



ACTIVATING ATTRIBUTES: HOW BRANDS CAN AVOID MISSING MILLIONS

Top 100 Missed Revenue Opportunities
for CPG Brands Not Optimizing for Highly
Searched Product Attributes

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Executive Summary

Market dynamics are dramatically shifting consumers' demand for product knowledge. Consumers today have an extensive and varied list of things they care about when shopping for CPG products online — things such as ingredients, functional benefits, environmental stewardship, animal welfare, and human rights. These product attributes are driving search behavior and changing which brands and retailers win the purchase as a result.

But the vast majority of brands aren't claiming these attributes in their product listings, and it's costing brands billions of dollars. In fact, 84% of brands fail to claim one or more of the three most searched for attributes for which they qualify. Said simply, consumers search for an attribute and a brand's product meets that attribute, yet brands are missing the opportunity to communicate and convert.

Hundreds of millions of consumer searches are going unfulfilled — despite products existing that meet the need-states of those searches. This problem is easily fixed, and once solved, can help brands grow their e-commerce business by 15-30%, without a single additional dollar spent on online advertising. This report reveals how, by effectively leveraging product attribute data, brands and retailers can begin claiming revenue they've been leaving on the table.



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NON-GMO
HEART HEALTHY
ANCIENT GRAIN
VEGAN



Introduction

Online grocery was experiencing a strong upward trend even before the COVID-19 pandemic started changing the way people shop for groceries. But online grocery sales have skyrocketed in recent months. A March 2020 survey from food marketing and sales consulting firm Brick Meets Click and online order fulfillment platform ShopperKit found that the number of households now ordering groceries online is up 145.3% compared to August 2019. Even more significant, 43% of the respondents surveyed said they are either extremely likely or very likely to stick with online grocery buying.¹

Grocery CPG Brands Aren't Optimizing for Search

But the current online grocery experience doesn't match the way consumers shop. Many of today's consumers follow a particular dietary regimen, have food sensitivities, or care

about environmental stewardship and animal welfare, and they are looking for products that meet certain criteria. Consumers are no longer as brand loyal as they used to be. Instead, they search for products with ingredients and attributes that match their needs and preferences, and they buy products from a variety of brands they trust to meet those needs and preferences.



A search on Amazon Prime for ***“peanut-free cookies”*** returns results that include **peanut butter cookies.**

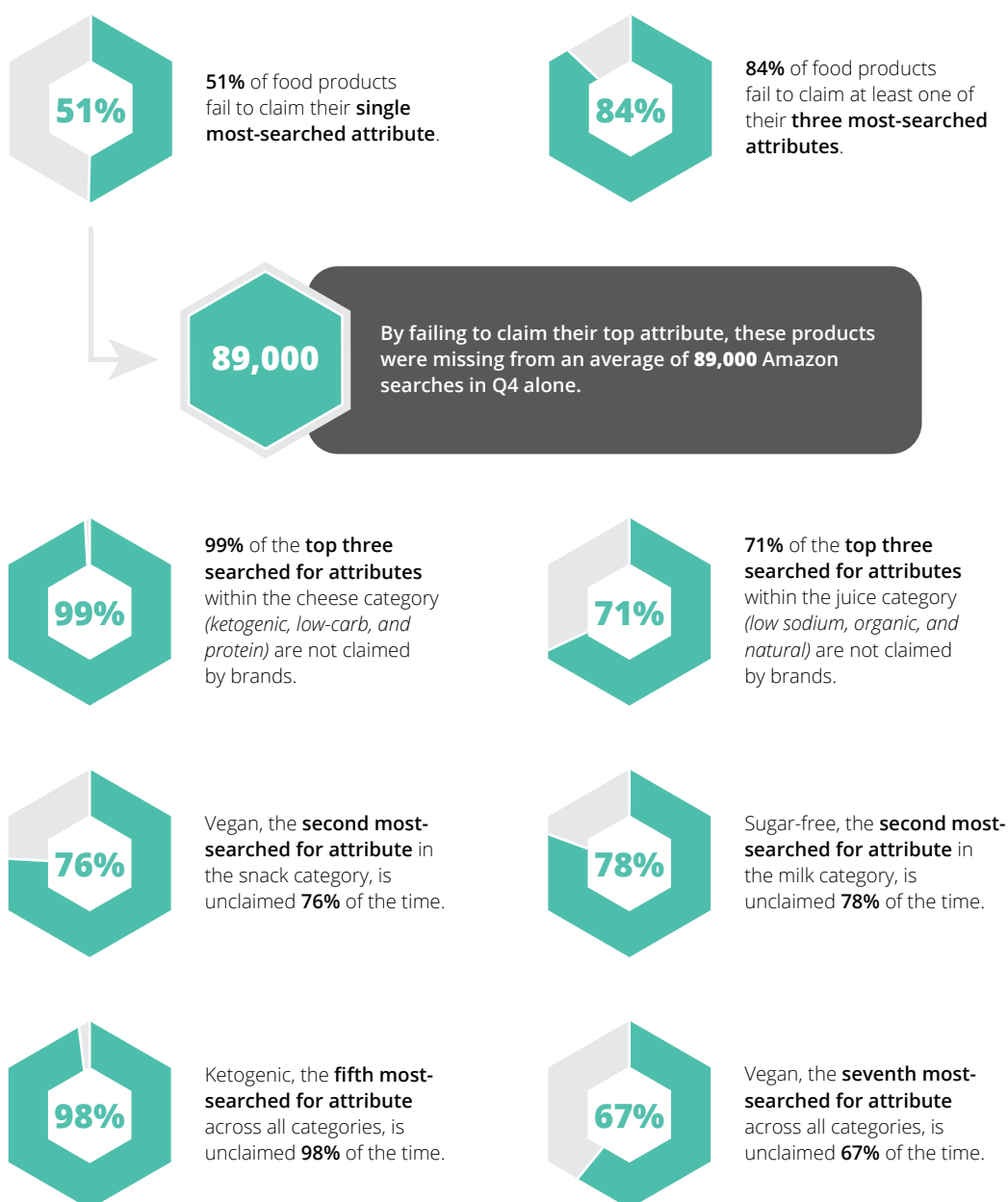
But most CPG brands aren't optimizing their product listings with the attributes that consumers are searching. Products that could be showing up in a consumer search on Amazon, Walmart, and other platforms aren't showing up. Perhaps worse, products that shouldn't be showing up in a search are, causing customers to lose confidence in retail platforms and the brands they sell. (For example, a search on Amazon for “peanut-free cookies” returns results that include peanut butter cookies and peanut butter coconut cookies.) As a result, brands are neglecting revenue opportunities from missed sales and losing market share they could be claiming if they were optimizing for searched attributes.

Opportunities to Increase Revenue Abound

Just how much are grocery CPG brands missing out?

The report presents the detailed results of missed revenue opportunities for the top 100 grocery CPG brands, shares key takeaways, and offers insights for brands looking to cash in on the latest trends in online grocery shopping.

Key Findings



#	Brand	Annual Unclaimed Search Volume	Annual Missed Revenue from Unclaimed Search Volume
1	PEPSICO	475,733,288	\$ 14,866,665
2	THE KRAFT HEINZ COMPANY	310,302,572	\$ 9,696,955
3	GENERAL MILLS	253,668,996	\$ 7,927,156
4	CAMPBELL SOUP CO	176,215,500	\$ 5,506,734
5	BOB'S RED MILL NATURAL FOODS	139,078,400	\$ 4,346,200
6	CONAGRA	132,718,208	\$ 4,147,444
7	CLIF BAR	127,219,244	\$ 3,975,601
8	MCCORMICK & COMPANY	124,880,204	\$ 3,902,506
9	POST HOLDINGS	119,891,348	\$ 3,746,605
10	THE HERSHEY COMPANY	115,518,288	\$ 3,609,947
11	KEURIG DR PEPPER	113,110,768	\$ 3,534,712
12	B & G FOODS	111,832,092	\$ 3,494,753
13	THE J.M. SMUCKER COMPANY	111,494,880	\$ 3,484,215
14	KELLOGG COMPANY	110,608,136	\$ 3,456,504
15	FERRARA CANDY COMPANY	110,113,968	\$ 3,441,062
16	COCA-COLA COMPANY	108,784,708	\$ 3,399,522
17	NESTLE	99,270,748	\$ 3,102,211
18	DANONE NORTH AMERICA	98,760,612	\$ 3,086,269
19	HAIN CELESTIAL GROUP	92,308,564	\$ 2,884,643
20	GOYA FOODS	87,139,848	\$ 2,723,120
21	UTZ QUALITY FOODS	79,593,220	\$ 2,487,288
22	MARS	69,704,420	\$ 2,178,263
23	SAPUTO	65,609,608	\$ 2,050,300
24	UNILEVER GROUP	64,029,380	\$ 2,000,918
25	DR OETKER	61,520,048	\$ 1,922,502
26	DEAN FOODS	60,084,828	\$ 1,877,651
27	MONDELEZ INTERNATIONAL	59,575,028	\$ 1,861,720
28	JOHN B SANFILIPPO & SON	57,625,784	\$ 1,800,806
29	LINDT USA	56,712,728	\$ 1,772,273
30	TREE HOUSE FOODS	46,195,356	\$ 1,443,605
31	FRONTIER NATURAL PRODUCTS	40,500,512	\$ 1,265,641
32	SARGENTO FOODS	39,779,544	\$ 1,243,111
33	HORMEL FOODS CORPORATION	39,624,792	\$ 1,238,275
34	BLUE DIAMOND GROWERS	39,593,848	\$ 1,237,308
35	DAIRY FARMERS OF AMERICA	38,269,316	\$ 1,195,916
36	KIND	35,731,380	\$ 1,116,606
37	ABBOTT LABORATORIES	35,291,984	\$ 1,102,875
38	THE SIMPLY GOOD FOODS COMPANY	34,328,452	\$ 1,072,764
39	COULEE REGION ORGANIC PRODUCE POOL	33,584,640	\$ 1,049,520
40	BELGIOIOSO CHEESE	33,292,216	\$ 1,040,382
41	FERRERO	33,227,112	\$ 1,038,347
42	RUDOLPH FOODS COMPANY	33,033,184	\$ 1,032,287
43	TILLAMOOK COUNTY CREAMERY	32,676,952	\$ 1,021,155
44	GEL SPICE COMPANY	31,696,276	\$ 990,509
45	DIAMOND FOODS	30,306,156	\$ 947,067
46	NATURE'S BOUNTY	29,944,332	\$ 935,760
47	LACTALIS	29,396,192	\$ 918,631
48	GALERIE CANDY	28,902,416	\$ 903,201
49	THE WONDERFUL COMPANY	28,761,672	\$ 898,802
50	AGRI MARK FAMILY DAIRY FARMS	28,721,928	\$ 897,560

#	Brand	Annual Unclaimed Search Volume	Annual Missed Revenue from Unclaimed Search Volume
51	SHULLSBURG CREAMERY	28,354,112	\$ 886,066
52	SETTON FARMS	27,972,396	\$ 874,137
53	CLOVER-STORNETTA FARMS	27,555,996	\$ 861,125
54	YOLI	27,351,236	\$ 854,726
55	ROLAND FOODS	26,371,332	\$ 824,104
56	OCEAN SPRAY	26,179,128	\$ 818,098
57	OLD DUTCH FOODS	26,079,396	\$ 814,981
58	FRANKFORD CANDY	25,215,456	\$ 787,983
59	TEXAS STAR NUT & FOOD COMPANY	25,131,492	\$ 785,359
60	HOMETOWN FOOD COMPANY	24,926,436	\$ 778,951
61	PRAIRIE FARMS DAIRY INC	24,913,264	\$ 778,540
62	MOUNTAIN MAN NUT & FRUIT CO	24,875,124	\$ 777,348
63	H. P. HOOD INC.	24,069,412	\$ 752,169
64	DELALLO FOODS	23,716,080	\$ 741,128
65	COMMUNITY COFFEE COMPANY	23,473,524	\$ 733,548
66	WISE FOODS	23,021,460	\$ 719,421
67	LIPARI FOODS	22,103,436	\$ 690,732
68	THE JEL SERT COMPANY	21,341,712	\$ 666,929
69	KIKKOMAN CORPORATION	20,847,976	\$ 651,499
70	EBRO FOODS	20,425,896	\$ 638,309
71	WAYMOUTH FARMS	19,941,328	\$ 623,167
72	WORLD FINER FOODS	19,867,356	\$ 620,855
73	CIBO VITA	19,818,528	\$ 619,329
74	LANCASTER COLONY CORPORATION	19,804,856	\$ 618,902
75	NATIONAL GRAPE COOP	19,530,524	\$ 610,329
76	GO MACRO	18,944,528	\$ 592,017
77	GLANBIA	18,838,332	\$ 588,698
78	TATA GLOBAL BEVERAGES	18,724,464	\$ 585,140
79	HARRIS FREEMAN & CO	18,672,048	\$ 583,502
80	STARBUCKS COFFEE COMPANY	18,633,152	\$ 582,286
81	STONEWALL KITCHEN	18,623,204	\$ 581,975
82	EDEN FOODS	18,535,732	\$ 579,242
83	NATIONAL BEVERAGE CORPORATION	18,383,476	\$ 574,484
84	CENTO FINE FOODS	18,287,904	\$ 571,497
85	DEL MONTE FOODS COMPANY	18,235,644	\$ 569,864
86	NATURE'S PATH FOODS	18,167,660	\$ 567,739
87	FERRIS COFFEE AND NUT COMPANY	18,094,784	\$ 565,462
88	SAVENCIA FROMAGE & DAIRY	18,011,904	\$ 562,872
89	WM. B. REILY & COMPANY INC	18,011,604	\$ 562,863
90	SUGAR FOODS CORPORATION	17,946,800	\$ 560,838
91	PEPSI LIPTON TEA	17,629,264	\$ 550,915
92	CENTURY SNACKS	17,612,144	\$ 550,380
93	MISSION FOODS	17,548,368	\$ 548,387
94	TONY'S SEAFOOD	17,539,560	\$ 548,111
95	SADAF FOODS	17,475,340	\$ 546,104
96	WORLD VARIETY PRODUCE	17,261,164	\$ 539,411
97	CAMERON'S COFFEE COMPANY	17,212,836	\$ 537,901
98	KAR'S NUTS	17,211,828	\$ 537,870
99	EVANS FOOD PRODUCTS CO.	17,048,984	\$ 532,781
100	MENDEZ DAIRY	16,951,908	\$ 529,747

Methodology

This report, based on an analysis of Q4 2019 customer data from Label Insight's e-commerce insights platform and shopper panel data, reveals the size of the opportunity. The data covers 77 food categories from 790 brands, tracking 195 commonly-searched attributes, and uses an average 2.5% click-through-rate and 25% conversion rate to calculate potential missed revenue from unclaimed* search volume for each attribute search.

*An "unclaimed" search is defined as a SKU failing to show up for a searched attribute it could have shown up for if it were optimized for that attribute.

What Brands & Retailers Can Do

In order to capture these missed revenue opportunities, grocery CPG brands need to adapt to how the modern consumer searches for products, shifting their strategies for search, taxonomy, and product detail page content. Here are four specific actions that will help brands in their quest to claim missed revenue opportunities.

The relative rank of the most searched attributes on a product **changes every month and a half.**

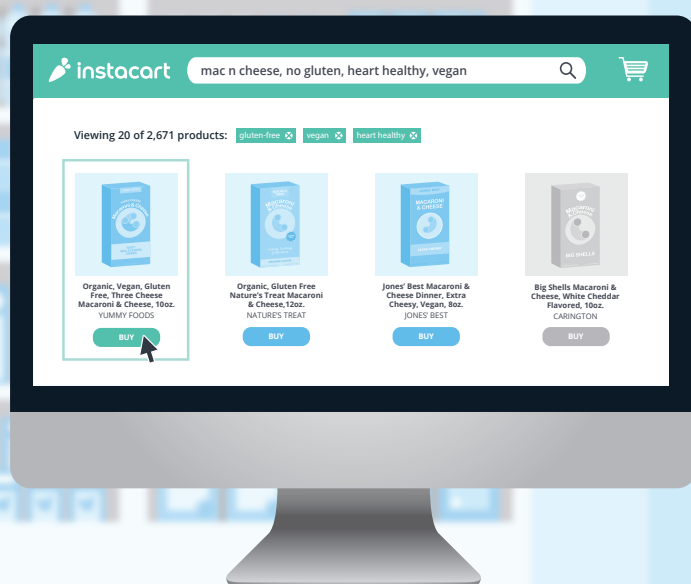


1. Use Data to Understand Your Customer

Consumer behavior is constantly changing in response to developing fads, new information, and shifts in language.

According to the data, the relative rank of the most-searched attributes on a product changes every month and a half.

It can be difficult to keep up, but having a thorough understanding of your customer is essential if you're going to capitalize on shopping trends. For example, customers may search "keto" in high numbers one month but search "low carb" more frequently the next. Search terms vary by platform as well. The data revealed that customers looking for cold coffee most frequently searched the term "cold brew" on Amazon, while Walmart's customers favored "iced coffee." As a grocery CPG brand, you need a central source of up-to-date data relevant to your customers. This data will provide insight on what terms customers are searching and illuminate trends that will influence demand in the future.



Products including the attribute in the first 40 characters of their title received **2x more clicks.**

2. Develop an Attribute-Based Keyword Strategy

Every product has specific product-attribute keywords that could be associated with it: gluten-free, low-fat, organic, natural, kosher, etc. To optimize your SKUs for search, you must

first know which attributes apply to which products. Next, you should include these attribute keywords in the retailer set-up process for each SKU, which in turn will tie the product to those keywords in the retailer taxonomy and embedded in the back-end content. Product titles and descriptions should prioritize relevant popular attributes. According to our research, products including an attribute in the first 40 characters of their title received 2x more clicks than products where the attribute appeared later in the title.

3. Evaluate the Risk vs. Reward of Hidden Search Terms

While there are FDA regulations around the terms that can be associated with a product based on its ingredients and provenance, the fact is that the regulations leave gray areas. If your product lies in a gray area (it could be considered compliant with the FDA definition for a particular term, but it may be a stretch), you may want to consider optimizing for it if the potential revenue reward outweighs the risk of doing so. Data that tells you how many searches are being performed in any given platform will help inform your decision.

**Want to see insights from the data
about your brand?**

Contact marketing@labelinsight.com
to schedule a meeting.

4. Use Attributes in Imagery on the Digital Shelf

The ecommerce image carousel is, in essence, the digital store shelf. Consumers looking through these images should be able to quickly see relevant attributes that they value. Adding relevant product attribute information to hero images (like “gluten-free” or “organic”) will encourage shoppers to click. Next, your product detail page should include relevant terms that incentivize the consumer to convert or scroll down the page for more details that will lead to a conversion.

Product Attributes in Action

One brand that has capitalized on the low-carb/keto trend is Conagra's Slim Jim². By 2010, Slim Jim's sales had dipped significantly, and sales leaders were looking to get the numbers back on track. When the Paleo diet first started gaining traction, the company launched new advertising and refreshed Slim Jim's branding to focus on high-protein. They immediately saw an uptick in sales. Then, the keto diet came along and they shifted their messaging strategy accordingly. As a result of this attention to changing attribute searches, Slim Jim's sales have nearly tripled since their 2010 dip.

Targeting the right keywords matters. Identify and optimize for the right attributes, and your sales will show it. But many brands aren't taking advantage of the data. One example: The data revealed that the keyword "no carb" is included by brands four times as often as they keyword "zero carb" within Amazon titles for jerky products — but consumers use "zero carb" 91% of the time they search Amazon for a jerky product without carbohydrates.

Business Case for Change

Optimizing for product attributes generates a significant return on investment for brands and retailers. Here are just two examples.



Label Insight recently helped a leading snack brand boost conversions on Amazon by more than 10% by simply adding

a previously-unclaimed product attribute to its product title and description via an insight from our platform. We also recently helped a Top 10 retailer identify how to increase the number of discoverable products 12x via their left-hand navigation faceted search.

In each case, a simple change that effectively leveraged product attribute data took a previously-depleted digital shelf and stocked it fully with the products consumers are literally hungry for.

Wrap Up

Clearly, there's a massive opportunity to capture e-commerce revenue in dozens of product categories. By accessing the attribute insights relevant to your products and putting these insights into action, you'll increase revenue and generate loyalty from customers looking for a reliable source for products that are a match for their needs and preferences.

How Label Insight Can Help

Label Insight's collection of solutions are designed to help CPG brands and retailers boost revenue by taking advantage of attribute insights and implementing product transparency. Here are the ways we can help.

- **Deliver data-driven insights** — Gain actionable insights like the ones revealed in this report.
- **Automatically generate attributes based on product labels** — Save time on data entry with auto-generated attribute keywords based on product labels.
- **Retail digital discovery** — Tap into an API feed of every product carried and every attribute associated with the product.
- **Tracking for better ad targeting and product development** — Track what customers are buying to more effectively target your advertising and to gain important insights for developing new products.

- **Opportunity-cost analysis** — Evaluate the opportunity cost of including “gray-area” attributes (such as “healthy”) so you know what your risk is compared to the reward.
- **Prepare for the future** — Ensure that customers will be able to find your products for any term searched in the future, including new fad diets, via algorithms that automatically identify which attributes are applicable.

Put Attribute Data to Work for Your Brand

Request a no-pressure discovery meeting to discuss the data and see how Label Insight can help you take advantage of missed revenue opportunities.

REQUEST A MEETING

or visit labelinsight.com

Who is Label Insight?

Label Insight, a NielsenIQ company, drives growth for CPG brands and retailers through unparalleled product transparency. As the trusted partner of over 300 retail banners, over 30,000 CPG brands, and organizations including the FDA, its best-in-class product attribute data and patented data science empower companies to unlock new growth opportunities both online and in-store. Label Insight covers more than 99% of all online consumer queries across over 80% of U.S. food, pet, and personal care products with a market-leading database of over 200,000 product nutrients, 400,000 product ingredients, and 9 million product claims. Label Insight was recently named to the CB Insights 2020 Retail Tech 100, as one of the world’s most innovative B2B retail technology companies. For more information, visit **labelinsight.com**.



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help your brand grow. Visit:

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