

NielsenIQ

# Unlocking online growth opportunities

with **E-commerce Accelerator**



# E-commerce is on a hyperdrive

Are your results granular enough to develop a winning e-commerce strategy?

## Total sales / market share review

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In today's fragmented online market, the need for a holistic overview of the industry, total sales and growth across product categories, manufacturers and geographies is vital to the success of your e-commerce business. Speed and granularity empower you to make better and agile business decisions.

## Sales conversion

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Measuring the performance of a particular product or brand during and off promotion period is key to understanding a customer's purchasing behavior when buying a product online. To win, you also need to understand what type of assortment would cater to shoppers' need and what drives them to click the 'buy' button.

## Loyal shoppers are key

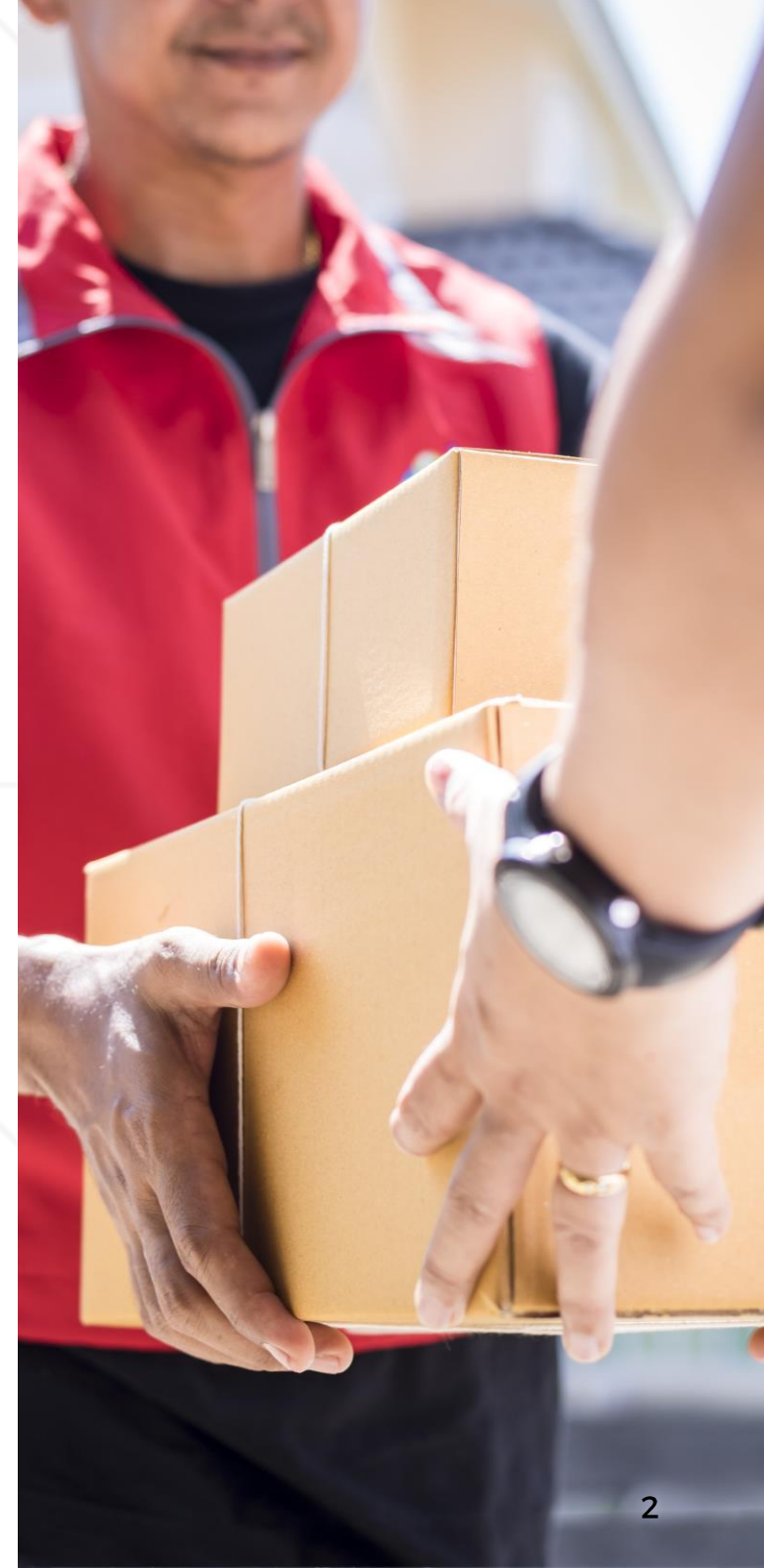
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It's a known fact that online shoppers are always on the hunt for the best bargain. Their sense of loyalty will sway to where promotions are wide. So, what can you do to attract and retain shoppers within your channel? Would a loyalty program or an online exclusive promotion help attract today's discerning virtual shoppers?

## Develop your own winning channel

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With revenue data from the marketplace and from your own social assets like the website, you'll be able to detect and react towards your competitors' performance while building a strong position with a macro viewpoint on framing a successful e-commerce strategy.



# Be ahead by leaps and bounds with more granular and complete measurement

Bolting on 4 additional features to help you drive success in your e-commerce business

## Product placement on digital shelf

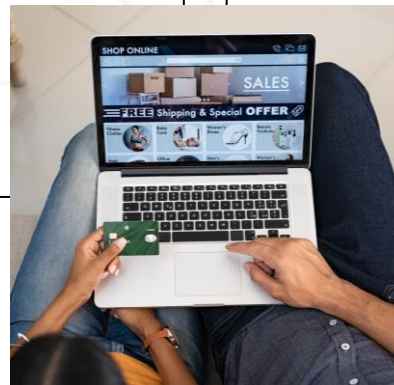
With over 1.5 million items on a digital product shelf, the need to analyse product placement at SKU level with brand and manufacturer level inputs becomes more important. Online brand performance can be boosted with data on digital share of shelf and analytics.

**Sales conversion**

## Daily price monitoring

Accurate, trustworthy daily online data is key to plan for the future. The focus on collecting daily high-quality granular data and verified against your own data can greatly prevent insight gaps.

**Total sales / market share review**



## Customers ratings

Everyday millions of customers are looking and reviewing products across platforms. Reviews are important to understand the impact it has on sales and product performance. How brands are performing against reviews or ratings is critical to moving ahead in the online world.

**Loyal shoppers are key**

## Competitors performance review

Looking beyond your own performance, understand the whole competition landscape and how the industry is evolving. With additional information on sellers, you can now make strategic and tactical decisions.

**Develop your own winning channel**

# NielsenIQ E-commerce Accelerator

Key to solving 4 business needs in today's ever changing e-commerce environment



## Accuracy

Data harmonization that you can trust to make strategic business decisions



## Speed to insights

Daily data report to support a nimble response to rapidly evolving market dynamics



## Depth of data

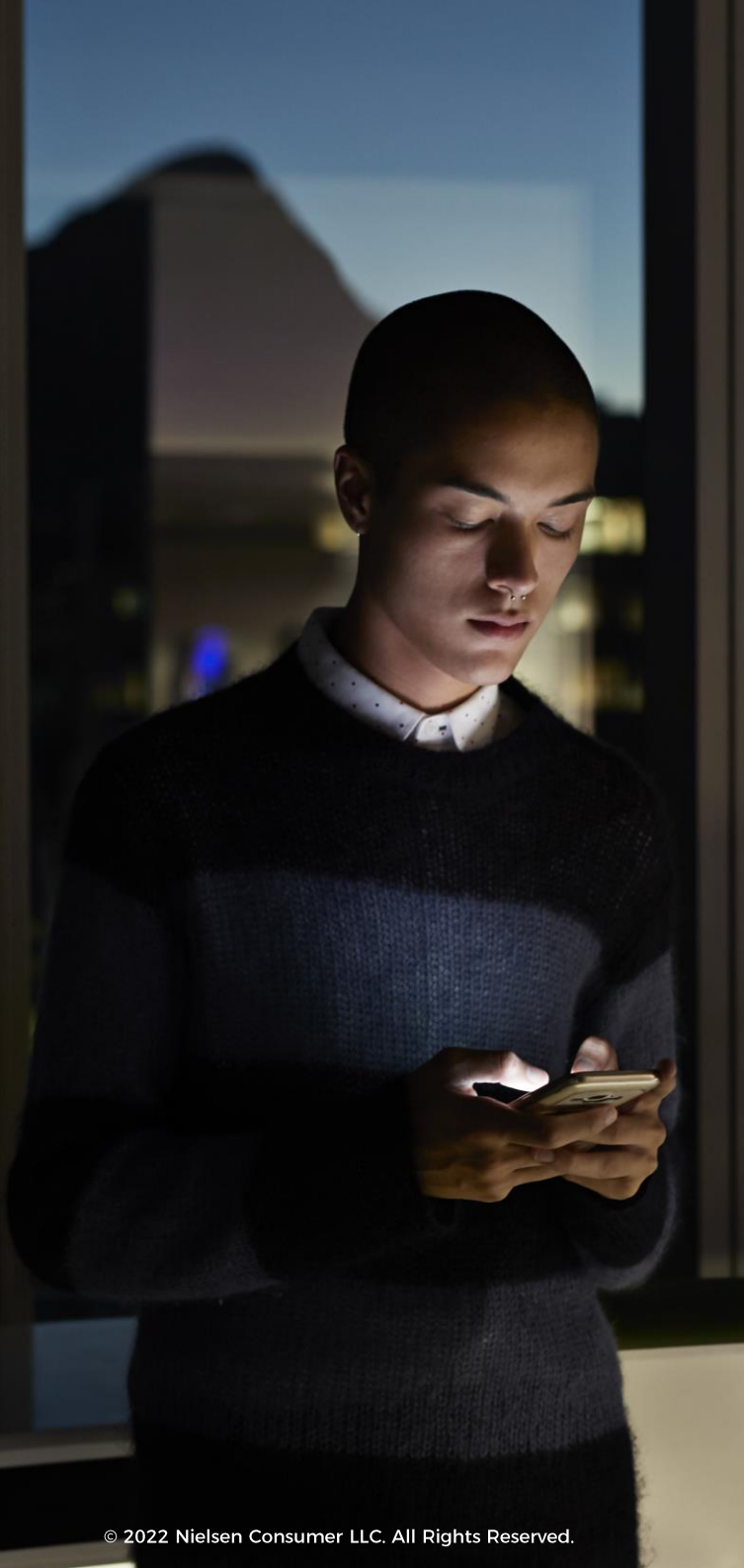
Detailed data (eg. price, units, share of voice, share of shelf) are aligned to support analysis and custom views



## Performance optimization

Metrics to optimize price elasticity, promotion effectiveness and digital shelf placement





# E-commerce Accelerator covers 4 key touch points

## Market

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- **By retailer x market:** Lazada, Shopee, HKTVMall and Tokopedia across Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam (where applicable) are now 'live'
- **By seller:** Ability to view performance by individual seller as well as 'Official' vs. 'Non-Official', according to groupings within retailers

## Product

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- **Top e-commerce growing categories:** Baby products, personal care, beauty & wellness, grocery, household care
- Manufacturer - Brand - SKU level reporting with itemization
- Syndicated collection with data harmonization

## Facts

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- **Sales measure:** Value, unit
- **Price:** Regular price, actual selling price
- **Digital causal:** Consumer ratings, share of display (by keyword, navigation)

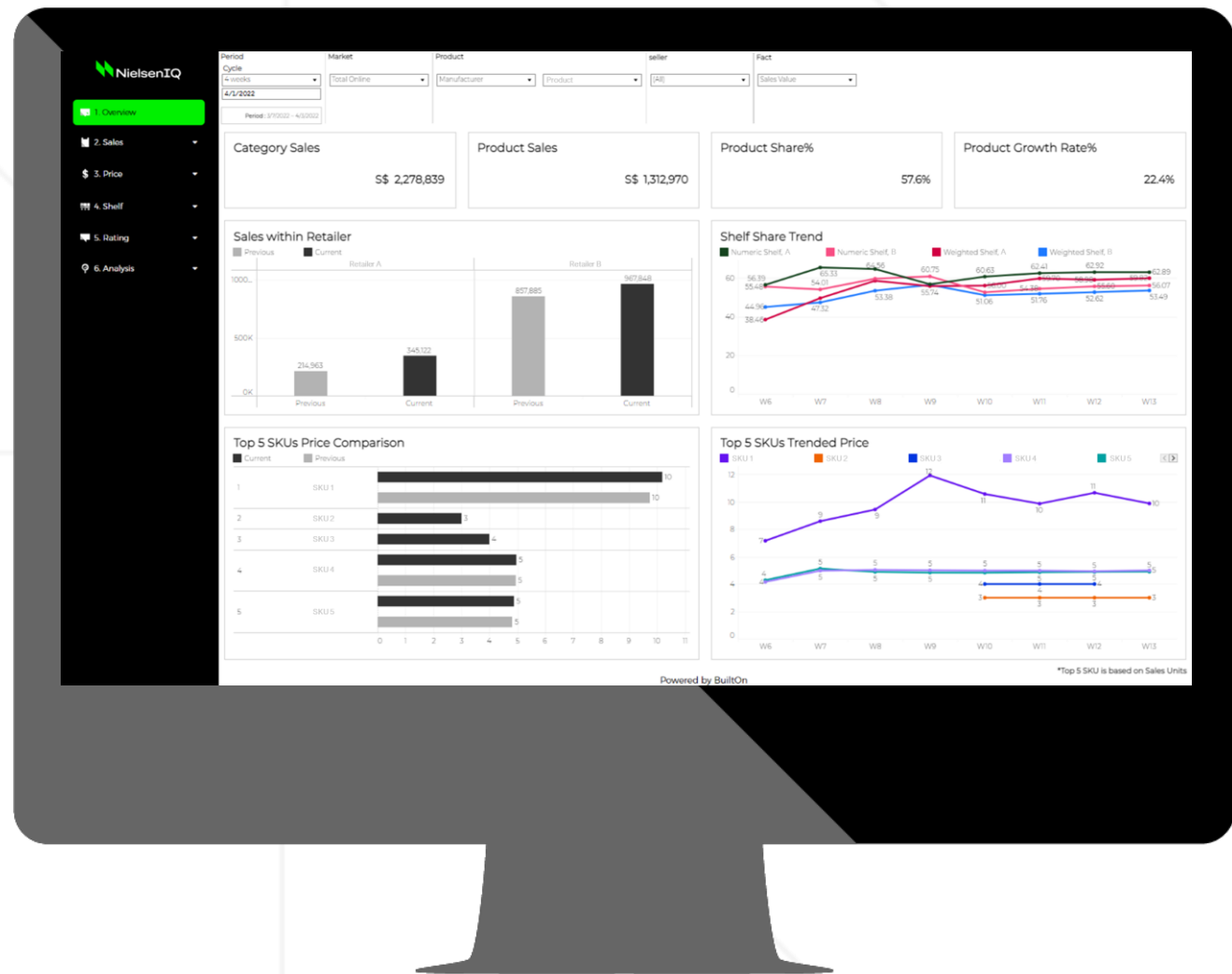
## Delivery

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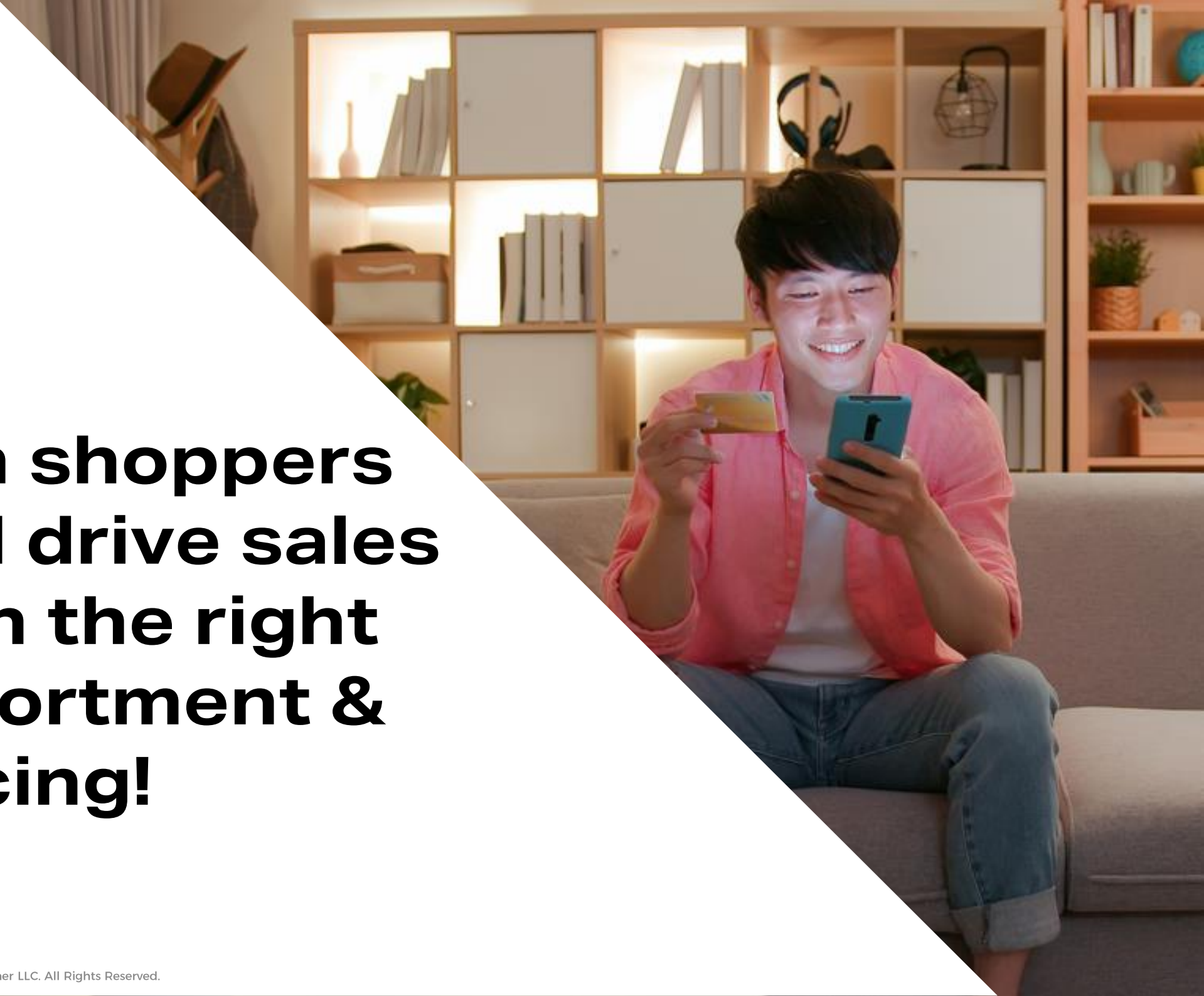
- Bi-weekly delivery / 14 business days after fieldwork closure
- Daily data granularity
- Online dashboard

# A one-stop portal for a 360 view of your e-commerce business

- A simple to navigate dashboard that enables you to review your online business performance vs. your competitors and total industry
- At a click of a button, sales performance review can be viewed right down to SKU level for each seller; both 'Official' and 'Non-official'
- Sales review data can also easily be updated daily so you'll have a complete understanding of the impact of special date promo events

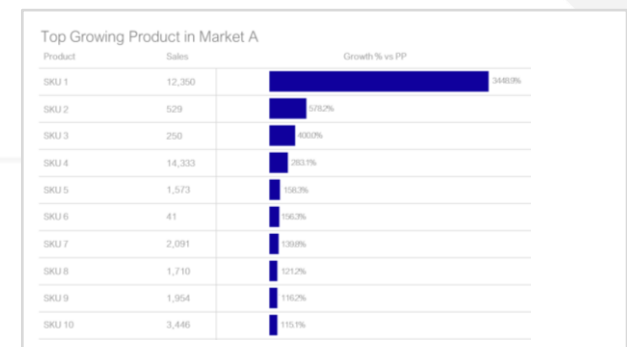
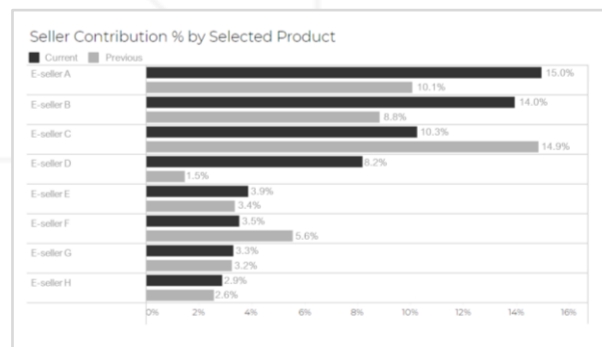
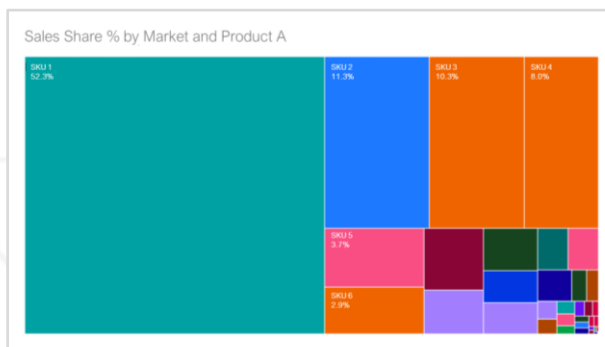


**Win shoppers  
and drive sales  
with the right  
assortment &  
pricing!**



# Identify online assortment gaps and opportunities

- E-commerce accelerator has the capability to monitor competitiveness within each platform
- The analysis can enable e-commerce businesses to **strategize their online assortment** offer to create unique differentiation against their competitors



## What

From identifying what our market positioning is against the competition

## Where

To identifying our/competitors' key sales driving platforms – either retailer or seller

## Who

And evaluating our offers by comparing against our main competitors in a specific platform (retailer/seller)



# Develop online pricing and promotion strategies

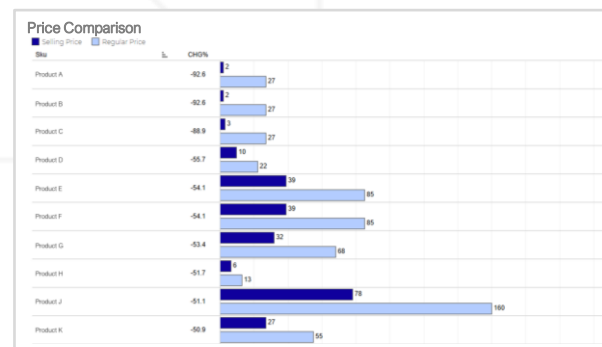
- The ability to monitor price competitiveness on a daily basis that captures daily promo events/ flash deals means you can be one-step ahead of your competitors when it comes to pricing strategy in the online world
- With granular pricing data, you'll be able to evaluate your price positioning and strategy as well as evaluate any price promo effectiveness to ensure your optimal sales is reached



## Feature 1

### Daily sales trend

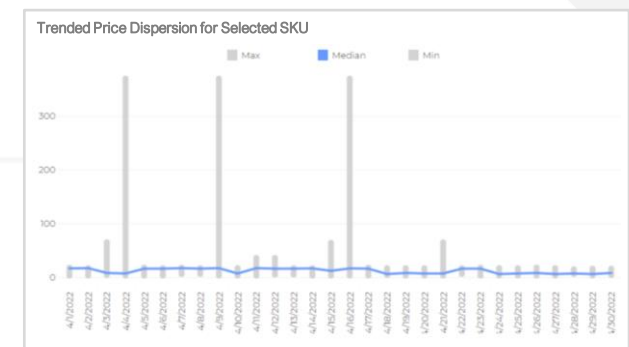
Evaluation of basic price elasticity by comparing price vs. sales



## Feature 2

### Depth of discount

Comparison between regular and selling price



## Feature 3

### Price dispersion

Daily analysis of price offers by different sellers/platforms


# Have the upperhand to think as a trendsetter not a follower

- With daily data reporting and data harmonization to support analysis and custom views, you can effortlessly strategize any online assortment offer to create a differentiation
- The granular metrics would enable you to easily identify new and upcoming trend for the industry – placing you ahead of the competition
- To upscale sales, the detailed data will enable your business to evaluate different bundled/ promo item(s)

**TOP 100 ITEMS BY CATEGORY WEBPAGE**

Date: June 30, 2021 | E-Tailer: sg.fairprice | Category (Digital Shelf): Fresh Food | Category ID: category/fruits-vegetables

Section Position	Item Description	Banner	Seller	Event	Promo Activity	Price (\$S)	Sale Price (\$S)
1	Pasar Prepacked C...	NA	Fairprice	NA	Buy 2 for \$1.65, Save \$0.25	0.95	0.95
2	Gold Beijing Cabb...	NA	Fairprice	NA	NA	1.80	1.80
3	Sumifru Philippines	NA	Fairprice	NA	NA	2.35	2.35
4	Hokto Mushroom:	NA	Fairprice	NA	Any 3 for \$3.55, Save \$0.95	1.50	1.50
5	Pasar Cherries [Option: NA] 250g	NA	Fairprice	NA	Buy 2 for \$9.95, Save \$9.95	9.95	9.95
6	Chef Shiitake Mushroom [Option: NA] 250g	NA	Fairprice	NA	Buy 1 Chef Shiitake Mushroom @ \$0.15 Off	2.40	2.25
7	Join Hing King Oyster Mushroom [Option: NA] 250g	NA	Fairprice	NA	Buy 1 Join Hing King Oyster Mushroom @ \$0.15 Off	2.05	1.90
8	Mor South Africa Sharon Persimmon [Option: NA] 900g	NA	Fairprice	NA	Buy 1 Mor South Africa Sharon Persimmon @ \$2.4...	7.95	5.50
9	China Premium Musk Melon [Option: NA] 1 per pack	NA	Fairprice	NA	Buy 1 China Premium Musk Melon @ \$2.00 Off	7.95	5.95
10	Berryfield Whole Frozen Blueberries [Option: NA] 1kg	NA	Fairprice	NA	Buy 1 Berryfield Whole Frozen Blueberries @ \$6.7...	19.50	12.80
11	Emborg Frozen Whole Leaf Spinach [Option: NA] 450g	NA	Fairprice	NA	Buy 1 Emborg Frozen Whole Leaf Spinach @ \$1.0...	3.95	2.95
12	Pasar Organic Chye Sim [Option: NA] 200g	NA	Fairprice	NA	NA	2.45	2.45
13	Asia Evergreen Frozen Vegetables - California Blend [Option: NA] 500g	NA	Fairprice	NA	Buy 1 Asia Evergreen Frozen Vegetables - Califom...	2.30	1.15
14	Pasar Kangkong [Option: NA] 400g	NA	Fairprice	NA	NA	2.20	2.20
15	Sustenir Spectacular Spinach [Option: NA] 100 G	NA	Fairprice	NA	NA	4.95	4.95
16	Sumifru Kamsookwang Pineapple [Option: NA] 1 per pack	NA	Fairprice	NA	NA	2.85	2.85
17	Korea King Oyster Mushroom [Option: NA] 200g	NA	Fairprice	NA	NA	2.15	2.15
18	Pasar Thailand Local Lettuce [Option: NA] 250g	NA	Fairprice	NA	NA	2.80	2.80
19	China Water Chestnut [Option: NA] 500g	NA	Fairprice	NA	Buy 1 China Water Chestnut @ \$0.15 Off	2.15	2.00
20	Asiagreen Frozen Vegetables - Cauliflower [Option: NA] 500g	NA	Fairprice	NA	Buy 1 Asiagreen Frozen Vegetables - Cauliflowe...	2.30	1.15
21	Sumifru Papaya - Solo [Option: NA] 1 per pack	NA	Fairprice	NA	NA	3.25	3.25
22	The Little Red Farm Thai Basil [Option: NA] 15 G	NA	Fairprice	NA	Any 3 for \$5.15, Save \$2.20	2.45	2.45
23	The Little Red Farm Sweet Italian Basil [Option: NA] 15 G	NA	Fairprice	NA	Any 3 for \$5.15, Save \$2.20	2.45	2.45
24	Korea Brown Beech Mushroom [Option: NA] 150 G	NA	Fairprice	NA	Any 2 for \$4.50, Save \$0.20	2.35	2.35

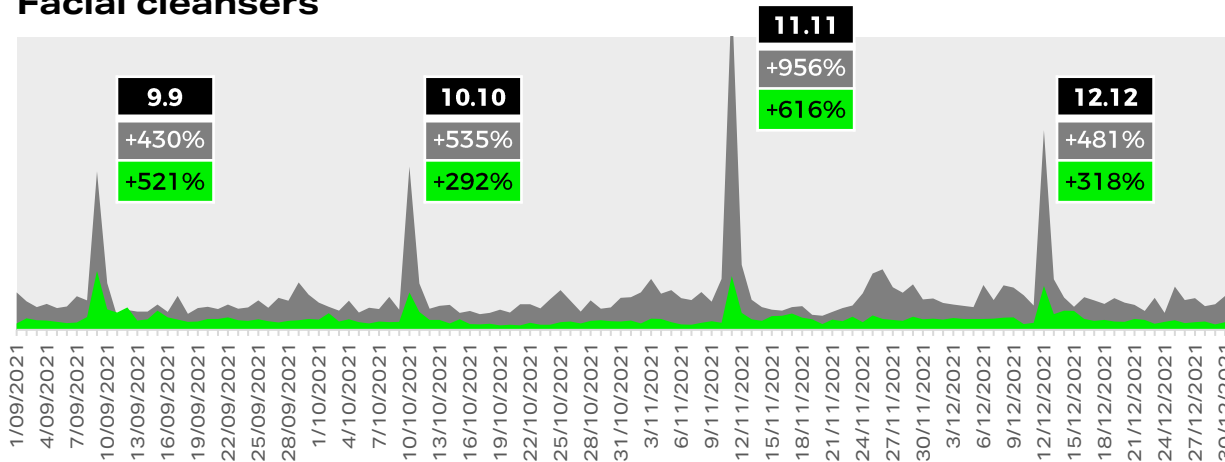
A woman with long dark hair, wearing a red top, is shown in profile, looking towards the left. She is standing in an urban environment with blurred buildings and structures in the background. A diagonal white line cuts across the image from the top left to the bottom right, separating the text area from the photograph.

# **E-commerce Accelerator in action!**

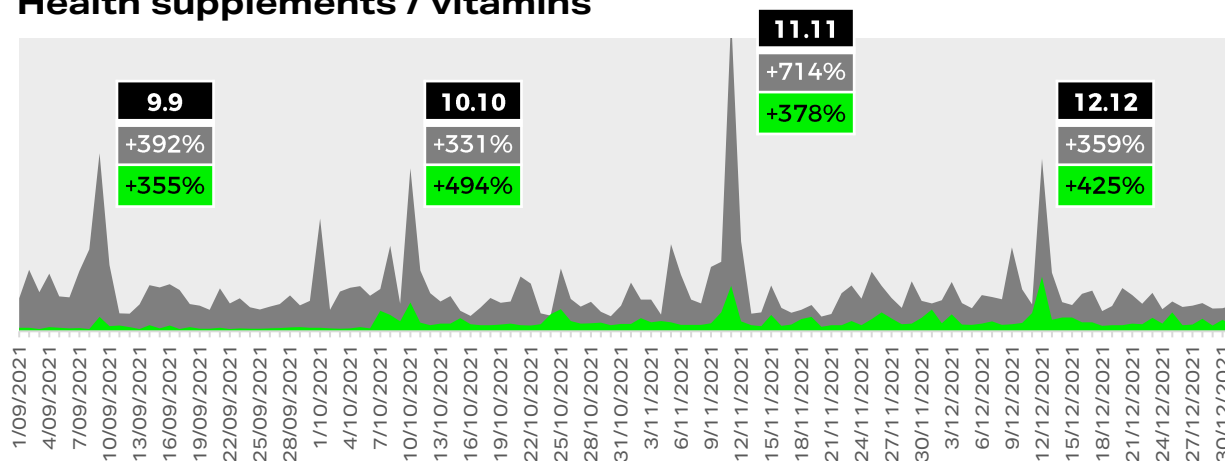
# Promotional festivals still drive incredible uplift even when omnipresent

Double Days' value sales and growth vs. past 3-weeks

## Facial cleansers



## Health supplements / vitamins



Sales for facial cleansers saw an uplift of +956% on Double 11 in Singapore compared to the previous 3 weeks' sales, while health supplements / vitamins saw a +494% uplift in sales in Thailand on 10.10 in 2021.

**NielsenIQ E-commerce Accelerator** allows you to monitor e-commerce performance more closely than ever before through daily data tracking.

You'll be able to discover growth opportunities and respond accordingly to shifting market trends by optimizing promotion efficacy and pricing strategy with granular, accurate e-commerce data.

# Double Days promo offer exceptional sales boost to brands

Facial cleanser e-commerce vs. Retail index – Top brand's value growth

## Singapore

Online – 11.11 Double Days Promo			Online – Past 6M	Offline RMS – Past 6M	Online Ratings – Past 6M	
Brands	Growth vs P3W	Rank	Rank	Rank	☆☆☆☆☆	☆☆☆☆
Brand A	+303%	1	1	66	90.4%	7.4%
Brand B	+13,117%	2	15	434	93.2%	4.4%
Brand C	+5,077%	3	12	-	89.7%	5.6%
Brand D	+808%	4	2	19	92.4%	5.8%
Brand E	+710%	5	3	3	88.9%	6.7%



## Thailand

Online – 11.11 Double Days Promo			Online – Past 6M	Offline RMS – Past 6M	Online Ratings – Past 6M	
Brands	Growth vs P3W	Rank	Rank	Rank	☆☆☆☆☆	☆☆☆☆
Brand F	+1,275%	1	2	12	95.2%	3.5%
Brand G	+560%	2	1	108	95.8%	3.0%
Brand H	+1,132%	3	3	194	96.5%	2.9%
Brand I	+1,454%	4	4	395	94.2%	4.6%
Brand J	+1,409%	5	6	-	94.3%	3.4%



In 2021, a facial cleanser brand in Thailand grew over 13,000% during the Double 11 online sale compared to its past 3 weeks' performance.

When assessing purely online sales ranking over the 6 months prior to the event, the same brand was ranked #15 in terms of sales via the online channel, but it jumped to #2 during Double 11.

While in the offline channels, this brand ranked #234 over the 6 months prior to Double 11 in 2021.

With **NielsenIQ E-commerce Accelerator**, you'll be able to access sales value, sales unit, price per unit and digital shelf analytics as well as customer ratings – all important data and insights in helping you build the winning e-commerce and omni strategies.



# Drive your e-commerce success

Get in touch with us to learn how granular e-commerce and shelf performance can power your e-commerce business.

**Let's talk!**