



THE IMPORTANCE OF BEING VISIBLE.

“The secret to succeeding in eCommerce includes carefully managing product pages, including using visuals and key phrases to drive search results.

—AD AGE
September 2014

An international consumer goods company with multiple popular brands knew that if its 2500 products were discoverable on e-commerce sites, consumers would buy. The problem was the company didn't know where its products ranked on search results on some 70 retail sites worldwide, and didn't know specifically what actions to take to ensure visibility.

“We're making the transition from brick and mortar to online, and we're discovering how important eMerchandising is,” noted the head of online sales. “Just as you fight for shelf space and visibility in a physical store, it's critical that your products are visible in the online store.”

Today with Content Analytics, the company knows exactly where its brands and products rank on searches in dozens of retail sites.

Content Analytics uses proprietary data crawler technology to collect vast troves of e-commerce data from dozens of sites daily around the globe, and eventually will cover all 70 e-commerce sites for this international company, ensuring that the company knows exactly where its products stand. Every day.

Content Analytics not only tells the company where its products rank, but also what it needs to do to improve its product rankings, including problems such as missing images or video, inadequate product description length, weak or no review, lack of keywords in title and product descriptions, and images not optimized for mobile devices, to name a few.

But it gets even better. Now the company can even compare its ranking and pricing with competitors, and be immediately alerted when its ranking declines or its brands are not price competitive. For this critical data, Content Analytics web crawlers gather data hourly.

Today the company is also alerted immediately when its products are unavailable. "We obviously knew that being out of stock hurt sales," noted the head of online marketing, "but we didn't appreciate the impact out of stocks had on our ranking."

"If your products aren't visible, all the time and money you've put into product development, manufacturing and marketing is wasted," said the head of online sales. "Today with Content Analytics we know exactly what we need to do to improve visibility."

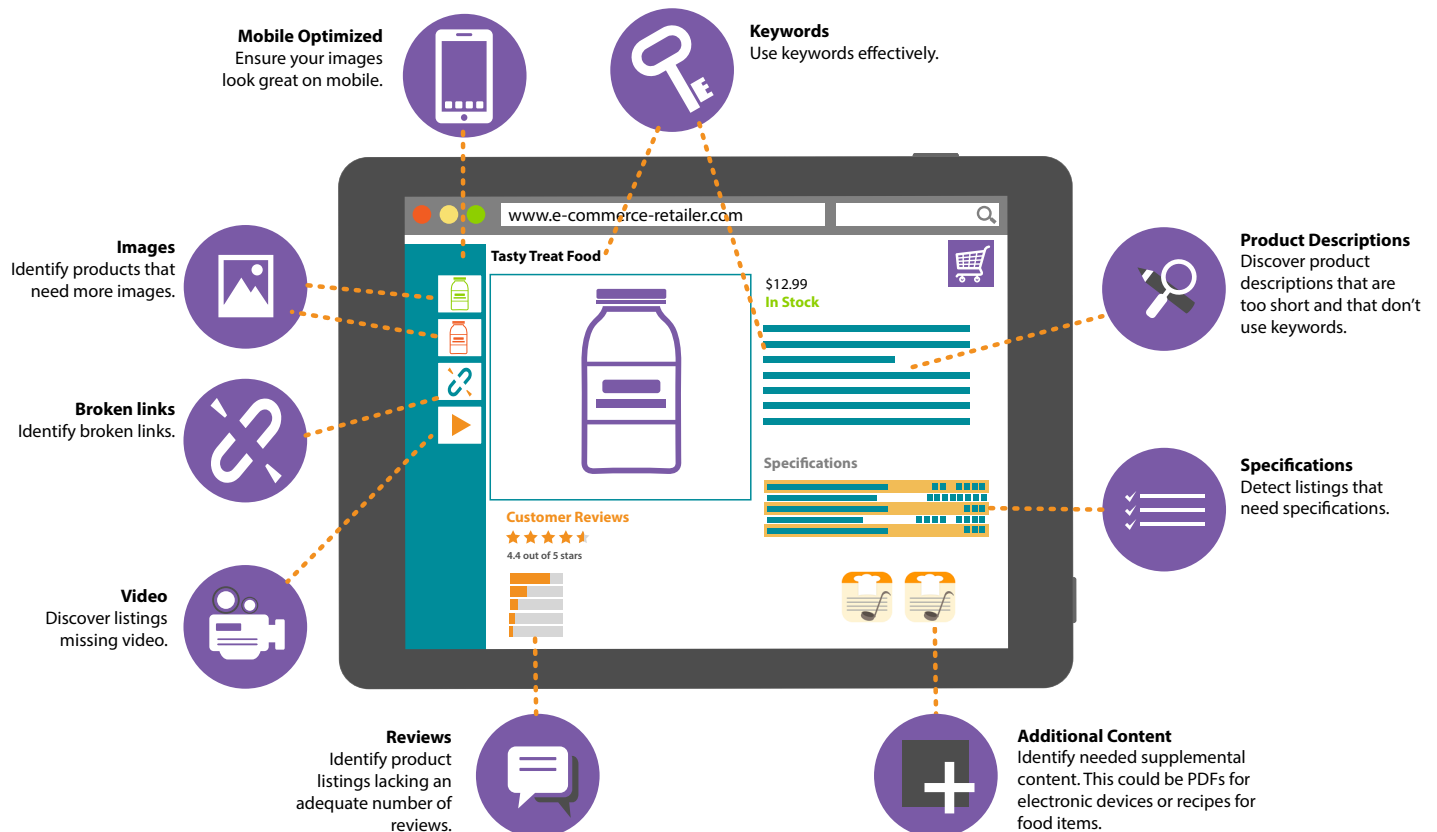
BRAND SOLUTIONS



In addition to routine reporting, Content Analytics provides immediate alerts for the following:

- Search rank change
- Out of stock notices
- Change in pricing
- Change in competitor's pricing
- Change in competitor's rank

Content Analytics reports on the following factors to help brands improve search ranking:



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