

The Top Metrics a Brand Needs to Track to Succeed Online

The discussion will begin at 2:00 PM ET. You can listen to the video using computer speakers or headphones. Please submit any questions you have and we'll do our best to address them during the Q&A session.

PRESENTER**Greg Ives**

Senior Product
Marketing Manager

ChannelAdvisor**PRESENTER****Kevin Cohen**

Director of
Brand Analytics

ChannelAdvisor**MODERATOR****Douglas Clark**

Global Director
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A close-up photograph of a person's hands interacting with a tablet. The tablet screen displays a data dashboard with various charts, including a bar chart and a pie chart. The background is blurred, showing what appears to be a meeting or office setting.

The Top Metrics a Brand Needs to Track to Succeed Online

September 1, 2020

Presenters



Greg Ives
Senior Product Marketing Manager
ChannelAdvisor



Kevin Cohen
Director of Brand Analytics
ChannelAdvisor

Today's Agenda

- Who Is ChannelAdvisor?
- Why E-Commerce Metrics Matter
- 3 Metrics to Grow Revenue
- 3 Metrics to Improve Margins
- 3 Metrics to Protect Brand Image
- Q&A

A modern office interior featuring a glass-walled office space on an upper level. The lower level has a staircase with a black metal railing. The wall between the levels is decorated with colorful panels in shades of pink, yellow, blue, and orange. Large, cylindrical pendant lights hang from the ceiling. The right side of the image is a dark blue gradient overlay.

Introducing ChannelAdvisor

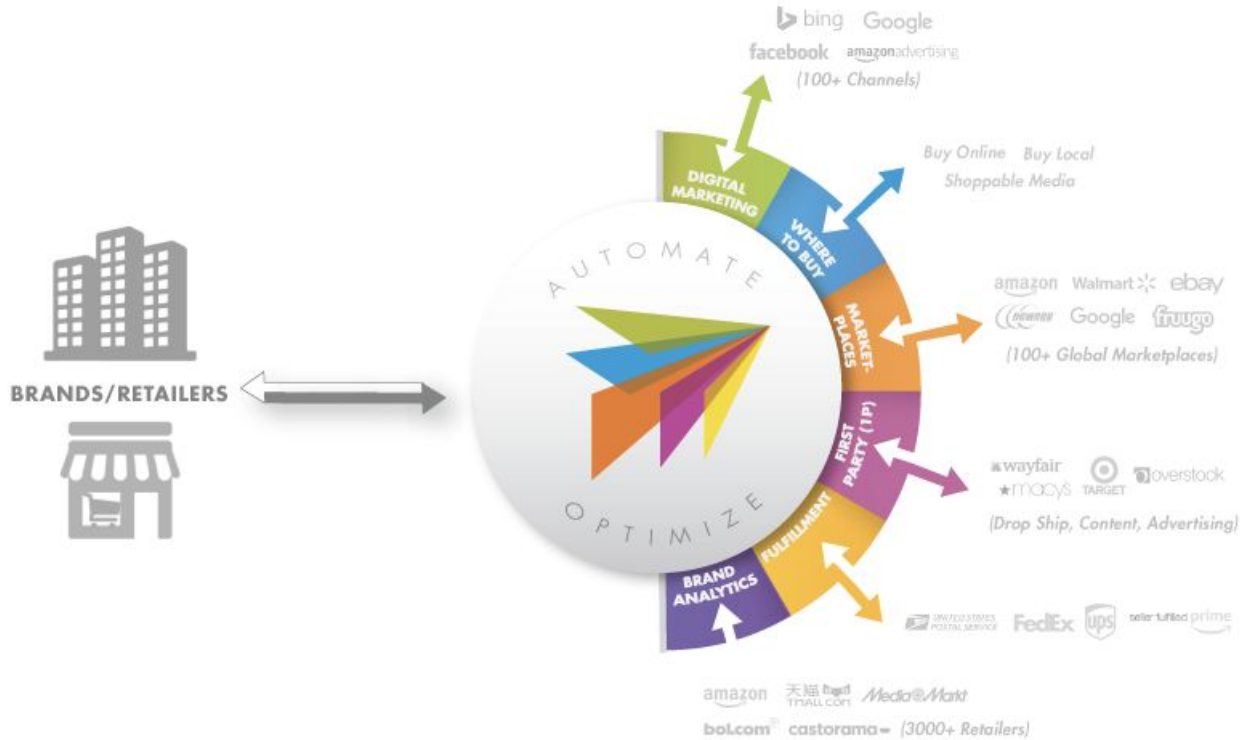
channeladvisor® 

The logo consists of several overlapping, colorful triangles in shades of yellow, green, blue, and purple, pointing towards the right.

Our Mission: To Connect and Optimize the World's Commerce



One Platform...Endless Possibilities



Eddie Bauer



Microsoft



UGG australia



belk



zulily



TIMEX



Trusted By the World's Largest Brands Since 2001



DECKERS BRANDS



Clarks

FOSSIL



GAP



TALBOTS





Why E-Commerce Metrics Matter

Executing Online Retail at Scale Is Difficult

- Evolving channels and partners
- Customer reviews
- Digital shelf
- Rich and accurate product content
- Product availability
- Pricing and promotions



What Type of Information Are US Internet Users More Likely to Look for on Their Smartphones Instead of Speaking to a Store Associate?



Brands are seeing the impact digital is having on in-store sales

[Source eMarketer March 2019](#)

It's a Problem for Sales



E-Commerce account managers...

- Don't see the whole story
- Miss sales opportunities
- Lack data to inform decisions and back negotiations

It's a Problem for Marketers



Channel marketing teams...

- Don't see the full market
- Struggle with tracking product content adoption
- Lack complete visibility to how brand is represented among retailers
- Make ad spend decisions based on limited/incomplete data

It's a Problem You Can't Afford to Ignore



Managing In-House Isn't Sustainable



Hire more people?



Manually check sites all day?



Ignore the problem?

Increase your revenue
by identifying and addressing
missed opportunities for your
products



#1. Out-of-Stocks

- It's the most obvious revenue leak.
- Many retailers can't keep up and don't reorder in time.

Actions

- React fast
- Address recurring OOS issues
- Monitor OOS rate at the retailer level
- Discuss OOS rate and events in QBRs

Alerts Live Stream Availability

Inventory Availability 2 hours ago

JBL Flip 4 (Black) @ [Very.co.uk](#)

Inventory availability changed from Out of Stock to In Stock

Direct price: GBP 69.99
Sold by: Very.co.uk

 [Pcworldbusiness.co.uk](#)

30 Jul

Inventory availability changed from In Stock to Out of Stock

Direct price: GBP 88.99
Sold by: Pcworldbusiness.co.uk

30 Jul 2019 - 10:43 AM

Inventory Availability 3 hours ago

JBL Flip 4 (Gray) @ [Foka.nl](#)

Inventory availability changed from In Stock to Out of Stock

Direct price: EUR 87.00
Sold by: Foka.nl

Inventory Availability 3 hours ago

JBL Flip 4 (Gray) @ [Kamera-express.nl](#)

Inventory availability changed from In Stock to Out of Stock

Direct price: EUR 87.00
Sold by: Kamera-express.nl

#2. Pricing Errors (Very High Price Deltas)

- Happen both ways: price is far too high or far too low compared to market
- Detrimental in both cases: no sales or loss of value

Actions

- React fast before too many sales are lost or before the market adjusts
- Monitor high **deltas to the average market price** ($\pm 50\%$)

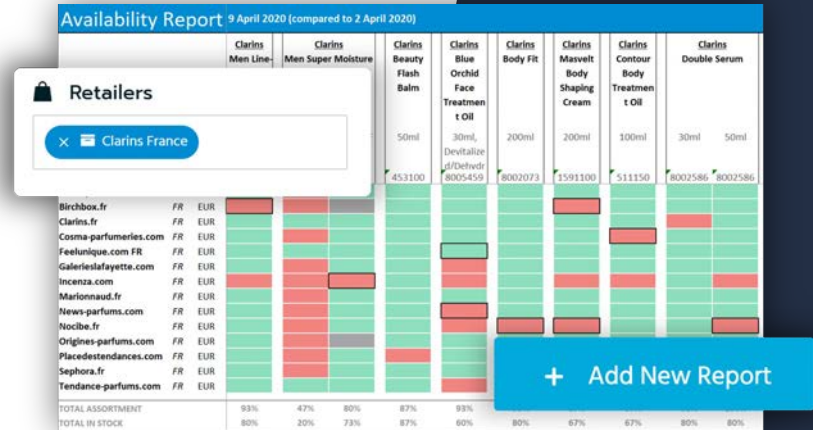


#3. Negotiated Assortment Coverage (%)

- Retailers tend to “skip” slower or less profitable SKUs.
- Detrimental to your brand:
 - Lower share of shelf
 - Less revenue
 - Less assortment consistency

Actions:

- ➔ Negotiate an assigned assortment
- ➔ Monitor the % of negotiated assortment compliance



Bonus: Revenue-Oriented Metrics

☆☆☆☆☆ THERE IS A COMMON ISSUE WITH THIS MONITOR

Reviewed in the United States on August 13, 2020

Style: Monitor only | Size: 24-inch/144Hz | **Verified Purchase**

Let me preface this by saying that this is my only ever amazon review after 100+ purchases on amazon.

This monitor served me well for about one year as a good monitor that is 1080p and also 144hz. I purchased this monitor in January 2019 and had no problems for about six months. About six months in the display port started to act up and my pc would recognize the monitor but the monitor would read as "No signal detected". After basic troubleshooting of plugging and unplugging and waiting a couple minutes the monitor would work fine. This was a common occurrence happening from week to week. Then day to day. Then every couple hours. Eventually the display port would not read no matter the if I switched the display port cable.

I have a couple other of my friends who have this monitor but they would have the same problem but not as severe as I had. I had contacted Acer support as they had diagnosed the problem as the display port itself "which i already knew" and then had gave me shipping details to send it to their support center. The expected me pay for shipping itself and also pack it myself with my own box and packing materials. This would have gave me a shipping price that's about a quarter of the price of the monitor itself. I did not do this and decided to use this monitor as a second monitor and it cannot be used for it's 144hz refresh rate. **DO NOT BUY THIS MONITOR EXPECTING IT TO LAST YOU FOREVER. THE PRICE SEEMS TO GOOD TO BE TRUE FOR A REASON.**

Pages with crippling reviews or low review averages

The screenshot shows the Amazon product page for a Netgear AC2600 Nighthawk Gaming Router. The product is listed for \$248.00. A 'Buy used' option is available for \$181.80. A 'Buy box winner' badge is visible for Stelli Products. The page also shows a 'Real-Time' table with columns for Retailer, Availability, Sold In, Direct Price, Mid Price, Cum, Start, Average, and Count. The table lists two retailers: Amazon.com and Cdw.com, both with 'In Stock' status and 'Direct + Marketplace' pricing.

| | Retailer | Availability | Sold In | Direct Price | Mid Price | Cum | Start | Average | Count |
|----|------------|--------------|-------------|--------------|-----------|-----|-------|---------|-------|
| US | Amazon.com | In Stock | Direct Only | 299.99 | 248.00 | USD | | | |
| US | Cdw.com | In Stock | Direct Only | 309.99 | | USD | | | |

Lost buy box rate on main marketplaces

Optimize your margins
by reducing the amount
you pay to get a sale



#4. Keyword-Optimized Pages (%)

- It's a lot cheaper to optimize product pages for organic on-site search than it is to pay for sponsored search results.
- Every site indexes different fields.

Actions:

- Focus on titles, bullet points and descriptions
- Include brand name and top keywords in the product titles
- Monitor the **content compliance rate** for your product pages

Wyze Cam 1080p HD Indoor Wireless Smart Home Camera with Night Vision, 2-Way Audio, Works with Alexa & the Google Assistant, One Pack, White - WYZEC2
by Wyze Labs
★★★★☆ 21,741 ratings | 995 answered questions
Amazon's Choice for "wyze cam"

List Price: \$25.98
Price: **\$23.99** + \$12.45 Shipping & Import Fees Deposit to France [Details](#)
You Save: **\$1.99** (8%)

Free Amazon product support included ▾

Style: **One-Pack**

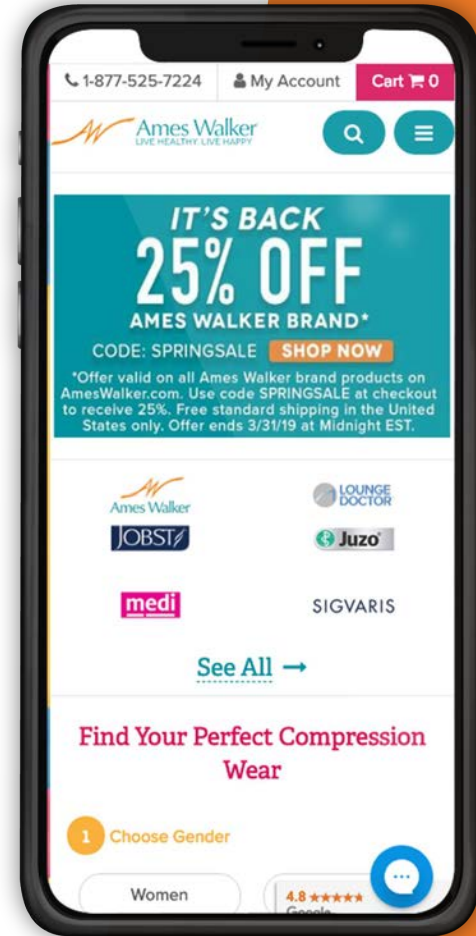
| | |
|---|-------------------------------|
| One-Pack \$23.99 | One-Pack + SD Card \$38.16 |
| One-Pack + Sense Starter Kit \$42.16 | Two-Pack Camera \$47.43 |

#5. Average RRP-Price Delta (%)

- Competitive categories and geographies typically see a lot more promotional activity.
- Yes, discounts + price imitation hurt your profitability in the long run, but fighting promos is delusional (and illegal in some geographies).

Actions:

- Monitor average price deltas to determine the most promo-intensive areas
- Organize your own “synced” promotional activities; consider sell-out allowances

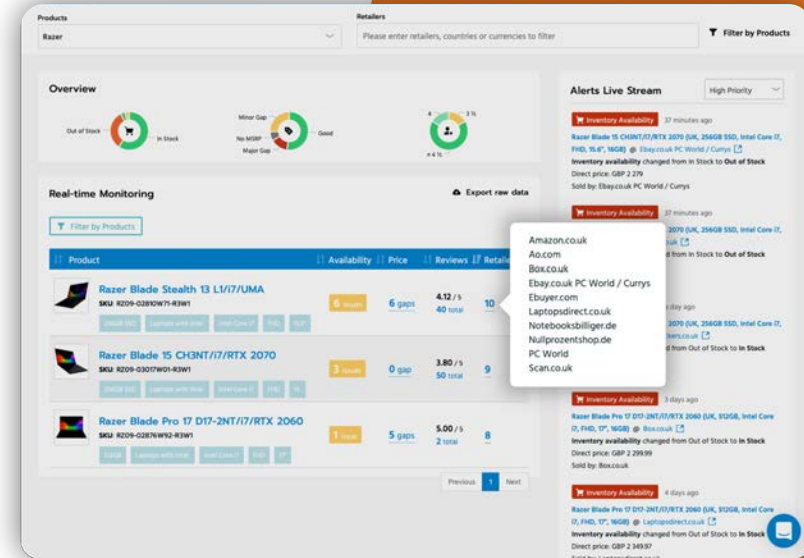


#6. Selective Distribution Compliance

- Having too many online retailers is a bad idea:
 - a. A lot of work for little incremental revenue
 - b. More intra-brand competition
- A selective distribution is about building lasting work relationships with partners that enhance your business and your brand.

Actions:

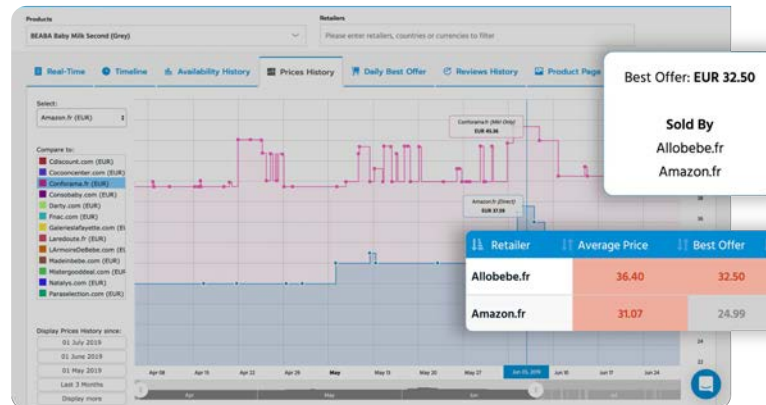
- If you don't have one already, consider entering a selective distribution agreement.
- Monitor your distribution to enforce it.



Bonus: Margin-Oriented Metrics



Content
maximization



(US only)
MAP policy

Improve and maintain your brand image



#7. Unauthorized Resellers

- Brand image threat, lack of pre- and post-sale service, unfair competition
- Linked to the selective distribution

Actions:

- Even if you don't have a distribution agreement, watch out for grey market and cross-border imports
- Look out for illegal sites and unauthorized resellers on marketplaces

The screenshot displays a 'Buy Box' interface with three product listings and an 'Inventory notifications' overlay. The listings are for Bang & Olufsen products, showing details like product name, ASIN, seller, and price. The 'Inventory notifications' overlay includes buttons for 'All Stock Variations', 'Out of Stock', 'Back in Stock', and 'Buy Box'. A timestamp '11 June 01:03 PM' and a notification '2 Changes Sold in Direct but lost' are also visible.

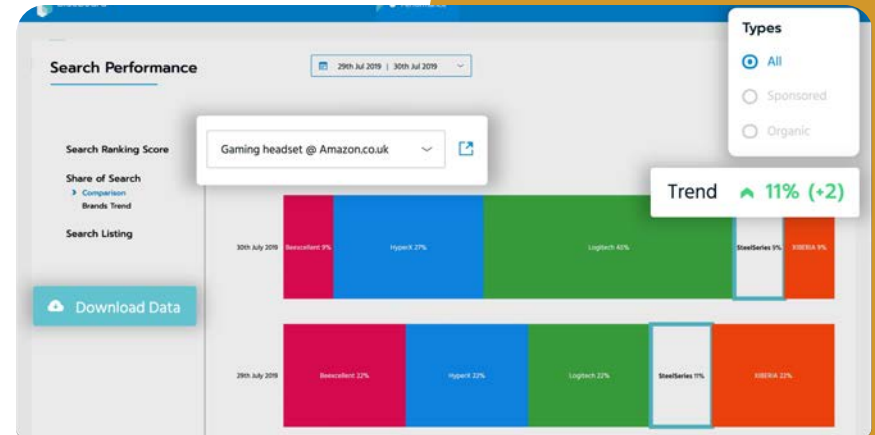
| Product | ASIN | Seller | Price | Status |
|--|---------|--------------|------------|----------------------|
| Bang & Olufsen Beoplay P2 (Sand Stone) | 1280480 | Amazon.co.uk | GBP 102.99 | Direct + Marketplace |
| Bang & Olufsen Earset (Black) | 1646005 | RVshop | EUR 117.99 | Direct + Marketplace |
| Bang & Olufsen Earset (Black) | 1646005 | RVshop | EUR 117.99 | Direct + Marketplace |

#8. Share of First-Page Products on Top Keywords

- On online retailers and marketplaces, people search for category keywords rather than brand or product name.
- Placing many products on the first page increases the awareness for your brand.

Actions:

- Look at both organic and sponsored share of first page impressions
- Measure your progress over time



#9. Rating Averages and Review Response Rate

- 95% of customers read reviews before buying (*Spiegel research center, 2017*)
- Review responses are an opportunity to show that you care, to reassert your brand values and to recover customers

Actions:

- Address priority reviews in a timely manner (set up bad review notifications)
- Answer as many reviews as possible, both bad and good reviews

The screenshot displays the Amazon.it product page for the Arlo Pro Plus 2 Camera System (VMS4230P-100EUS). The page features the BlueBoard logo by ChannelAdvisor and a 'MANAGE MY NOTIFICATIONS' button. The main heading is 'Arlo — User Reviews — Daily' with a date of 'Tuesday 30th July 2019 | 2p'. A callout box highlights a 'Good Review' from Amazon.it, dated 22 Jul 2019, with a 5-star rating and the text: 'Il sistema funziona bene, la app di controllo è ben fatta e funzionale, forse solo un po' lenta nella connessione, spesso occorrono più di 15 secondi per collegarsi alla cam dal cellulare. Comunque fa egregiamente il suo lavoro.' Below this, a 'Bad Review' is visible with a 2-star rating and the text: 'Batterie scadenti'. A pie chart in the bottom right corner shows the average rating of 4.00/5, with segments for 3 1/2, 3, 4 1/2, and 4.



Q&A

Thank You

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