



?

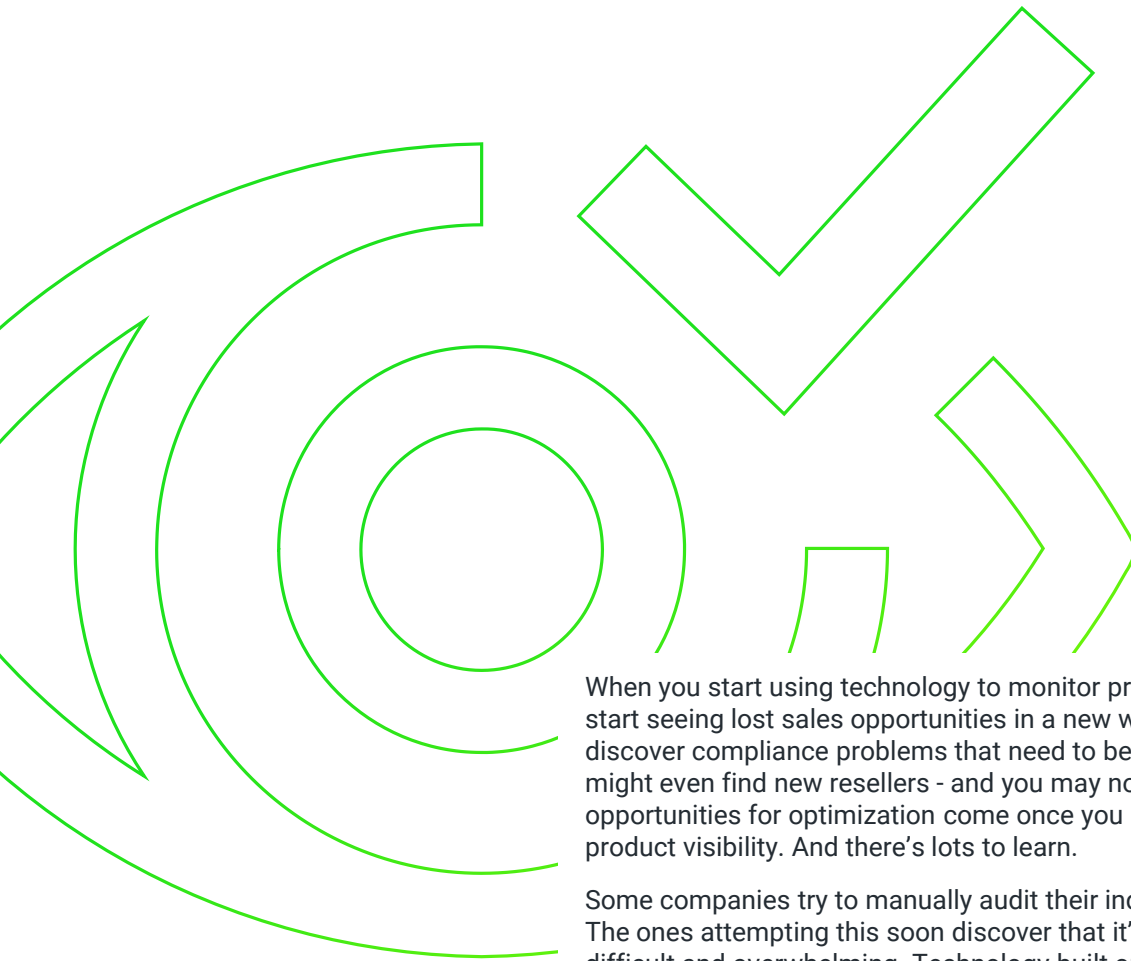


Monitoring product visibility online

This is how you choose the right solution for your business

detail
product visibility online

Take charge of online product visibility



When you start using technology to monitor product visibility online, you start seeing lost sales opportunities in a new way. You are likely to discover compliance problems that need to be dealt with as well. You might even find new resellers - and you may not like all of them. Plenty of opportunities for optimization come once you start monitoring online product visibility. And there's lots to learn.

Some companies try to manually audit their indirect sales channels online. The ones attempting this soon discover that it's very time-consuming, difficult and overwhelming. Technology built on AI is better suited to do this work. First of all it enables monitoring to go much faster. Hundreds or thousands of websites can be monitored in real-time, simultaneously. Any language can be interpreted, and mismatches detected with laser-precision. And the best part: modern technology presents the data in a way to make it not just easy to understand, but also to take action quickly.

The value of using technology for this purpose is why some of the world's top consumer brands have been quick to jump onboard in order to take control of the visibility of their products online. Securing product visibility is equally important, regardless of industry. We have seen the difference it makes in all from FMCG to luxury goods.

Taking control of product visibility in digital channels is both urgent and inevitable if you want to win online.

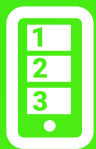
However, before you invest in a solution for monitoring product visibility and compliance there are a few things to consider. In this guide we highlight the most critical ones.

What monitoring of your online resellers will do for you



Know when resellers are misrepresenting your products

Incorrect or inconsistent product information erodes trust in a brand and impacts sales. Avoid these issues by ensuring all your resellers are displaying the exact details you specified.



Highlight where you are losing share of shelf, and to whom

You're in a constant battle for shelf visibility with the flood of competitors that want to take your place. How can you defend your position if you don't know where you're losing out?



Keep a close eye on your products' search rankings

With more and more people searching for products directly on reseller sites, having your product appear at the top makes a huge difference.



See how consumers rate products across your resellers

Since consumers like to buy based on recommendations, it's vitally important for your products to have qualitative consumer ratings and reviews – and for you to monitor them.



Monitor stock levels with reports and notifications

Keep track of out-of-stock issues for online stores and click-and-collect shopping around the world, so you can take care of dangerous sales leaks.



Analyze price fluctuations

You can learn a lot about category movements and your position in the market from tracking how different resellers are pricing your products and those of your competitors.



Discover how your competitors are winning sales

Following your competitors' activities will give you insight into the strategies they are using to succeed and the treatment they are receiving from resellers, opening up more opportunities for your brand.

Things to consider

before choosing
a monitoring solution

What insights do you need, specifically?

Make sure to choose a solution that can cater to your specific needs to ensure you get a set-up that adds value for your business.

Some brands want to focus on their hero products and dig into details about them in specific countries or markets, whereas other brands have a need to track thousands of SKU's in multiple reseller channels. Asking yourself these questions helps you get started in the thinking about what you need:

-
- Is your product strategy centered around a few products or depending on large sales volumes of many products?
 - What is your current online reseller landscape like? Scattered or focused on a few key resellers?
 - What KPIs do you measure, or should you measure?
 - Think about the stakeholders using the technology, what do they need?
Legal might need input on counterfeit products whereas your KAM's need commercial insights to support them in discussions with resellers. Choose a technology that you can scale up without having to switch to a completely new technology.
 - What technologies are you currently using?
Choose a technology which is compatible with your current landscape. Avoid homebuilt solutions that are hard to implement or fit into your current landscape as these are less agile to your needs as you grow.
 - Which markets should be covered?
Do you need a global solution adaptable to all markets or can you live with a local supplier.
 - Do you need to defend your choice of supplier internally? Choose one who can calculate ROI and avoid a typical problem with BTL activities.
 - Do you want to operate on omnichannel level and measure the same KPIs online and offline?
Choose a technology built to support manufacturers with sales and marketing related insights. Avoid big data companies who drown you in data you don't need.
 - Is it possible that your needs will change during the following years? Choose an adaptable technology which can, if necessary, be modified to fit your needs.

Sometimes an awesome tech solution isn't enough.

A committed customer success team to share best practices, guide you and make sure you get the most out of the tool can make all the difference.

This includes helping you find the metrics and KPIs that are truly useful and contributes to identifying your lost sales opportunities or compliance issues.

How reliable do you need reseller findings to be?

The technology for monitoring product visibility online has some similarities to how Google knows about published content on the web. In that case, "spiders" are being sent out to crawl the internet for new data, and report back website updates since the last visit. When it comes to monitoring product visibility, spiders are instead instructed to visit resellers and marketplaces only, and report back relevant product data, including screenshots.

There are two types of spiders visiting reseller websites in order to keep an eye on what's going on and to collect data:



High frequency spiders

High frequency spiders scrape data from reseller websites multiple times a day, which might sound appealing at first glance. Who wouldn't like to track prices of products by the hour? The big problem is that these spiders are considered very obnoxious in the online world. They come in floods, often at peak hours, down website speed, diminishing sales for resellers. For that reason, and others, major online retailers use protection software returning a heavy load of manipulated, false data. This means the data you will get from these spiders is polluted, and can't be trusted. You are also putting your global brand's reputation at stake and risk potentially annoying your resellers by supporting that technology. We don't recommend any serious consumer brand choosing this route. You should also ask yourself what you would do with hourly price data if you had it? In most regions of the world it's illegal to control prices, meaning that knowing hourly prices of your product most likely is more "nice to have" than "need to have".



High quality spiders

High quality spiders are indeed more expensive. But that's for a good reason. The algorithms are more developed and sophisticated. When you start monitoring your online resellers, you need spiders that are very polite. That means they are moving slowly on the websites and only operate in the middle of the night when traffic on the reseller site is low. That way they don't affect website speed, nor sales conversion. The spiders should also be customised for each website to run smoothly. And lastly, a high-quality solution also validates the data - which means you can trust it. With our background in retail we know the importance of not putting your brand at risk and value the relationship with resellers. We are proud of using "polite spiders".

You would never send in 10 mystery shoppers to intrude shoppers during the lunch rush. It's the same logic online.

We put pride in acting polite.

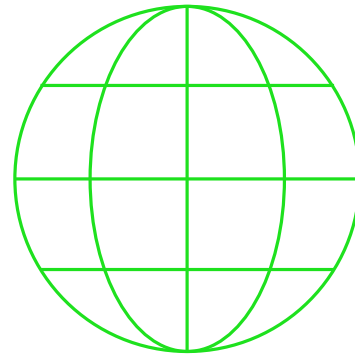
What tech reliability, flexibility and speed do you need?



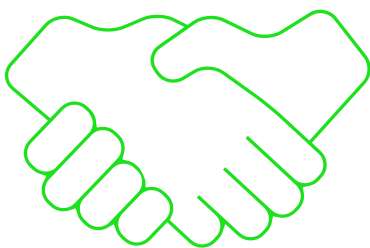
For a service to be stable, fast and reliable it must be built and hosted on a secure platform. What you need to pay particular attention to when you start automating the monitoring of your products' visibility online, is to make sure that the technology in the background is compatible with other systems, doesn't limit technology development and functionality of the product – and always works, in any country that is relevant for you. The most trusted cloud platform in the world that fulfils all that is Microsoft Azure.

What are your international/multilingual needs?

If you are a global brand, it's a must to get true global capabilities and coverage. Make sure that your monitoring partner's solution can perform effectively in any language, on any market that is relevant for you.



What do you expect from a solution partner in this area?



"Any" startup could go ahead and build technology that scrapes data from online resellers and marketplaces. But for this to add value it needs much more intelligence than that. For a tech solution to add real business value the captured data needs to be validated and packaged into actionable insights.

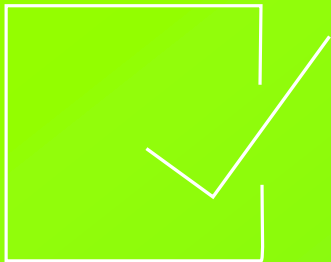
It takes something extra to provide a solution that understands retail marketing and sales, merchandising, and branding on a deep level. If you choose a partner that understands all that inside and out, you can trust that every feature, and every process behind the scenes, are fine-tuned to bring the most value to you. You can also trust that the solution itself will develop in alignment with the latest trends, giving you the advantage of always being in the forefront.

How actionable do the insights need to be?

To avoid the needle in a haystack syndrome – where you feel overwhelmed by data, not knowing what to do with it – you might want to make sure the insights can be presented in a customised way, so that the right people in your organization get exactly what they personally need to take action on it.

For example, a product manager needs a completely different set of reseller visibility insights than the regional marketing manager or the management team.

Detail Online provide a solution where anyone (that is authorized) in your organization can easily filter out the most relevant data on high level as well as going into detailed views about specific products and retailers. It takes just a few seconds to set up personalized notifications. We strive to automate as much as possible so that your team can use their time on more important things.



Detail Online come from the trenches of retail, merchandising, marketing and sales, we have designed the tool to easily retrieve the highest-valued sales opportunities and compliance issues to take action on.

Example of notifications:

- **Email me at 8 am every morning showing me exactly where products are out-of-stock**
- **During the 7-day launch of product X, we want to monitor its visibility in our top 100 resellers**
- **Alarm me whenever any of our 10 best seller products in category X is disappearing from the shelves at any of our top 10 resellers in Germany**
- **Show me all the exposure violations by reseller X during 2019**
- **How has the average consumer price for product X changed during the last two months?**

The possibilities are close to endless.

What would you like to be notified about?

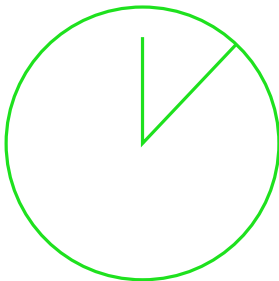
To sum it up

Using technology to monitor how and if your products are visible in online reseller channels is one of the wisest business decisions you can make to identify new sales opportunities and increase revenue from your digital reseller channels.



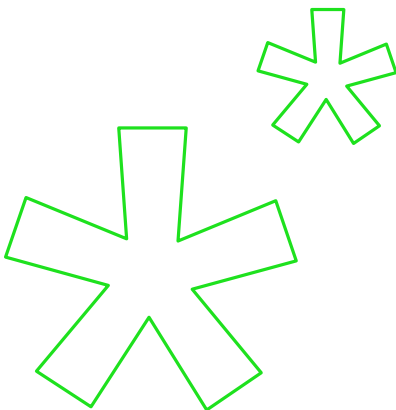
Why do it at all?

You will know when and where resellers are misrepresenting your products, where you are losing share of shelf (and to whom), when and where your products are dropping in search rankings, how consumers rate products across your resellers and more. Most importantly you will gain the data that you need to drive discussions with your resellers.



Why not just do it manually?

Doing monitoring manually is very time-consuming and therefore can't be carried out for more than a few cherry-picked products or resellers, maybe once a month or once every quarter. When you let technology do all the heavy lifting, you free these resources to focus on addressing found issues and take advantage of the most valued sales opportunities.



What else?

Choose a solution that caters to your specific needs and that can grow with your business. Ensure the solution values your relationship with online resellers and doesn't put them at risk by overwhelming them with mass-scraping. Set KPIs that make sense for your business - and choose a solutions that delivers the ones that are important to the right stakeholders. Lastly, and maybe most importantly, that the findings and insights are validated and delivered in a format that makes it easy for you to take action and improve your product visibility.



Challenge us to identify your lost sales opportunities

We spend our days helping brands improve their product visibility in online reseller channels. Get in touch with us to [get a demo](#) or challenge us to find variations in your product information in different channels, we'll deliver a report free of charge.



[Sign up to get your free report, click here.](#)

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.



www.detailonline.com
hello@detailonline.com
+46 (0) 706 941 600

detail
product visibility online