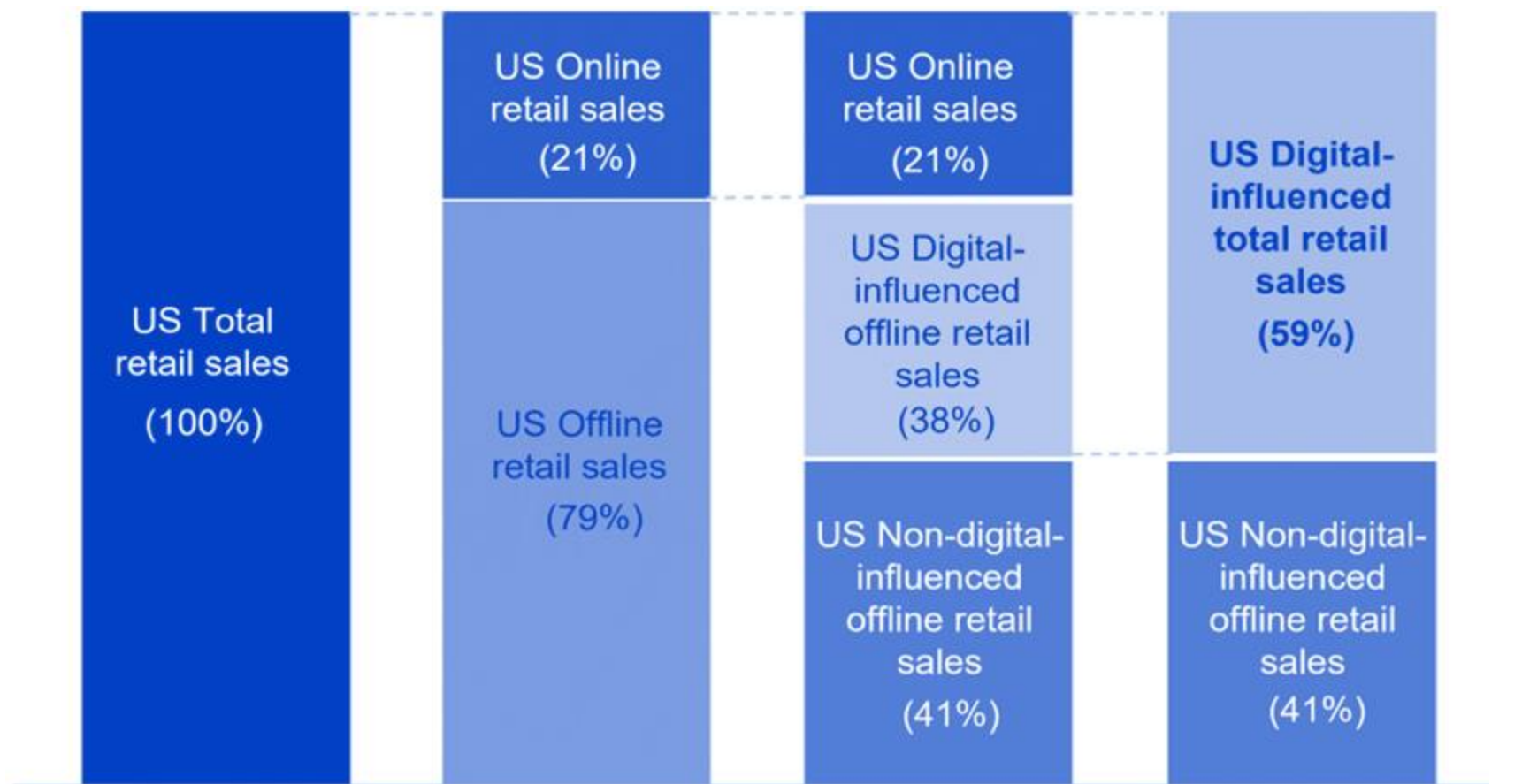
The data organization around ecommerce was simplified



The emergence of new consumer access points increased the complexity, forcing the creation of more data silos and inconsistencies in measurement standards



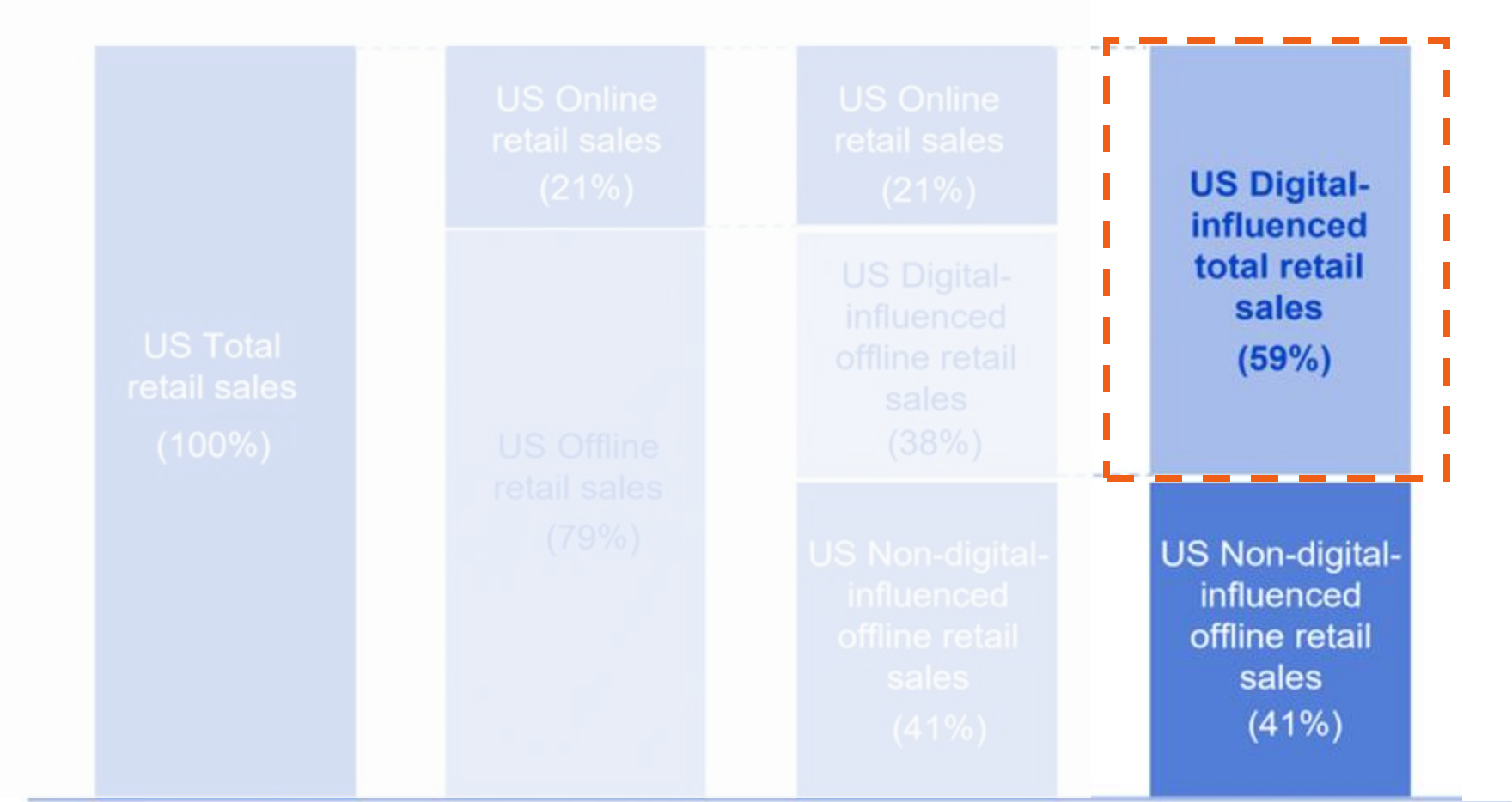
The market has validated this significant shift in omnichannel behavior...



(Percentages in parentheses indicate the share of US total retail sales during **2021**)

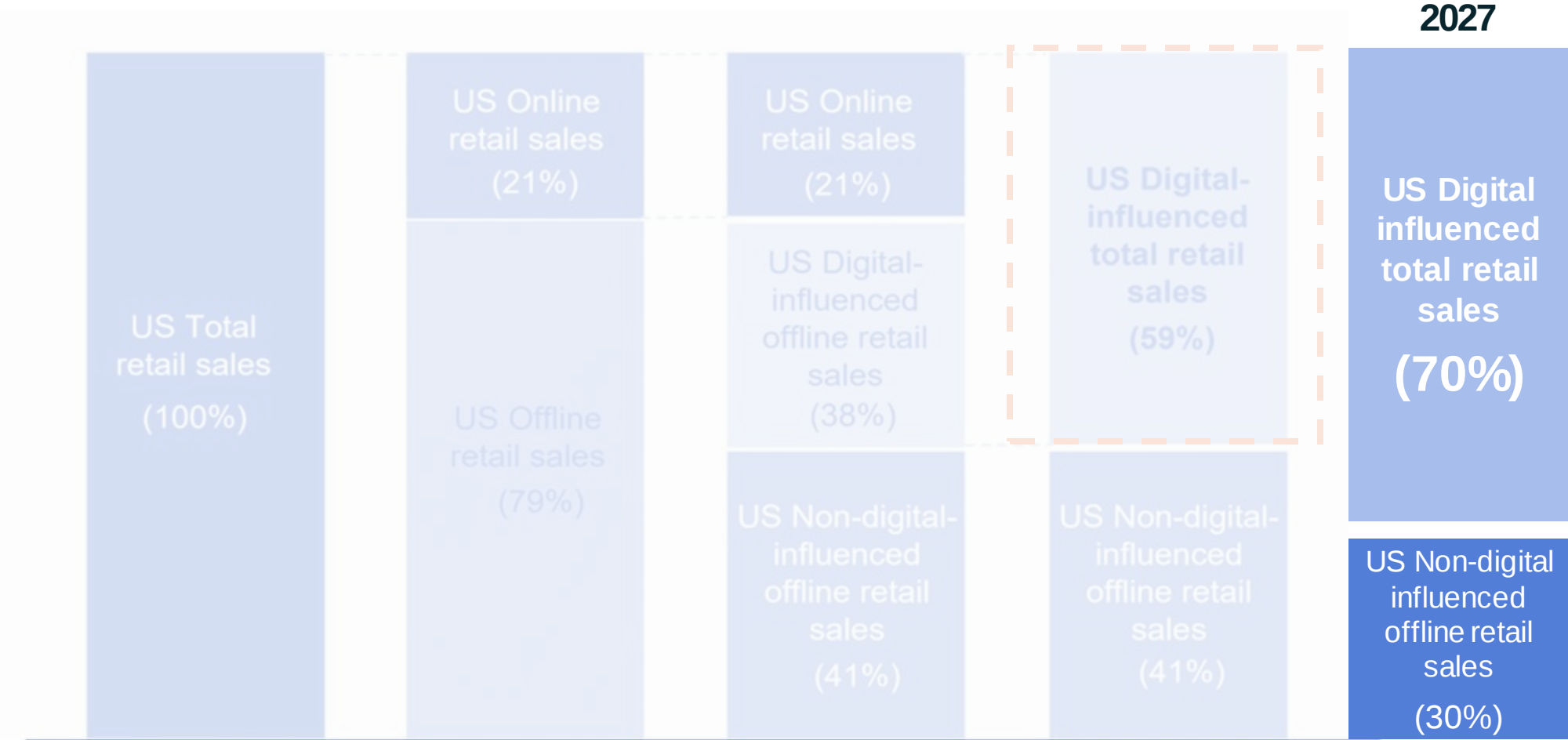
Source: Forrester Research

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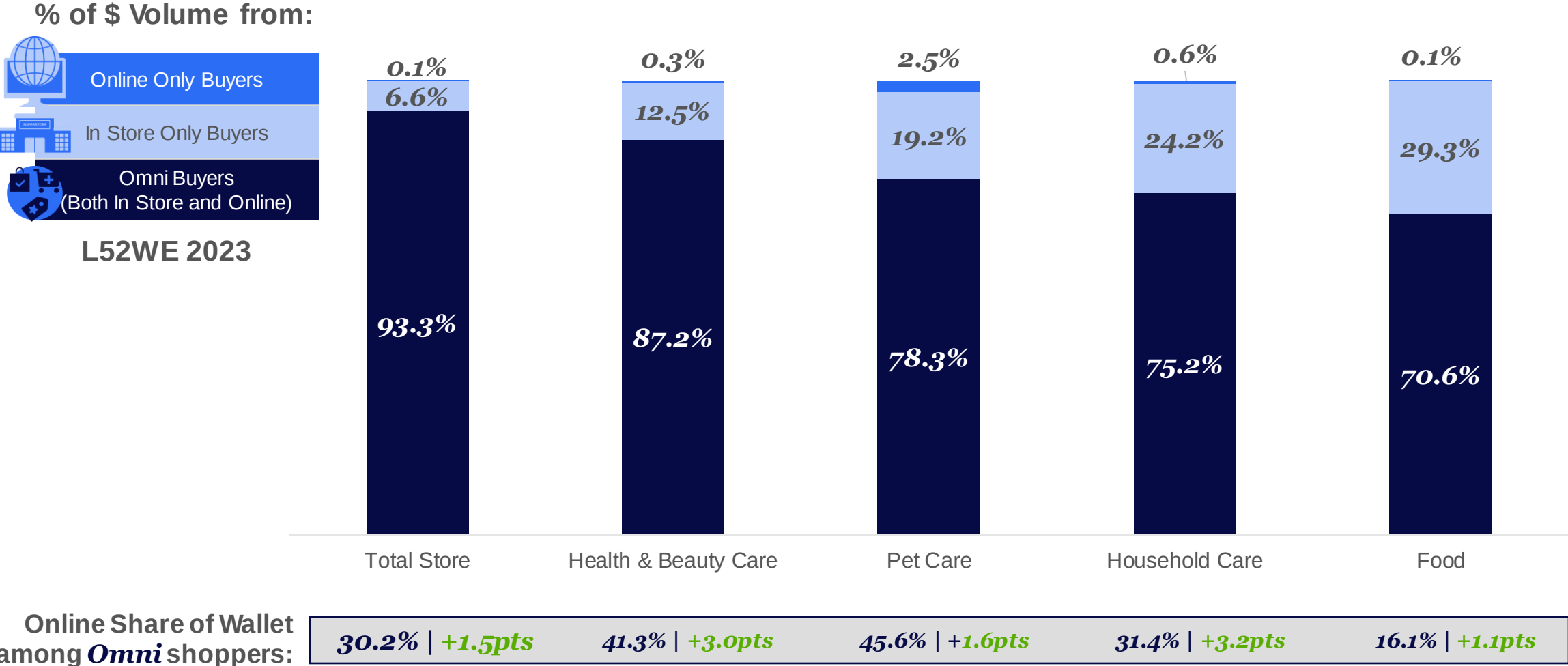
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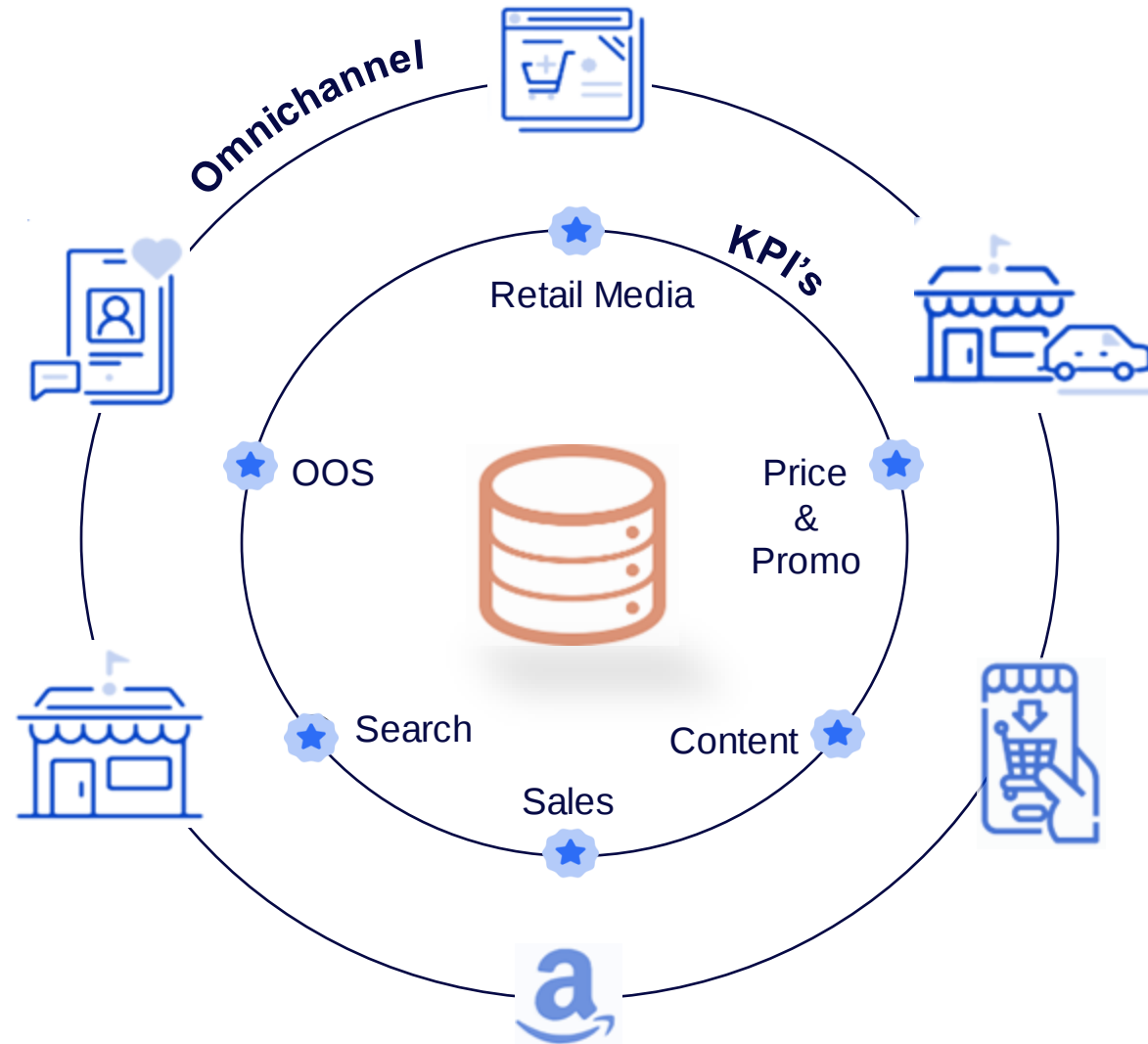
Source: Forrester Research

Even across regularly purchased offline items, the shopper is becoming truly “omni”

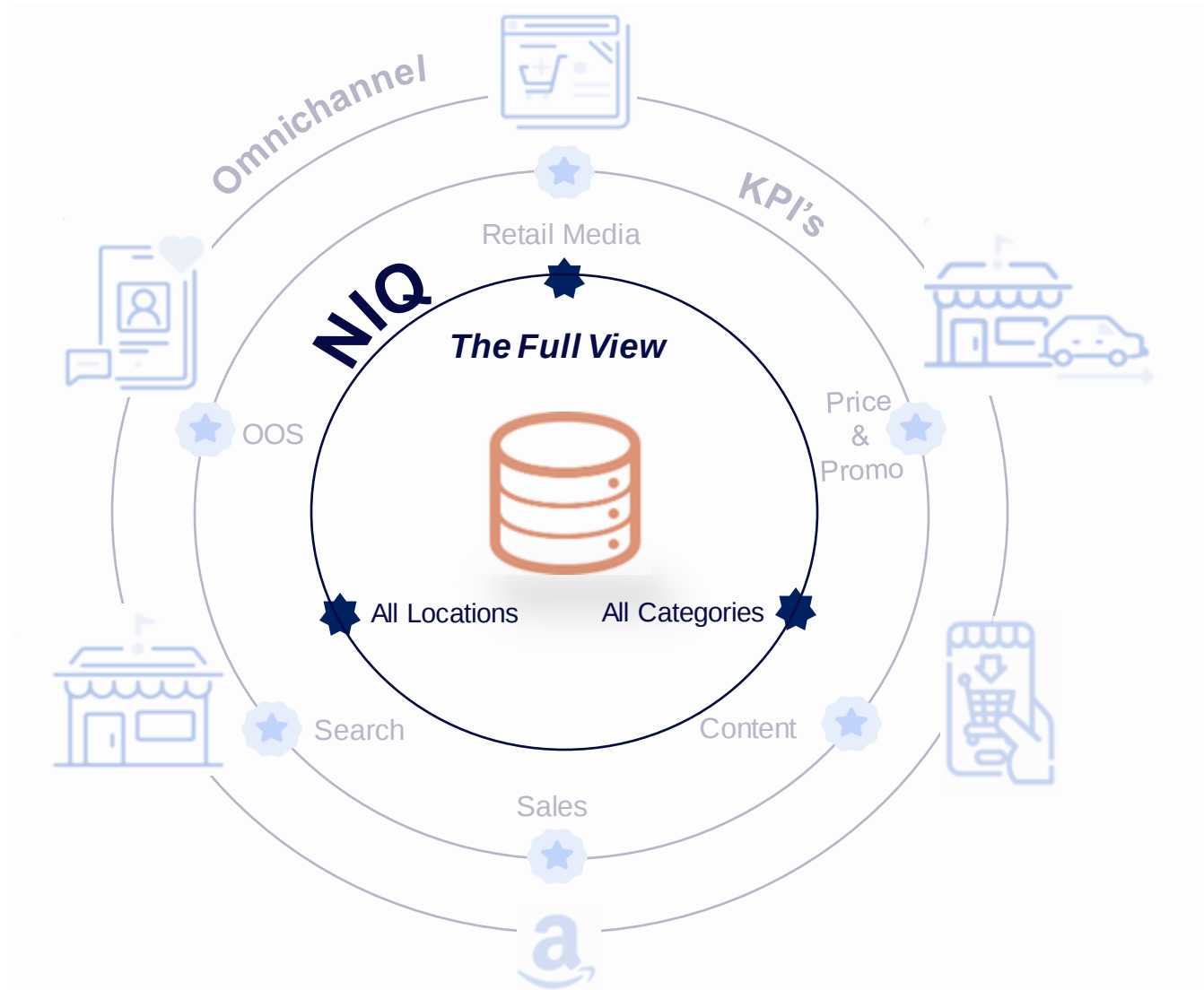


Source: NielsenIQ Omnishopper, Total Outlets, L52WE 1.27.24 vs PY. *FOOD includes total edibles (food and beverage), Total Store = Alcohol, Baby Care, Health & Beauty Care, General Merchandise, Household Care, Food, Pet Care, Departments

Data unification is critical and forward-thinking CPG brands are leading this next wave by empowering their offline teams to drive innovation efforts in a new omnichannel world



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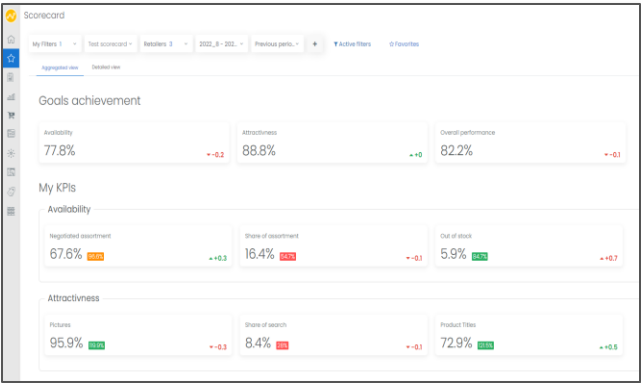


Data Impact's platform provides the core insights needed to bring your strategy to action

**Data Impact's
Enterprise
Platform**

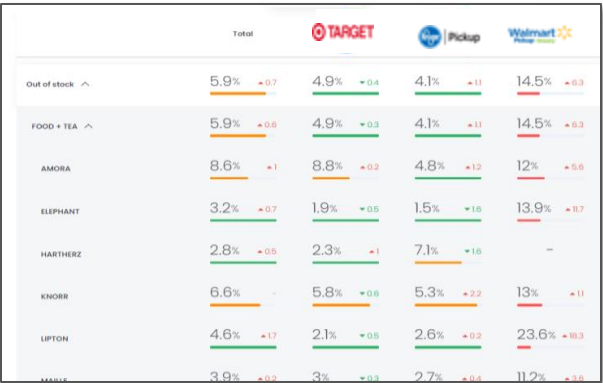
US Market Overview

Achievement of objectives



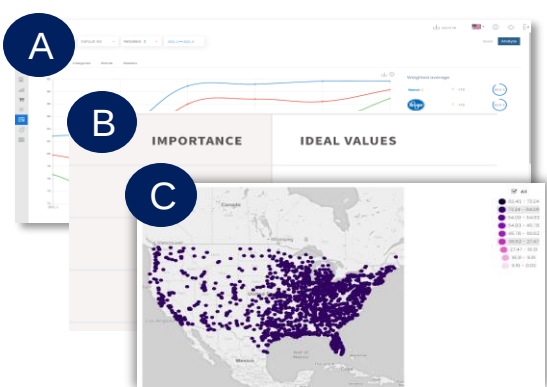
US Scorecards in Detail

Details per retailers, KPI and category



Granular Analysis

Detailed insights and actions per KPI



Availability

- In/Out of Stock Monitoring
- Share of Assortments
- Negotiated Assortment
- Category Benchmarks

Visibility

- Search Performance
- Keyword Recommendations
- Share of Search
- eRetail Media Tracking/Library

Price & Promo

- Price Monitoring
- Share of Promotion
- E-MAP violations and alerts
- Your own + competitor Promo Tracking/Calendar

Content

- Image & Content Compliance
- PDP Compliance
- Content Scoring
- Ratings & Reviews

NIQ

x

Reynolds 
Consumer Products



Envision *what's possible*

Reynolds drive towards Digital Shelf partnership

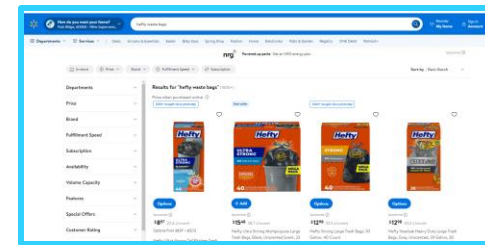
What are our pain points?



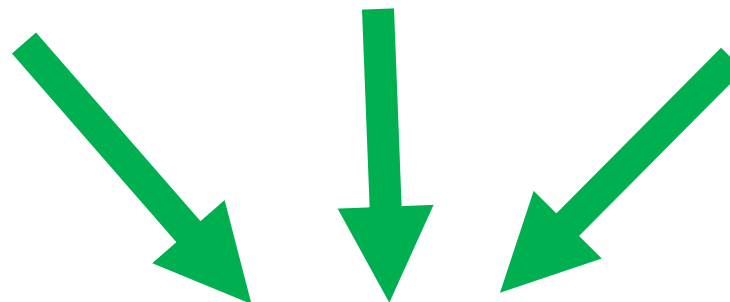
Real time price audits
Physical Shelf and
Online



Out of stock
monitoring



Digital Shelf Analytics
for Cat Man
Site Reviews for
retailers

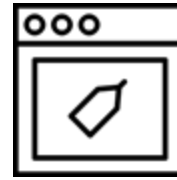


dataimpact
By NielsenIQ

3 business use cases solved by one source

Reynolds Objectives with Digital Shelf Provider

Align the “4P’s of the
Physical Shelf to the “4P’s
of the Digital Shelf



Product

Physical Assortment
on Shelf

Content
Images, Ratings



Placement

Distribution & OOS

Visibility
Availability
Search



Price

Static Shelf
Price

Dynamic Online Price



Promotion

Features & Displays

Price & Promotion
Visibility

Reynolds

Who will access and use the data?

Democratize across all business functions

- Category Management
- Shopper and Consumer Insights
- Sales
- eComm Marketing
- Shopper Marketing
- Customer Marketing
- Marketing
- Supply Chain
- Visual Branding

3 ways to leverage e-stores pricing data



**Pinpoint exact
locations, retailers
and pricing violations**

**Daily / Weekly /
Monthly**



**Setup automated
alerts for easy
tracking**



**Track multiple
desired retailers to
unravel any pricing
war complications**

Manufacturer addressed pricing variations across 4,568 Walmart stores to reach price uniformity with location-based analytics

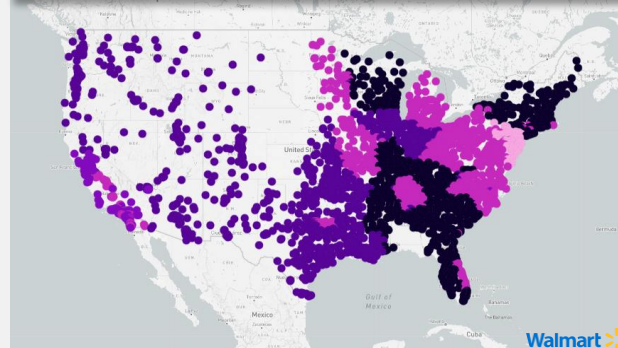
Problem ⚠️

- ❌ Average base price is higher than recommended selling price of new product launched in Walmart
- ❌ Unable to identify which locations are violating recommended selling price

Solution 💡

- ✅ **Location-based analytics** to identify regional trends and location level price variation

P4 23 : average price \$13.72



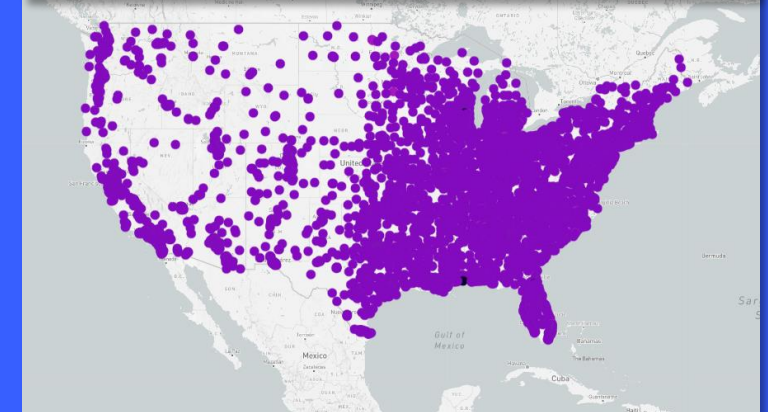
4 568 Walmart locations

- ✅ **Alerts** set up to identify locations violating pricing agreements

Outcome 🏆

Price uniformity
reached within **2 months**

P6 23 : average price \$13.38



99% of Walmart
locations with price
uniformity

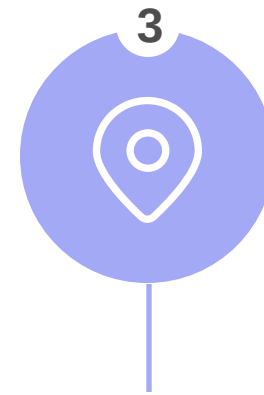
3 ways to monitor availability & distribution



**Detect availability
issues through a
location based
approach**



**Benchmark with
competitors
and category**

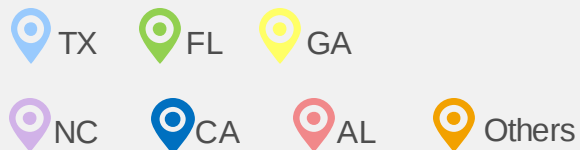


**Get alerted when a
SKU increases or
decreases
distribution and OOS**

Beauty manufacturer identified 31 Stores in Texas with biggest Availability Issues and set up alerts as soon as OOS exceeds 5%

Problem

- ✗ Manufacturer saw decline in Sales and needed to identify where their OOS issues were
- ✗ Manufacturer had Field Sales Resource but wanted to overlay Sales data to target highest impact stores for biggest revenue impact



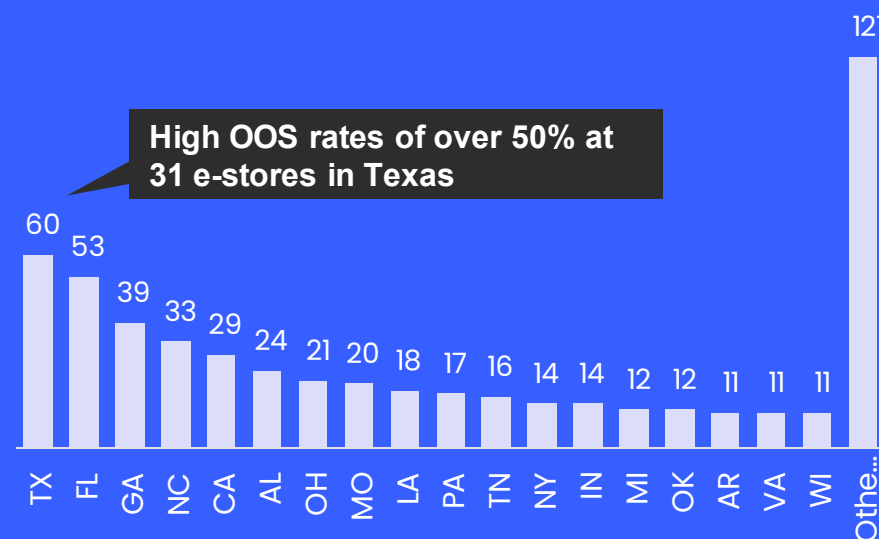
Solution

- ✓ **Location-based analytics** to identify core States / Stores with Availability issues
- ✓ **Incorporate sales data** to understand impact of OOS issues on sales performance
- ✓ **Alerts** set up to notify drops in distribution of hero SKUs



Outcome

Identified 31 Key Stores in Texas causing Availability Issues



Alerts set up as soon as store exceeds 5% OOS

1 way to decode where to focus your digital shelf review



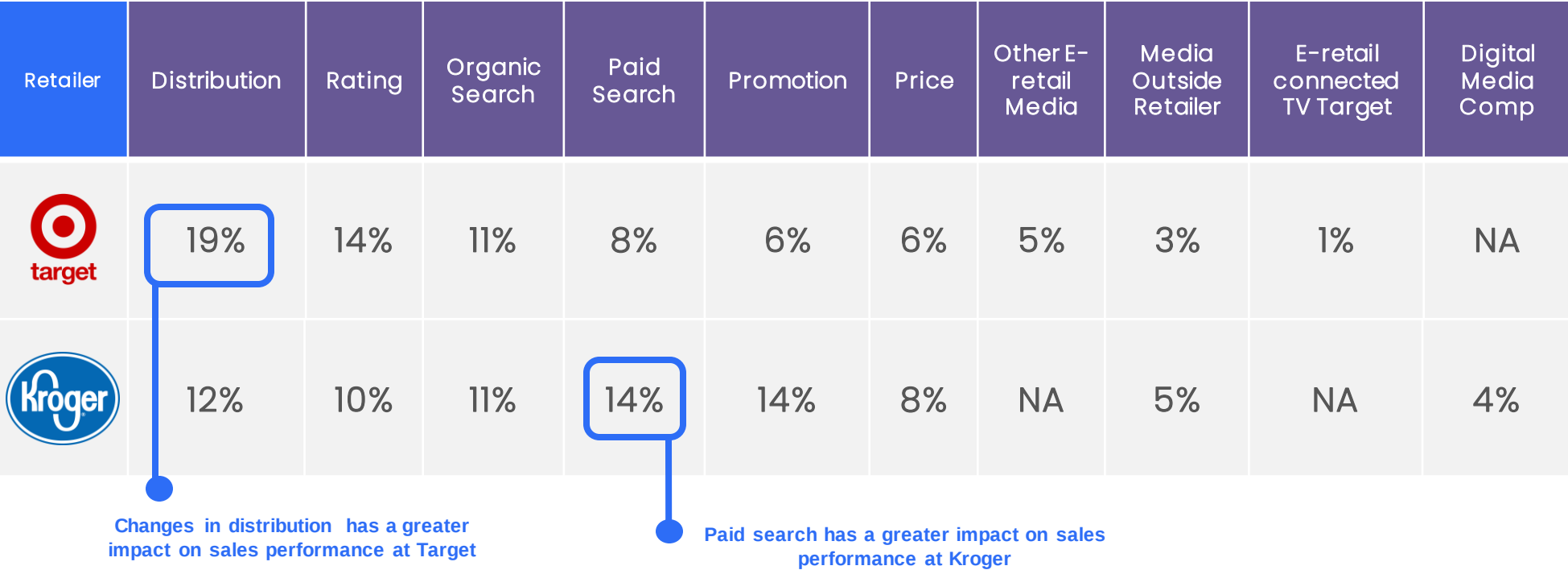
Performance
Analysis



- ✓ Distribution / OOS
- ✓ Ratings
- ✓ Organic Search
- ✓ Paid Search
- ✓ Promotions
- ✓ Price
- ✓ E-retail Media

Advanced analytics unlocking the ability to focus on the drivers that impact performance & tailor strategy by retailer

Importance of the different features on units/sales variation



(Identified when 115+ stores OOS a product significantly drops in search ranks – product availability needs to be consistent in Target)

Diagramming the Perfect Digital Store

Have questions or need additional information?

Contact:

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C360
Envision *what's possible*



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