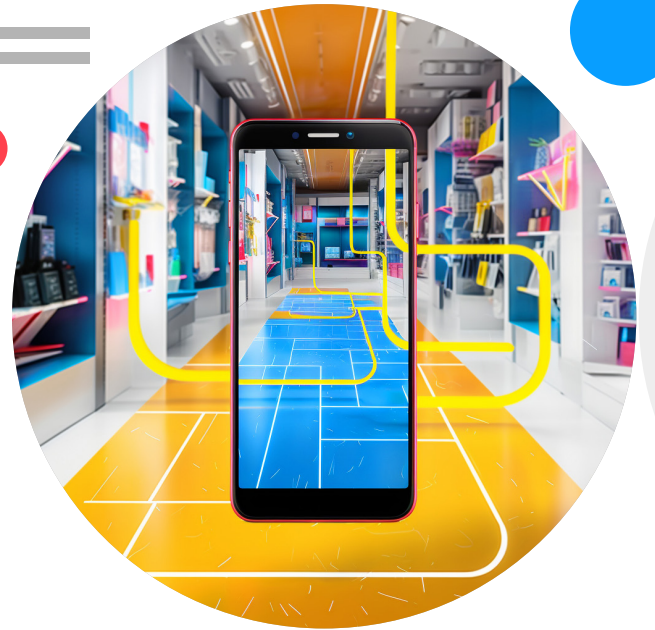
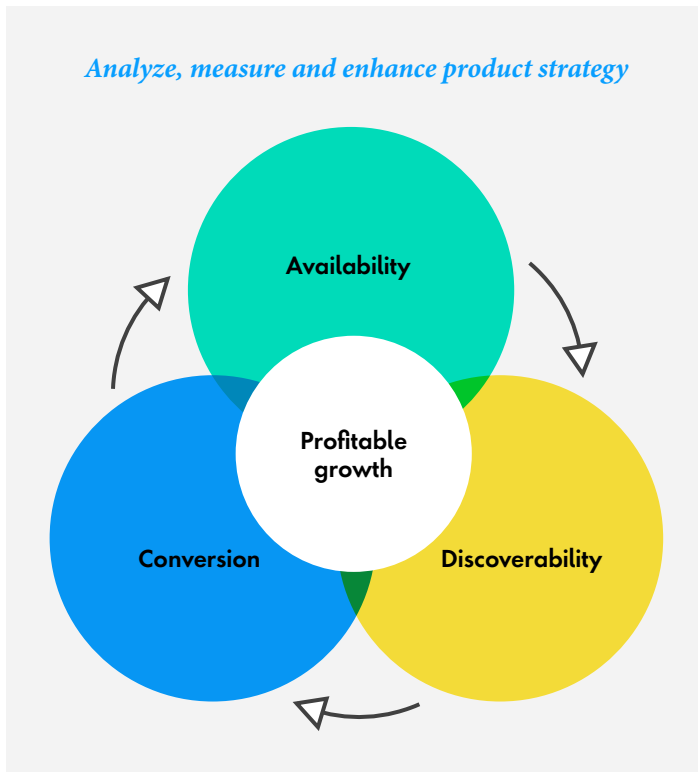


Digital Commerce

# Intelligent Digital Shelf

## Offering summary

Optimize search discoverability, use precise tools to measure content effectiveness and improve conversions by 25-35% with improved image and video content. Use insights from intelligence on more than a thousand retailers to inform your next best steps for promotions and which channels, markets, product offerings and content will make the biggest impact. The technology behind Publicis subsidiary Profitero is capable of processing half a billion product data points daily so that brands like yours can measure and improve their e-commerce performance.



## Solving digital transformation challenges

### How to improve intelligence, efficiency and outcomes.

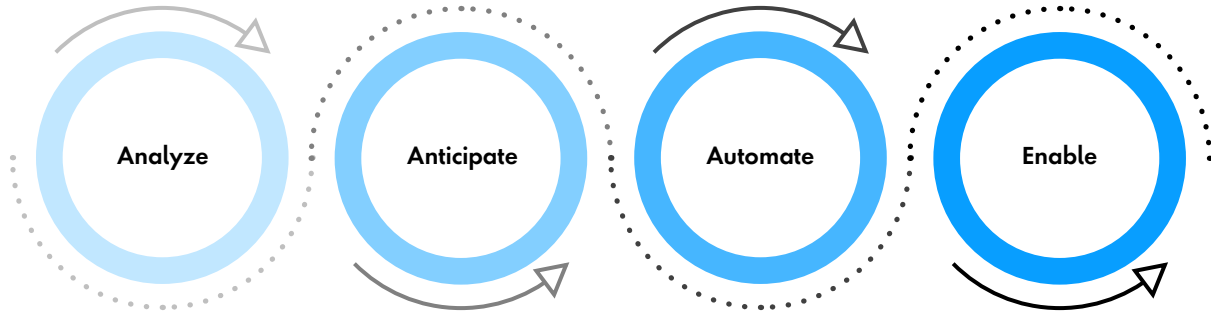
Most brands have limited capabilities to optimize sales on digital commerce retail sites as showing up in search varies by retailer. They don't know what a good benchmark for success is—is their pricing appropriate, are they showing up in the right channels or are their out-of-stock rates normal for the industry? Many are also unclear about whether their content is engaging to their customers, how to improve it and how to measure success.

### Drive sales growth with e-commerce data intelligence.

Profitero has a set of proprietary retail intelligence data that brands can use to understand how well they are showing up and converting in any retail market. We help you understand the SEO, channel and content improvements needed to gain more traction in the market, influence customer behavior and better predict future inventory needs. And we help companies like yours to holistically connect strategy, technology, production and deployment capabilities as well as the intelligent commerce know how to succeed wherever you conduct business.

We address these mysteries through a flexible suite of intelligence-driven solutions that solve for product availability, discoverability and conversion to drive growth. Track your benchmarks on any retailer in the world by tapping into our daily product intelligence on 70 million products and 1,000 retailers across more than 50 countries. Using that data, your business can take specific actions to address the issues that will increase sales.

# The power of predictive intelligence and automation



## 1 Analyze

Measure and enhance product positioning, pricing and performance.

We measure and optimize performance with daily product intelligence. Use a dashboard with real-time alerts on everything you need to track to inform your decisions. Our methodology estimates Amazon market share and shows your sales and market share compared to the competition.

## 2 Anticipate

Use predictive intelligence to prioritize the next-best actions for sales growth.

Our suite of tools uses advanced model technology to predict and prioritize the next-best actions for sales growth. These include granular, specific actions that identify where your business should focus and what content is needed to improve engagement. Our search optimizer generates quick fixes to product names and keywords that improve searchability, rank and sales, enabling consumers to find exactly what they are looking for.

## 3 Automate

Optimize sales, marketing and operations workflows with intelligence-based triggers.

Features can be integrated with your digital asset management or product information management (DAM/PIM) system to ensure that content is correct and consistent across all markets. Alerts automatically trigger when competitors are out of stock so that you can run an ad to capitalize on opportunities, capturing new customers in real time.

## 4 Enable

Use intelligence to create value and growth for the organization.

No matter where you are in your digital maturity, we can help. It's common for brick-and-mortar and online sales teams to work in silos. We help our clients eliminate operational impediments in both physical stores and digital commerce marketplaces.

### Actionable insights drive faster growth



## How we've made an impact



### KRAFT HEINZ COMPANY

#### The imperative for change:

- When the company saw a loss in market share for a product that was typically the category leader, they wanted to regain share from competitors
- They sought to build the capability to anticipate when competitors were out of stock so that they could target marketing during those occurrences

#### The transformative solution:

- They used Profitero's Shelf Intelligent Media integration with Pacvue to automatically increase budgets when competitors were out of stock
- When the solution was live, campaigns stayed for two hours longer, on average, and return on ad spend increased by 12%

#### The business impact:

- **28% increase in new-to-brand orders**
- **25% higher ad-attributed sales**
- **5% increase in paid share of voice on the most frequently searched category keyword**



### HENKEL

#### The imperative for change:

- Henkel wanted to grow its e-commerce market share globally with a focus on key markets in North America, Asia-Pacific and Europe
- The company saw opportunities to modernize its current digital shelf approaches with the help of Profitero
- Henkel knew that faster decision-making in local markets would be critical to driving the strategic growth needed, but they had to give local teams insights about how consumers were engaging with its brands across retailers and where the biggest improvement opportunities were

#### The transformative solution:

- Working with Profitero, Henkel built country-specific scorecards to track the digital shelf KPIs that most directly impact sales growth: in-stock availability, share of search, star rating and reviews count and product content quality
- Using Profitero analytics, the company has a single source of truth and is consistently tracking performance KPIs daily for 60+ retailers and making daily improvements at the SKU level

#### The business impact:

- **27% increase in traffic**
- **24% increase in units sold**
- **2x e-commerce growth in multiple countries**



### MID-SIZE TOY COMPANY

#### The imperative for change:

- They needed to find ways to cost-effectively stand out against dominant brands on Amazon that have significant marketing funding
- The toy company wanted to gain market visibility to capitalize on competitor supply issues

#### The transformative solution:

- Used Profitero's Availability analytics to discover that a competitor's product had gone out of stock on Amazon during the holiday season
- Increased bids on the product keyword and bought sponsored ads to capture the audience awaiting the out-of-stock item
- To keep up the momentum, the brand is working with Profitero to use more out-of-stock (OOS) data to help guide bidding and product campaign buildouts

#### The business impact:

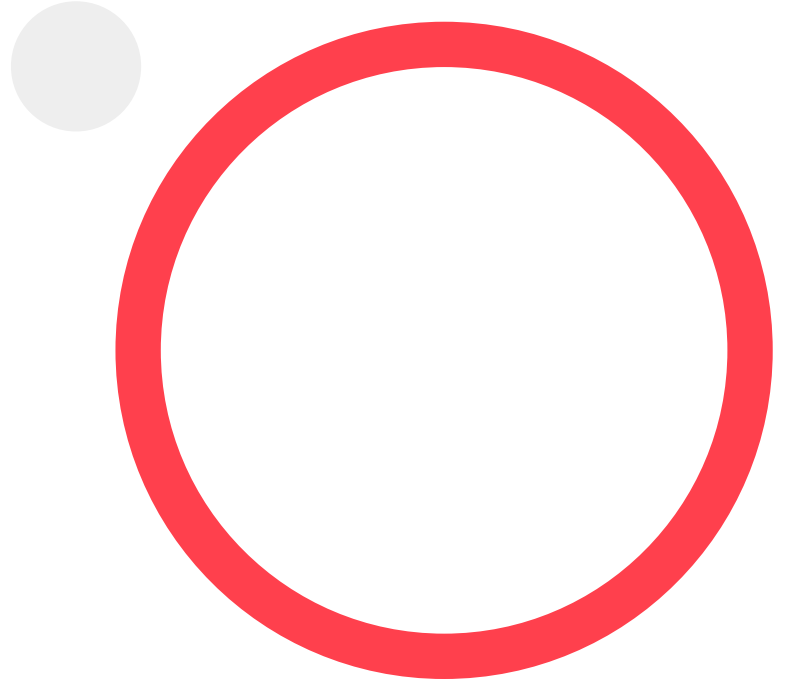
- **\$100k+ in sales just 10 days after launching the campaign**
- **10% incremental sales gain in 10 days**



## What sets Publicis subsidiary Profitero apart?

Our intelligent tools help you prioritize what to do first by understanding the next-best action to optimize sales—whether it's a search, content, process or inventory issue. Outcomes include:

- **Better visibility** into their operations with the help of vast intelligence
- **Improve outcomes** by correcting content and improving search terms
- **Gain a data-driven understanding of shopper behavior** and steps to increase conversion rate
- **Improve time to market** and increase sales by up to 50%
- **Identify pack sizes** that enable higher sales



## LET'S CONNECT

For more information, visit [publicissapient.com/solutions/digital-commerce](https://publicissapient.com/solutions/digital-commerce).

## WHY PUBLICIS SAPIENT

Since 2010, Profitero has been on the leading edge of e-commerce analytics, with technology that pioneered the industry. It was founded by the data scientists and engineers who helped build Google's innovative search indexing technology as well as IBM's Watson AI platform. Combining this knowledge, we built Profitero into a technology platform capable of processing half a billion product data points daily so that brands can measure and improve their e-commerce performance.

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).