



The role of accuracy in search

Why comprehensive data is essential for attaining a true measurement of this primary metric

NielsenIQ

 **dataimpact**
by NielsenIQ

Search and conversion rates

Visibility creates impact

Since product findability is linked to business success, it's crucial that CPG's search measurement is accurate. The reality is that the method of measurement most solution providers use—and that manufacturers rely on—is quite limited and therefore often not indicative of true performance in search.

The reason the accuracy of this key metric is usually off is because the data being used is generated from only a sample of online stores instead of all of them.



Share of search and search ranking can vary by store

An analysis of search provides both a percentage of share of search (typically amongst the top 20 products) and the ranking position of products. Significantly, those results, which are the shopper view, can differ based on the estore selected.

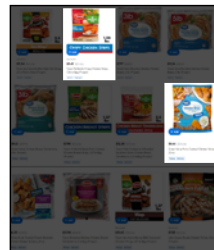
These discrepancies impact shopper behavior. A high-ranking product, a sponsored product, or one with media investments stand a better chance of going in-basket. Without an average of search performance that is comprehensive--taken from all online stores--manufacturers can't know the true performance of their products.

A sample-based analysis of search won't detect ranking variations across all stores and consequently won't produce a true average of search performance.

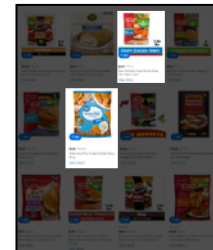
Variation in position and results for same keyword, "frozen chicken" at two estores in same region.

Walmart Pickup, US

Store 1, California

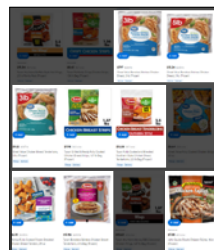


Store 2, California

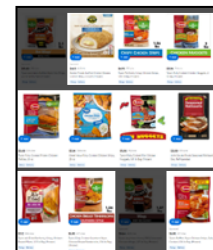


The same products appear in different positions at two estores in the same region

Store 1, California



Store 2, California



One search term generates different search results at two neighboring estores

The impact of listing variances and availability on search

Share of search varies between two local estores for same keyword

When a manufacturer makes a deep dive to understand why their market share is lower than the benchmark, they often look to their share of search. However, when looking at an average of search performance across estores, sometimes manufacturers forget that search results can vary among said stores. Size of assortment, distribution, unlisted SKUs, and out of stocks can all impact a product's visibility in search.

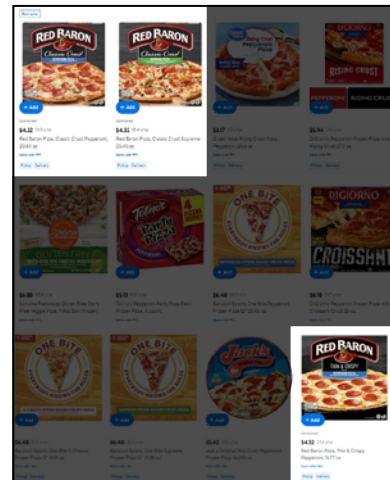
In the above example of two online stores, again in the same region, the same keyword produces different results.

With location-based analytics the manufacturer of the circled products could improve their share of search in the second store organically by addressing the issues occurring there--availability or distribution.

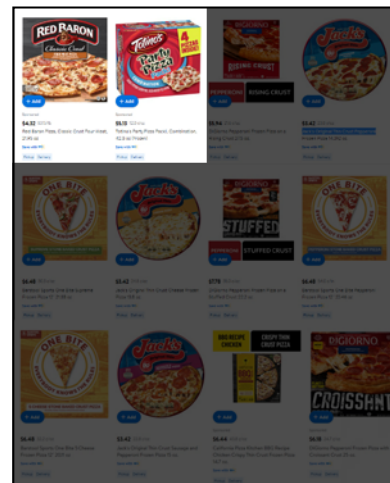
Results for "frozen pizza" at two estores in same region

Walmart Pickup, US

Store 1, Texas



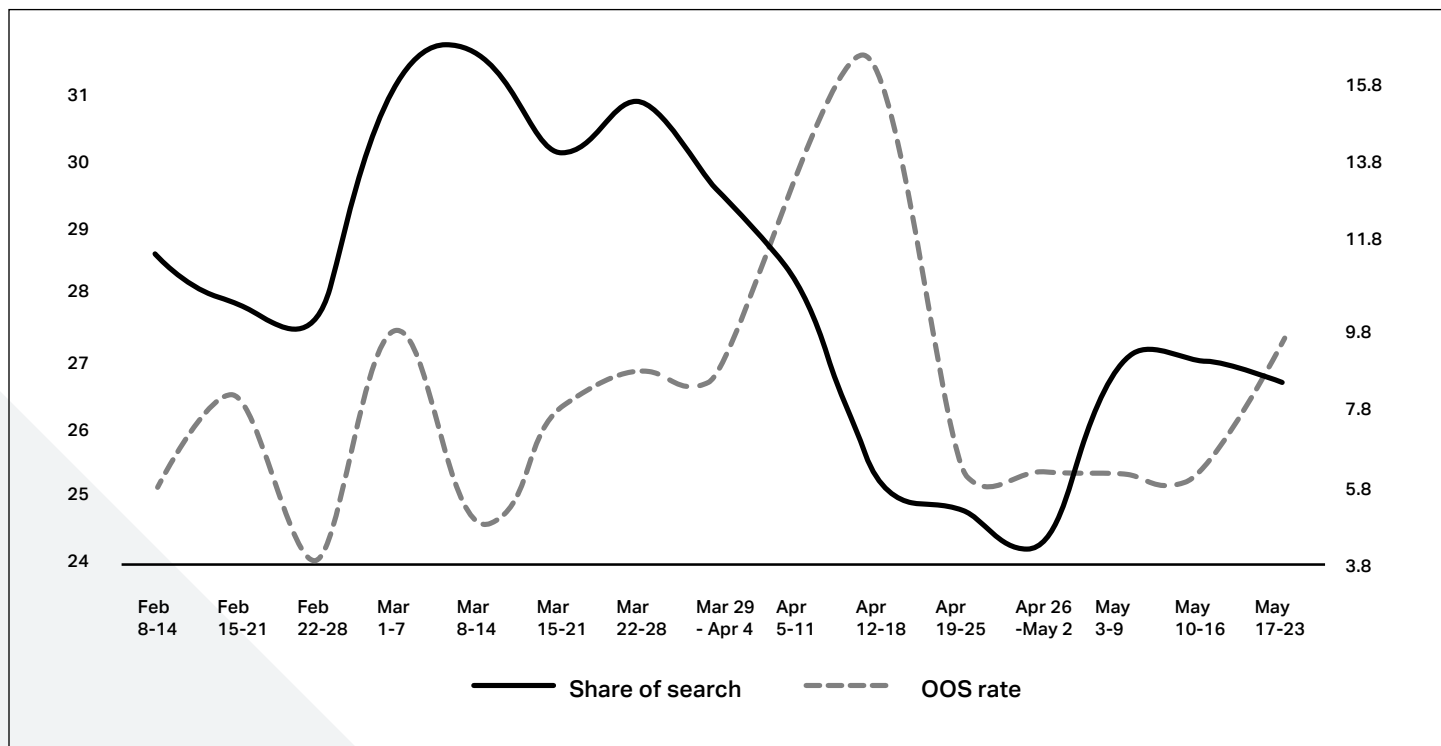
Store 2, Texas



The consequences of out of stock on search

Example of correlation between top 20 share of search across keyword "detergent" and out of stock rate for a major laundry manufacturer in Walmart, USA

%, WK 6-20, 2021



If a product isn't available it disappears from the shopper view and thereby impacts the search results of the brand. What is less obvious is the lasting effect out of stock rates can have on search results. Our research indicates that there is a direct inverse relationship between out of stock and share of search. Depending on the retailer, it takes weeks or longer for a product to regain the share of search it had before out of stock rates began to rise.

Clearly, tracking search across all stores is necessary for manufacturers to have accurate visibility on their performance. Such monitoring will accurately reflect the impact of their availability, media investments and content optimization efforts.

Questions? Contact us.

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