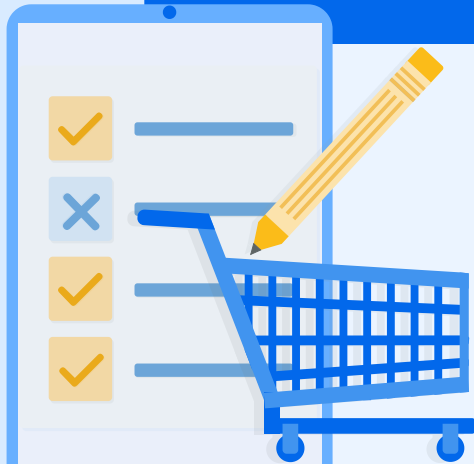


CPG internal organization for ecommerce

A HANDBOOK



Digital maturity

Key takeaway:

All manufacturers have differing levels of digitization, and capability needs vary accordingly. Necessary adaptations can range from an internal digital transformation to adopting a new operational model.





Digital and analytics programs should support entire domains rather than unrelated use cases

This visual from McKinsey provides an overview of the operations that typically require digitization.



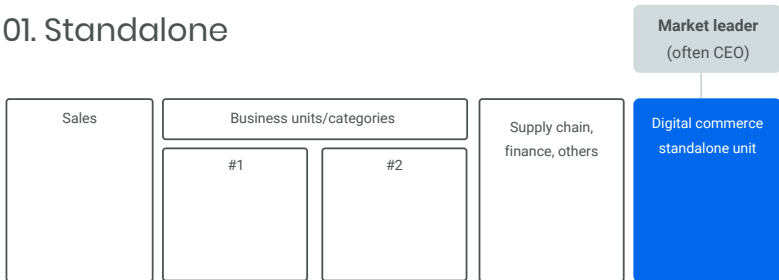


Operating models

There are four common operation models for CPGs that address the omnichannel that Bain & Company has identified. They vary from limited to total digital integration within the company.



01. Standalone



A standalone digital commerce business unit reports to the market leader, **with dedicated digital competencies and P&L responsibility.**

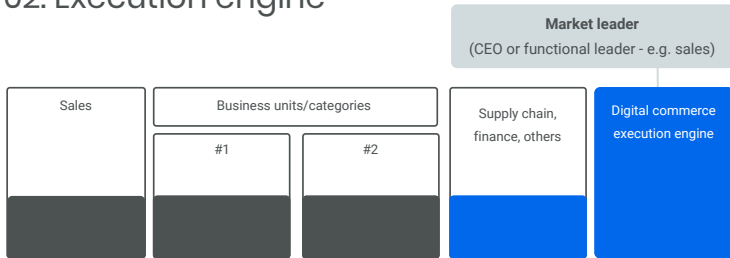
100% digital commerce GM-led

■ Limited digital commerce resources

■ Critical mass of dedicated digital commerce resources



02. Execution engine



A specialist team **drives execution of digital commerce-specific activities** e.g. search and display) in collaboration with digital commerce strategy resources in business units.

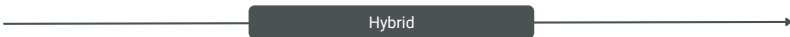




03. Partially integrated



Digital commerce resources are largely embedded across the business; a digital commerce center of excellence or acceleration team **identifies and embeds best practices**.

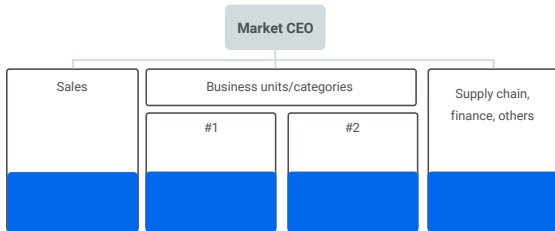


■ Limited digital commerce resources

■ Critical mass of dedicated digital commerce resources



04. Fully integrated



Business units lead the charge **and are individually responsible** for digital topics in partnership with functional leaders.



■ Limited digital commerce resources

■ Critical mass of dedicated digital commerce resources

Conclusion



It's important to remember that these models are modifiable and are there to serve the needs of the company. The functioning of the CoA should be reviewed every six months to measure it's connectivity to the rest of the organization and the state of its tech capabilities. As the omnichannel continues to transform rapidly, the business models that address it will also need to change.

About Data Impact

We help manufacturers improve their digital commerce.

By collecting over 60 billion data points per day, Data Impact offers the most granular, and therefore insightful, overview of the online CPG marketplace. We collect data at every single online site that major retailers list products, and render it in a simple, clear dashboard with a user experience our clients rate highly.

Our support team accompanies brands.

We customize our platform to monitor the KPIs brands choose, such as share of voice, digital shelf analytics, optimized availability and pricing, and estimating market share and increasing performance on Amazon.



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