pomelo

CASE STUDY

HOW A SOFT DRINKS MANUFACTURER OPTIMISED ITS E-COMMERCE PRESENCE IN CLICK&COLLECT ONLINE STORES

Pomelo offers a turnkey solution for Category Managers and Key Account Managers to optimise e-planogram, search and placement strategies in online stores. We work with some of the largest companies in the world – including 6 of the Forbes top 100 brands worldwide. Here's how a big manufacturer of soft drinks used Pomelo's shopper insights to optimise its e-commerce strategy in french click&collect

THE GOAL

Pick the right strategy for category growth in online stores

For many FMCG manufacturers finding the appropriate place for shoppers to encounter their category and products in online stores is difficult, and the past year has made this task very relevant and all the more challenging, as the habits and knowledge gathered over a century of brick & mortar retail do not always translate well online.

But it's a real need for Category Managers today. If shoppers do not know you or look actively for your products, you need to make sure they encounter you, and the best places for this in an online store are far from clear.

Manufacturers and retailers are striving to learn how the online channel can be made more seamless to shoppers, and which tools are actually effective, and where their efforts can be best put to use.

Here's how a large manufacturer of soft drinks in Europe used Pomelo's In-Store shopper insights to do just that:

TOP E-COMMERCE QUESTIONS

WHERE

How should shoppers be able to find your category and products? Should you put more emphasis on category menus or other tools (search, banners, promo areas, favorites list)

WHAT

Should your product hero images explain everything or will icons and badges tell shoppers what your product is? How much information needs to be immediately available vs only if you look for more detail?
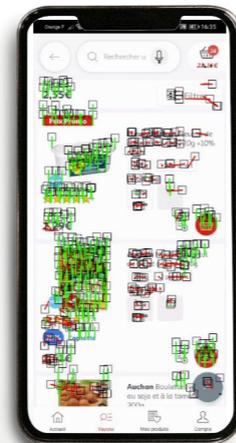
HOW FAR

Should your product appear at the top of the page? Or only after the shopper has explored the offer a bit? What is the maximum distance you can expect your buyers to go to before they decide to buy?
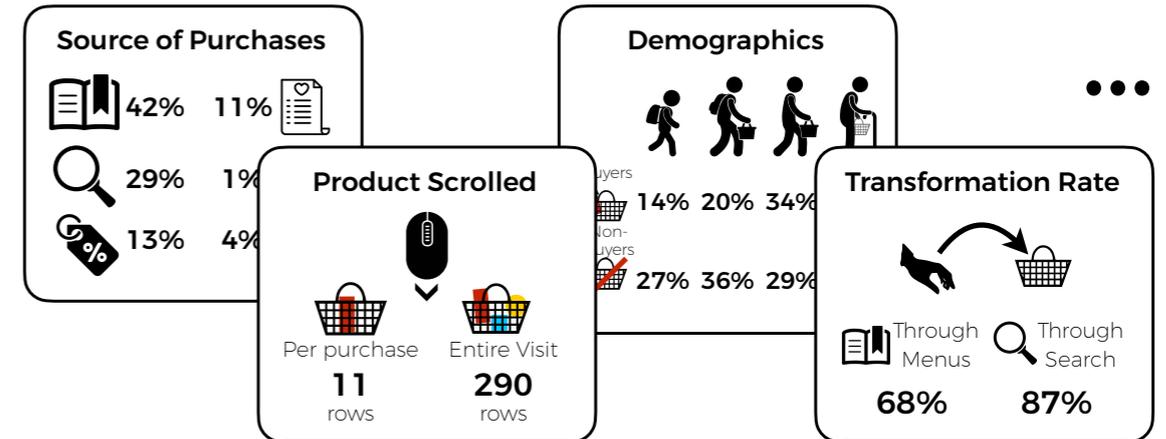
THE SET-UP

THE MEASUREMENTS

E.Leclerc DRIVE

leDRIVE Intermarché

Carrefour drive.fr

Auchan drive
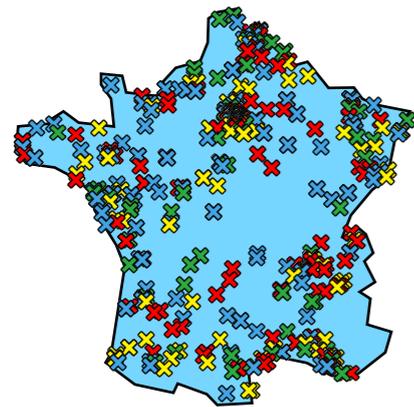
600x

Record the entire shopping process of hundreds of shoppers in the 4 major French retailers with Click & Collect platforms, both on computers and mobile devices

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Source of Purchases
42%   11%
29%   1%
13%   4%

Product Scrolled

Per purchase
11 rows

Entire Visit
290 rows

Demographics

Buyers   14% 20% 34%
Non-buyers   27% 36% 29%

Transformation Rate

Through Menus
68%

Through Search
87%

Measure the usage of category menus, search bar, info pages, favourite lists and brand&retailer banners, comparing buyers vs non-buyers of the category

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Track the entire shopping process, from page exploration, to product scrolling and search, the purchases made and products taken off from the basket, and combine that with an exit interview on planning and the decision process

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Level-1

best for
xxxxxxxxxxxx
xxxxxxxxxxxx
xxxxxxxxxxxx

place in page
Max: 28th row
Best: 17th row

Level-2

best for
xxxxxxxxxxxx
xxxxxxxxxxxx
xxxxxxxxxxxx

place in page
Max: 16th row
Best: 9th row

Level-3

best for
xxxxxxxxxxxx
xxxxxxxxxxxx
xxxxxxxxxxxx

place in page
Max: 14th row
Best: 4th row

best for
Destination products
Brand X, Y, Z

place in page
Max: 6th row
Best: 3rd row

Build a ranking of which pathways to the product were used the most in general and for the category, and provide recommendations on the structure of the category menus, product vignette and media placement

"The collaboration with Pomelo allowed us to collect retailer-specific data and thus to provide arguments and develop tailored recommendations"

– ALEXANDRINE D.
CHANNEL MANAGER

"**POMELO has been a great partner in understanding our shoppers on the Drive channel. Thanks to their expertise and professionalism, the team was able to identify our needs, adapt to the different issues of our categories and provide us with rich recommendations. We would like to thank them for their strong commitment and responsiveness throughout the collaboration.**"

– ASMA C.
CATEGORY MANAGER
DIGITAL MERCHANDISING

THE RESULTS

Pick the right strategy for category growth in online stores

Instead of guessing where to dedicate the most effort and resources to maximise the exposure of shoppers to their products and to grow the category for their client, Channel Manager Alexandrine can look through the study to see what works and what does not, and make an informed decision that is supported by facts.

There's real power in knowing what site mechanics and what category hierarchy perform the best. When you can see which tools are having the most impact across the range of products and categories - and which may be performing much better with a specific retailer - you can get a better idea of how to reach your your shoppers in the most effective way.

Ready to get some answer to your digital merchandising challenges? Give us a call today!

Pomelo's In-Store shopper insights and recommendations help the world's leading brands transform their merchandising efforts in-store into powerful tools for generating sales and creating new customers. By bringing factual data on what really happens in stores, Pomelo provides not just numbers but also explains why some strategies are better than others, and recommends a path to success.

Measuring the behaviour of hundreds of thousands of shoppers across the world, Pomelo has its headquarters in Lausanne, Switzerland and a customer list that includes leading brands like Samsung, L'Oréal, Nestlé, Danone, Heineken and many more.

INTERESTED IN LEARNING MORE?

Contact **info@thinkpomelo.com** for more information