



An eClerx Digital customer story

Leading global sportswear retailer

Successfully increasing eCommerce visibility, product availability and revenue with Market 360.

For a global consumer brand, comprehensive monitoring and optimization of their digital shelf presence is critical. By deploying our proprietary digital shelf analytics platform Market360, our client received actionable insights in real time across their vast product range and gained the competitive edge necessary in today's fast-paced and data-driven market.

Results:

10%

increase in revenue during campaigns

5%

page 1 share of search improvement for APAC and EU

7%

uplift in overall conversion rate from base

eClerxDigital

Customer Story: Leading global sportswear retailer Successfully increasing eCommerce visibility, product availability and revenue with Market 360.

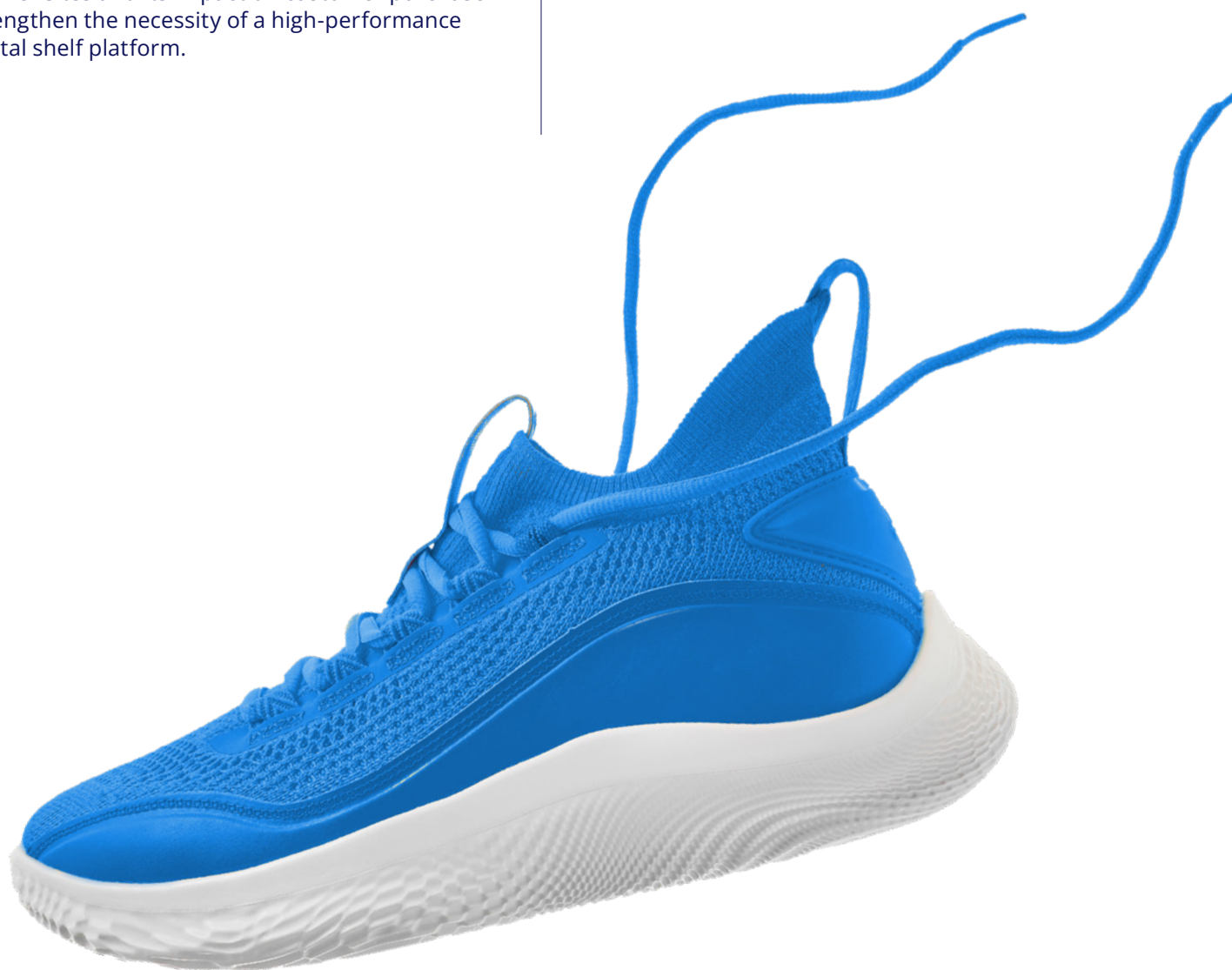
CHALLENGE: Monitor and optimize all aspects of digital shelf presence through multiple channels and across geographies.

For consumer brands, continuous monitoring and optimization of digital shelf presence is increasingly important on fast-paced online marketplaces. This can be challenging for brands as they have extensive product ranges, selling through multiple channels and across geographies.

High-velocity changes are happening daily in product availability, pricing, and visibility across retailers. There is a need for better, more accurate, and faster insights to quickly identify areas of improvement and reduce revenue loss. In addition, the lack of visibility on competitor positioning on retailer sites and its impact on customer purchase strengthen the necessity of a high-performance digital shelf platform.

SOLUTION: Deploying Market360 – a SaaS-based digital shelf analytics platform to empower decisions making at speed and scale with product-level analytics and real-time insights across a number of key digital shelf KPIs.

Analyzing our client's digital shelf provided a comprehensive view of how their products were presented and perceived on various online channels. It allowed monitoring key metrics such as product visibility, brand content compliance, availability, pricing, customer reviews, and competitor positioning. With this information at their fingertips, areas for improvement were identified and proactive steps were taken to maximize their online sales potential.



HOW WE DID IT: a collaborative effort between eClerx Digital technology and analytics teams and our client.

The client had an eClerx Digital dedicated IT and data management team set up and customize the Market360 platform to meet their needs. Our team then deployed an end-to-end automated solution that helps with data capture, data cleansing, data audit, standardization, and upload to the Market360 database.

With consumer brands, time is always of the essence. eClerx Digital was expected to go live as soon as possible. Our team implemented a phased approach starting with 20 retail sites on the platform and ultimately onboarding 90+ sites within 3 months.

Project managers, business analysts, technology leads, and operations leads from both sides were involved at various stages of the project to ensure all client business needs were met and the project went live as planned.

Project overview:

Automated data capture and data processing from 90+ sites globally

- Data was delivered daily for quick insights and actions
- Robust quality audit framework to ensure 99%+ quality
- API for seamless export of data directly from the Market360 database
- Availability of historical data repository for trend analysis

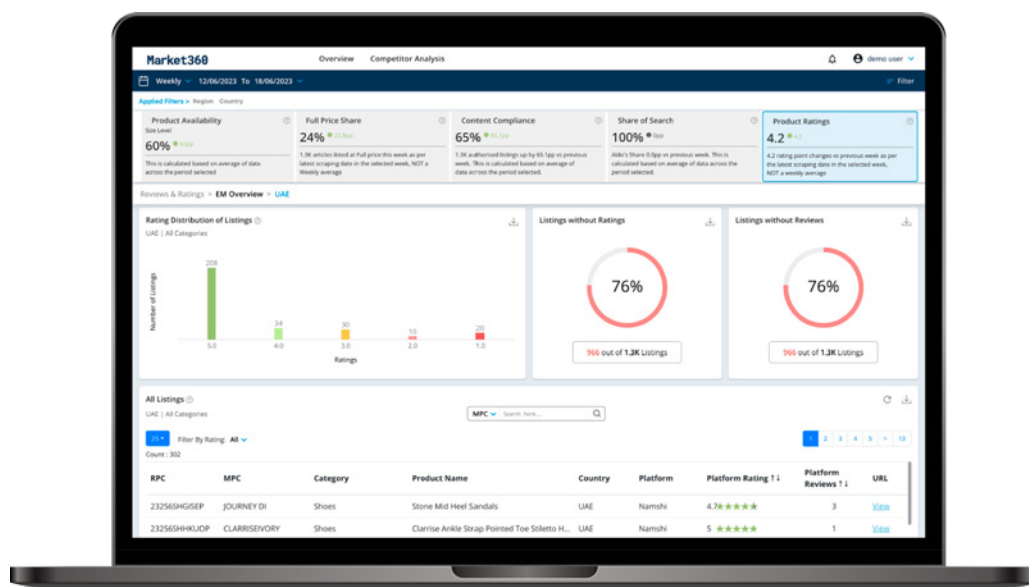
Customized Market360 modules with customized KPIs to meet business requirements

- Performance dashboard on the landing page for executive insights
- Customized modules with new KPIs
- Data availability reports
- Automated KPI alerts
- Insights pack and digital shelf scorecards available for actionable insights

Regular tool maintenance and feature enhancements to improve user experience

- Custom global filters, campaign filters, save profile filters
- Geo-specific user logins
- Automated data standardization
- Document repository

As added value, and to engage platform users, we published a monthly newsletter with insights on data captured and announcements about new tool enhancements.



Technologies & platforms

The Market360 digital shelf analytics platform is a SaaS platform built by industry experts for brands, manufacturers, retailers and distributors who prefer low-code digital shelf analytics with ready-to-consume reports and flexibility to customize, backed by fully managed services. It offers diagnostic tools for digital shelf monitoring and optimization that delivers key actionable insights in real time. It allows for data-driven decisions after analyzing performance metrics throughout customer touchpoints, from brand awareness to consideration to conversion across eCommerce channels.

Market360 is a valuable tool for businesses looking to gain a competitive edge in today's fast-paced and data-driven market. It has simple & customizable setup, provide access to global data, comes with dedicated support from eCommerce experts and enterprise level security.

Results and key metrics:

Better visibility on missed sale opportunity

- Using the tool, the client could generate a demand fulfillment report. Overall SKU availability improved by 12% across key partner accounts
- Quarter on Quarter sales improved for high-priority products by 7%

Improved content compliance on partner sites

- Identified opportunities for improving content across key accounts. The content compliance target of a 90% average score was successfully met for the top 10 accounts based on active monitoring

Better visibility on competitor share of search

- Active monitoring of share of search on campaign keywords resulted in a 10% increase in sales during events/campaigns
- Page 1 share of search improved by 5% for APAC and EU
- Ability to monitor client visibility & performance on websites as well as mobile apps

Improved visibility on price compliance

- Compliance on pricing improved by 6% with better monitoring of the full price share
- Incorrect pricing or extended discounts observed on selected marketplaces identified and reported

Better reviews syndication

- Ensured 90%+ SKUs on key accounts always have reviews syndicated

Key operational metrics:

- 200+ active users from the client side
- 99% uptime of the Market360 tool
- 99% accuracy of data delivered
- <10s page load time for the client on Market360
- T+1 data delivery turnaround time (daily cycle)
- 100% timeliness of data

Learn more about this customer story and Market 360

Saurabh Sharma

Global Product Lead

saurabh.sharma@eclerx.com

Mansi Unadkat

Competitive Intelligence Lead Strategist

mansi.unadkat@eclerx.com