



The top 6 online reseller KPIs

That global brands care about.

A global consumer brand that wants to be successful with indirect online sales in 2019 and beyond must set up effective reseller KPIs – KPIs that lay bare exactly where sales opportunities are lost in indirect sales channels.

This guide explains six powerful KPIs which have been adopted by some of the biggest global consumer brands as they learn to navigate and thrive in the relatively new online reseller market.

To succeed online, track these KPIs regularly and ensure the right managers are notified when there are signs of deviations, such as:



**Low or zero
stock levels**



**Reduction in search
rankings**



**Poor listing
visibility**

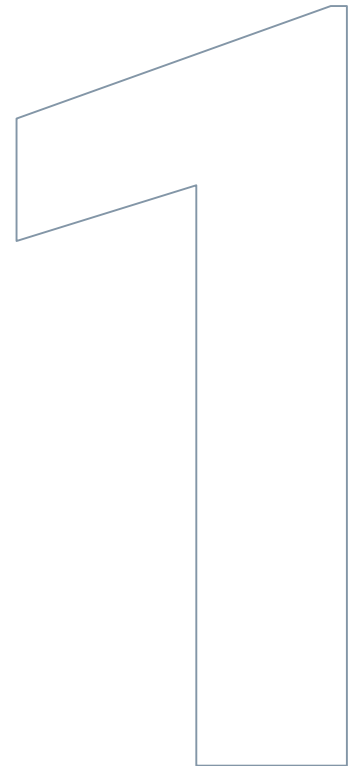


**Lack of consumer
ratings**



**Incorrect product
information**

KPI: Out-of-stock status



The problem

At this very moment, a bunch of online shoppers are ready to buy your products. But they can't – because the products they've decided to buy are out of stock. The same likely happened yesterday, and the day before that.

If you don't track the stock availability status of every one of your online resellers, you don't know where your products have sold out, how long they've been like that, or which SKUs are affected.

The immediate consequence is lost sales, which is bad enough. But to make matters worse, not all of those customers will bother to look for your brand elsewhere. Some will just pick another brand that fulfills their needs (and is in stock, of course). If they have a good experience with that other brand, you may well find you are no longer their go-to for this particular product category. You have been demoted to second choice from now on, simply by being out of stock.

The opportunity

The good news is that once you start tracking, analysing and improving this KPI, you have a clear runway to replenish the stock immediately and avoid those lost sales opportunities. Keeping track of your out-of-stock rates is one of the simplest ways to increase indirect sales short-term and long-term. Not taking advantage of this opportunity is like turning down extra revenue.

KPI: Overall availability status



The problem

Even if your tech system for uploading your products does a great job of getting them listed with your online resellers to begin with, it's unlikely to stay that way for long.

As you know, resellers are continually restructuring their sites, changing their product categories, running campaigns, and making tech updates or various other changes. They may be trying to improve their platforms, but an unintended consequence can be that products disappear without anyone noticing.

If you were to manually go through the list of SKUs that you believe are being sold at each reseller and compare it to what is actually appearing in searches, you might be surprised at how many are nowhere to be seen. In fact, a 2018 Bridgethorne study showed that as many as 40% of FMCG products periodically (at some point) is missing when searched for in different e-commerce sites.

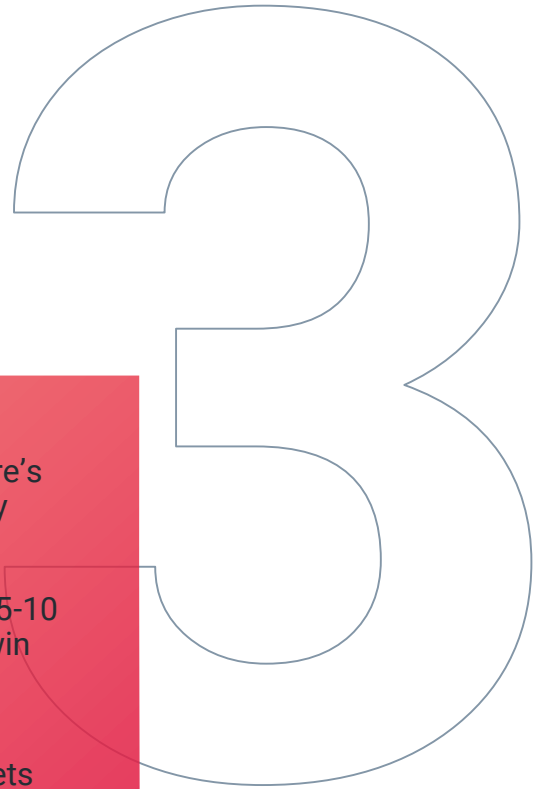
There are several reasons for products disappearing, broken links being one of the main ones.

The opportunity

What if the relevant managers knew exactly where your products had disappeared from shelves or search results in the previous month? Or which particular SKUs are missing right now, and from where?

This knowledge is invaluable not only for improving your sales right away, but for making better deals with resellers in the future. For example, what if you knew that one or more of your bestsellers had been invisible for weeks, or months? What would you do?

KPI: Search visibility



The problem

Aside from the widespread disappearance of products from searches as mentioned above, there's one more visibility factor you should be constantly checking. It's hugely important to make sure your products end up as high as possible in the search results. If they drop below the fold, into positions 5-10 or lower, it's way more difficult for your brand to win the sale.

In Google searches, being #10 only gets you a 2.4 percent share of the traffic, while the top listing gets 32.5 percent, the second 17.6 percent, and the third 11 percent.

Search visibility matters. 7 out of 10 start their shopping journey in the search field, whereas only 3 out of 10 find their way through the site categories. In other words, it's business-critical to keep track of, and master, search visibility.

The opportunity

If you keep track of your search visibility, and make sure that your product keywords, product descriptions, and product titles show up correctly (see the section about the Compliance KPI below) as well as being optimised for search, it's going to pay off. The top SKUs on each search take the majority of sales conversion, and the rest of all SKUs – no matter how many there are – share the sales that are left.

Optimising search metrics is equivalent to doing merchandising in a physical store, making sure that your products get great exposure and grab the eye of the consumer. Search is the new shelf, and first place is eye-level.

KPI: Compliance & SDA* status

The problem

Up to 20 percent of all product data in e-commerce has been found to be incorrect – even if it was correct to begin with. Product descriptions that have been changed or become outdated, images which have been mixed up or are now in low-resolution (despite the fact that high resolution pictures convert better), pictures and logos cropped weirdly, and so on. Even critical product specifications – like what ingredients a food contains, what materials a product is made of, or how many usb ports a computer has – are often incorrect.

This hurts sales in so many ways.

- Many consumers don't buy if there are inconsistencies about the product. 98 percent of online shoppers say that incorrect or inconsistent content has stopped them from completing a purchase online.
- These days consumers trust digital sources and their own research across multiple sources more than they trust store staff. When in physical stores, more than 80 percent of shoppers consult their smartphones on purchases they're about to make. When information online doesn't match the physical reality, trust is broken, and the purchase doesn't happen.
- Consumers who do buy your product risk being disappointed and angry, and you can be sure they'll share their experience on social media.
- In some industries, product errors can have severe consequences. Imagine someone with a peanut allergy buying a new cookie brand which contains peanuts, with no mention of peanuts on the product page.

The opportunity

Taking control of your online environment is crucial if you want to own and protect your brand – and to avoid lost sales. When you find out a reseller has broken your SDA, you have leverage to use in your next meeting to get a better deal and be compensated for mistakes.

KPI: Share of shelf

The problem

A brand may have 40 percent share of shelf in physical stores, but online many global consumer brands are now being knocked off by smaller brands or by other competitors who are more aggressive in making sure they get enough exposure. Are you aware of where you are losing share of shelf? What has changed during the last six months?

More and more sales are moving from in-store to online. We all know that. China, the US, the UK, France & Germany are leading the way with up to 35% of consumer sales already happening online.

If you don't keep track of this in your most important regions or for your most important resellers – and take relevant action – the gradual loss of sales puts your business at risk of complete failure.

Consumer brands have always invested heavily in merchandising in-store for top performance on the shelf and among store staff. You need to care as much about the shelves online as you do about the shelves in-store (if not more).

The opportunity

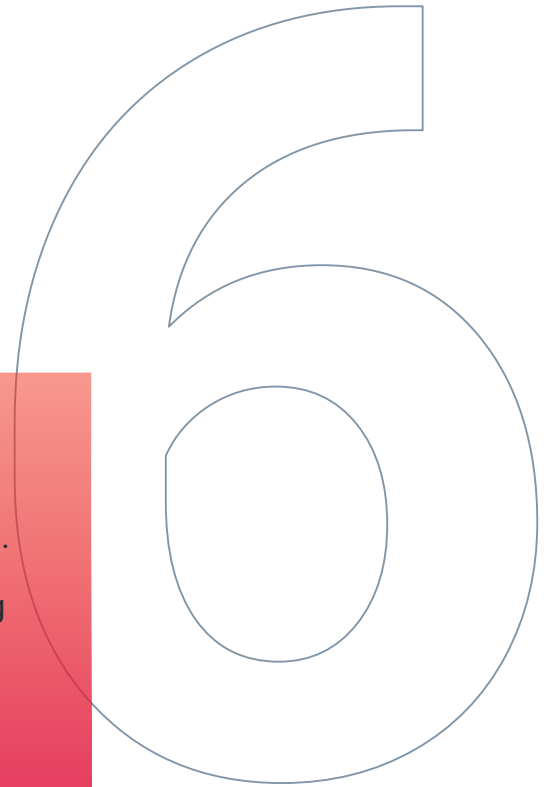
If you want to defend your share of shelf position overall, and expand it, there's no way around it: You have to monitor your share of shelf online.

This includes having as high a percentage as possible of your brand being represented in product categories and in the top 10 search results. You can use these insights in a variety of ways. For example, in negotiations with retailers: "We have 40 percent market share in physical stores, but only 10 percent share of shelf in your store, what can we do about that?" or "How can our products be added to our competitors' keywords?" Merchandising isn't dead. It's just taking new forms.

KPI: Consumer ratings

The problem

If your competitors' products have more ratings than yours – whether in general or on a particular sales channel – you are set to lose those battles. Many studies have shown the power of reviews and ratings. Consumer ratings and reviews are the online equivalent to a salesman in a physical store affirming “Yes, it’s a good product. My sister has one, and she is very happy with it.” According to Spiegel Research Center, nearly 95 percent of shoppers read online reviews before making a purchase. If your product has only a few ratings, or isn’t rated at all, many consumers will pick another product.



The opportunity

If you keep track of the consumer ratings for your products, you’ll discover exactly which ones have rating issues; either no rating at all, or too few. If these sales obstacles are identified and taken care of, your products stand a much better chance of winning the sales battle. When talking to the reseller, you can say things like: “My competitors’ products have lots of ratings, but mine don’t. What can we do about that?” The quality of the rating – how many stars a product gets – is important to track as well, of course. Especially if there are many 1-star ratings hurting your brand.

Monitoring consumer ratings and taking relevant action, to ensure your products and your brand are displayed in the best possible light, is key to taking your reseller sales to the next level.

Why monitoring these KPIs is vital

For every day you don't monitor these KPI's, you are losing sales opportunities. You don't see when new competition is coming in and taking share of shelf, where out-of-stock problems are happening, where SDA's are broken, or where the products aren't visible in categories or in searches for whatever reason. This means that massive sales opportunities are slipping through your fingers. This stops once you get more control by monitoring your KPIs. You'll then discover sales opportunities and be able to prioritize which need urgent attention, and which can wait for now.

Manual monitoring

VS

Using technology

Some brands try to monitor their product visibility online manually. That is a daunting task. One company did a manual audit for product visibility of their resellers in the Nordic countries, and it took them one month in labour – just to do it once. Companies that try this model often give up, overwhelmed or exhausted, unsatisfied with the results. Nobody wants to spend vast hours, only to discover just a fraction of the issues. But the truth is, it's impossible for most humans to discover them all, just because there are so many details.

Today there is technology that can do the heavy lifting for you, allowing you to spend more time on improving your online presence rather than searching for discrepancies. Smart search technology and artificial intelligence enable you to monitor the marketplaces and resellers you want. As often as once a day, if you so wish. The technology sees everything exactly as a potential customer would see it and it's a very cost-effective way to identify lost sales opportunities across your online resellers worldwide.

Findings can automatically be sent to the right stakeholders in daily notifications, customized for each stakeholder to quickly take proper action. Automated monitoring can be done for hundreds or thousands of SKUs, in any language you need – or for any selection you choose. In other words: technology can easily be tailored to your needs.

Get started with monitoring online product visibility

We have compiled an easy-to-understand guide about what you need to weigh in when you are considering automated product visibility monitoring.



[Click here to access the guide](#)

About Detail Online

Detail Online helps global consumer brands take control of their product visibility in online reseller channels worldwide, in order to quickly identify lost sales opportunities and compliance issues.

Built on decades of passion and experience in sales and marketing, retail and search technology, the company is growing fast. Since the start in 2015, the solutions have attracted some of the largest consumer brands in the world to become clients. Clients operate in a wide range of sectors – from consumer electronics, FMCG, IT, software and entertainment, to food and beverage, logistics, fashion, cosmetics, homewares, sports equipment and pet care.

Today we have offices in Sweden, Finland, the UK, Switzerland, Spain and the Philippines. Together with our partners we are able to serve clients all over the world.



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