

hello.

Digital Shelf Report Recap - Q2 2024
June 11, 2024



••• MEET THE PRESENTERS



Kristin Wall
VP, Ecommerce



Emily Baynard
Sr. Director, Ecommerce

Q2 2024 Digital Shelf Report



Albertsons



Amazon



Best Buy



Gopuff



Instacart



Kroger



Target



Walmart

- Q1 coverage started with Amazon, Walmart, Target, Kroger, and Instacart
- Expanded coverage in Q2 to include Albertsons, Best Buy, and Gopuff
- Added three new sales tools, for a total of 41 criteria evaluated
- Deep collaboration with retail partners on capability roadmap visibility
- Launched in Australia starting this month!

The digital shelf is a **dynamic space** where people seek information, browse, get inspired, ask questions, and share their experiences.

Compelling shoppers to find and buy your brands requires a deep understanding of their journey.

CONNECTED

Provides a seamless and relevant shopper experience while being efficient and operating at scale

COMPELLING

Conveys to the shopper the right message and information for the category and journey

COMPETITIVE

Delivers foundational elements to ensure you can be found and will stand out from your competition

COMPLIANT

Meets the individual retailer.com requirements and best practices

A close-up photograph of a man with a beard and a nose ring, wearing a patterned shirt, looking down at a smartphone in his hands. The background is blurred with warm, bokeh lights.

USING THE REPORT

Mars United Commerce has established 41 key criteria for evaluation that can be grouped into 4 key focus areas. The specific criteria in each focus area represent tangible capabilities and tools relevant to self-service and retailer-provided digital shelf touch points that enable shoppers to discover, research, and/or purchase products on a retailer's website or marketplace. Capabilities in each focus area are explained in greater detail in the Glossary at the end of this report.

KEY FOCUS AREAS:

BASIC CONTENT

Basic Content capabilities represent the descriptive information and imagery that define and spotlight a consumer product. Standard components of a product detail page such as product title, carousel images, below-the-fold content, user-generated content, and brand stores are all classified as Basic Content.

ADVANCED CONTENT

Advanced Content are enhanced capabilities that move beyond simple product descriptions to enable shopper engagement. This content is used to keep shoppers on the page longer, teach them more about the product, and inspire emotional connections with the brand. Content types include interactive and 360-degree images and closed-caption video.

SALES TOOLS

Sales Tools are levers that amplify the discoverability, shoppability, and convertibility of products sold on the digital shelf. Tools like product badges, shoppable collections, and auto-replenishment are used to more easily engage, convert and retain shoppers.

SUPPLIER/VENDOR SERVICES

These services are intended to provide suppliers/vendors with enhanced support to enable and maintain a competitive edge within the retailer's ecosystem. Services such as A/B testing, direct connection syndication, and content scorecards fall into this group.

Don't forget to check out the

GLOSSARY

at the end of the report

GLOSSARY — BASIC CONTENT

Mobile hero image	The top product image a page viewer sees on a mobile device, designed to be especially visually appealing.	Product comparison chart	A comparison of features and attributes across products from the same brand or competing brands, designed to simplify the shopping process.
Secondary carousel images	The additional images featured in a PDP's carousel.	User-generated content (UGC)	Rating & reviews, testimonials or other content supplied by consumers who have purchased and/or used the product.
STF (above the fold) text	The standard product information at the top of a PDP that is visible without scrolling, including product title, bullet points and product description.	Basic brand store	A single landing page dedicated to a brand's portfolio rather than a single product.
Back-end keywords	Product attributes and other keywords added on the back end of a PDP to optimize the product's search visibility.		
Basic STF content	Additional marketing content on the PDP that is visible below the fold, including unique image and text layouts, rich media and product comparison charts.		

GLOSSARY — ADVANCED CONTENT

Interactive images	The use of hot spots, GIFs and other interactive features on a PDP to enhance viewer engagement.	Advanced brand store	An expanded brand store that spans multiple pages and interactive modules.
360-degree spin images	A drag-to-rotate 360-degree view of a product from all sides and angles in a single image on the PDP.		
Videos with closed-captioning	Overlaying text onto product videos featured on the PDP to expand engagement opportunities.		
Premium STF content	More modules and customization tools compared with basic STF content.		
Advanced brand store	A single landing page dedicated to a brand's portfolio but featuring interactive modules such as unique image and text layouts, rich media, and product comparison charts.		

GLOSSARY — SALES TOOLS

Pushy intent metrics	Providing a consistent, shopping-conducive experience across desktop, mobile app & mobile web activity.	Product badges	Call-out designations that highlight key features or selling points about a product (sustainability, non-GMO, gluten-free, gift-based, etc.)
Fulfillment type	Helping to convert more shoppers by offering a variety of fulfillment options, ship to home, deliver to home, curbside pickup, BOPIS, robot, store.	Shoppable collection	Assisting product discovery through the promotion of new product lines, seasonal items, etc.
Browse by departments & category	Functionality that lets shoppers filter searches by various routes.	Product selector	Allowing brands to help shoppers find the right product by answering questions/suggestions.
Product attributes	A set of characteristics that define the physical characteristics of a product (like pack size, style, flavor, etc.).	Auto-registration	Allowing shoppers to sign up for ongoing orders through "Subscribe & Save" services.
Hyperlinked byline	A link on the PDP that directs shoppers to a more complete product assortment for the brand.	Membership program	A subscription service that offers members free shipping, early access to sales, special promotions, personalized deals, and various other shopper rewards.

USING THE ASSESSMENT TOOL

Retailers are assigned the appropriate symbol to indicate the level of support they're providing for each capability, service, or feature covered in this report. The key at right defines the five support levels covered in our assessment. (A around the symbol indicates a change in support level since the last report.)



The retailer fully supports this capability.



The retailer does not support this capability.



The retailer provides limited support for this capability.



The retailer supports this capability via managed service only.



The retailer is testing this capability for future rollout.

Capability Spotlight

SALES TOOLS

Parity across shopper devices

Shop by fulfillment type

Browse by department & category

Additional product attributes

Hyperlinked byline to PDP

Product badges

Shoppable collections

Product selector

Auto-replenishment options

Enroll in brand registry

Best Seller badges

Digital sampling

Live shopping

Social Sharing

Chatbot/ChatGPT

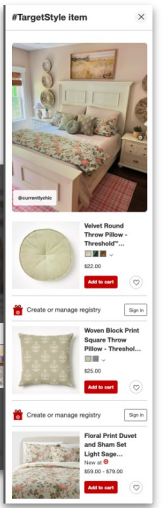
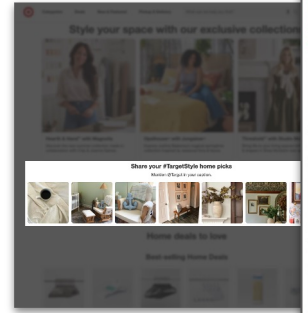
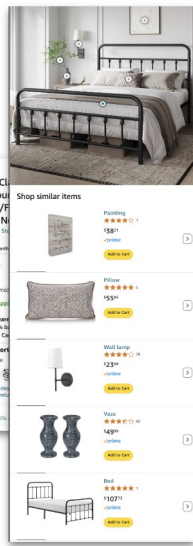
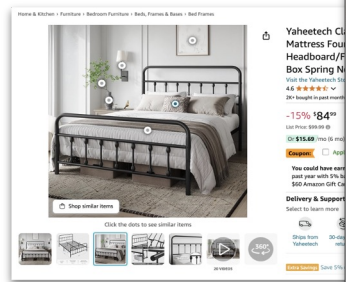
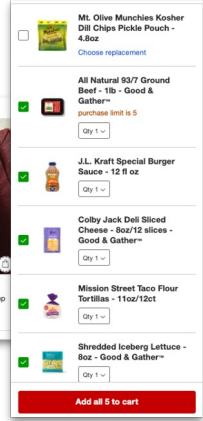
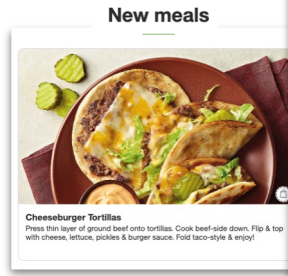
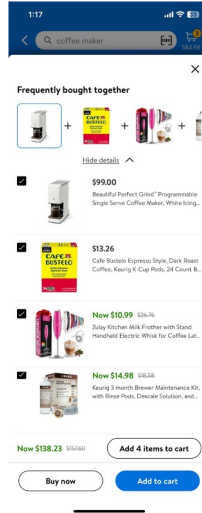
AR/VR

Generative AI

Virtual try-on

Live Chat Consulting

Assisting product discovery through the promotion of new product lines, seasonal items, etc., as a themed group



SALES TOOLS

Parity across shopper devices

Shop by fulfillment type

Browse by department & category

Additional product attributes

Hyperlinked byline to PDP

Product badges

Shoppable collections

Product selector

Auto-replenishment options

Enroll in brand registry

Best Seller badges

Digital sampling

Live shopping

Social Sharing

Chatbot/ChatGPT

AR/VR

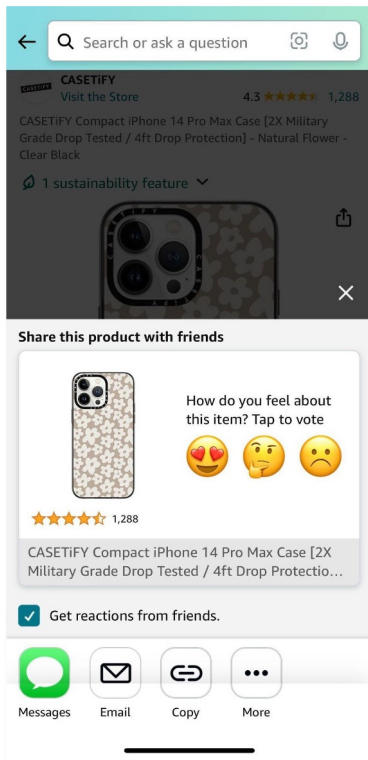
Generative AI

Virtual try-on

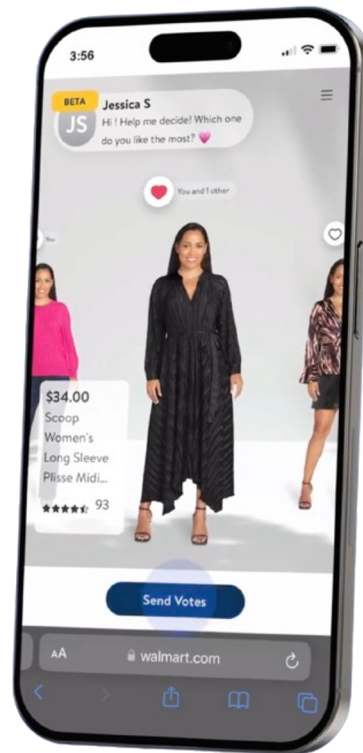
Live Chat Consulting

Tools that let shoppers share products from a PDP

Amazon Consult-a-Friend



Walmart Shop with Friends



SALES TOOLS

Parity across shopper devices

Shop by fulfillment type

Browse by department & category

Additional product attributes

Hyperlinked byline to PDP

Product badges

Shoppable collections

Product selector

Auto-replenishment options

Enroll in brand registry

Best Seller badges

Digital sampling

Live shopping

Social Sharing

Chatbot/ChatGPT

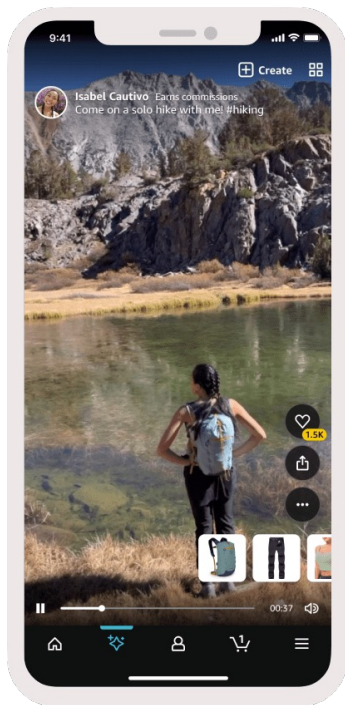
AR/VR

Generative AI

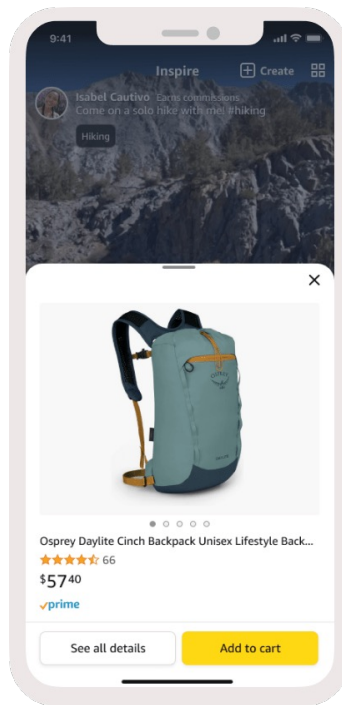
Virtual try-on

Live Chat Consulting

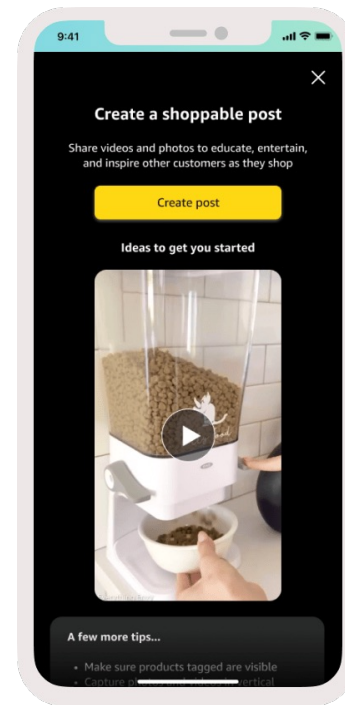
Tools that let shoppers share products from a PDP



Products featured in photos and videos are tagged on screen



Tap the product to get details, access reviews, and add the item to your cart



Inspire other customers by sharing your ideas, interests, and favorite Amazon finds



SALES TOOLS

Parity across shopper devices

Shop by fulfillment type

Browse by department & category

Additional product attributes

Hyperlinked byline to PDP

Product badges

Shoppable collections

Product selector

Auto-replenishment options

Enroll in brand registry

Best Seller badges

Digital sampling

Live shopping

Social Sharing

Chatbot/ChatGPT

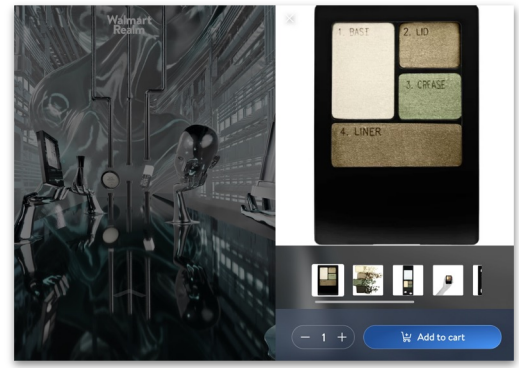
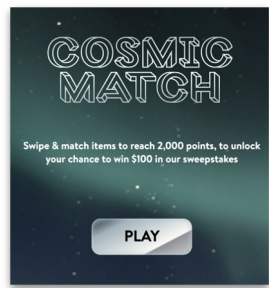
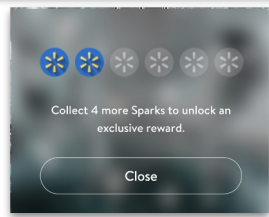
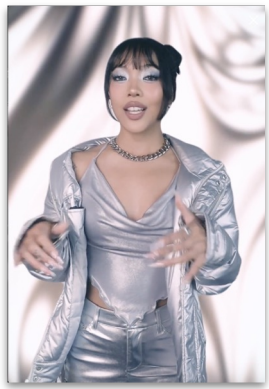
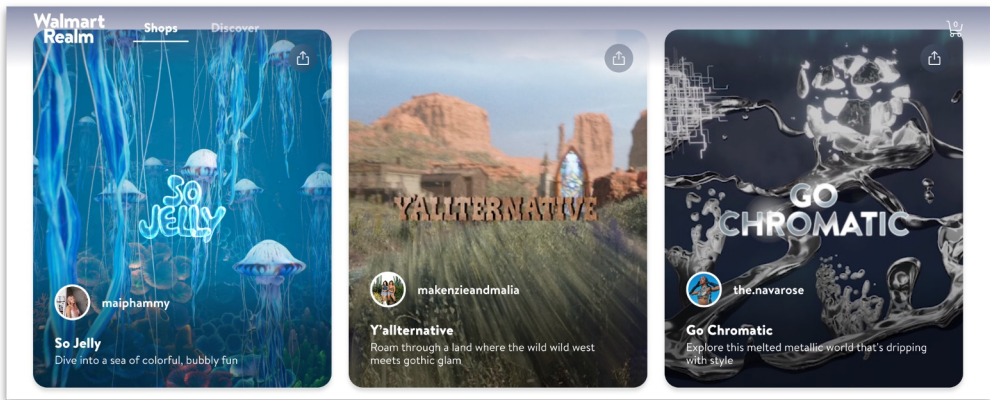
AR/VR

Enhanced shopping experiences using 3D augmentation or simulated virtual environments

Generative AI

Virtual try-on

Live Chat Consulting



SALES TOOLS

Parity across shopper devices

Shop by fulfillment type

Browse by department & category

Additional product attributes

Hyperlinked byline to PDP

Product badges

Shoppable collections

Product selector

Auto-replenishment options

Enroll in brand registry

Best Seller badges

Digital sampling

Live shopping

Social Sharing

Chatbot/ChatGPT

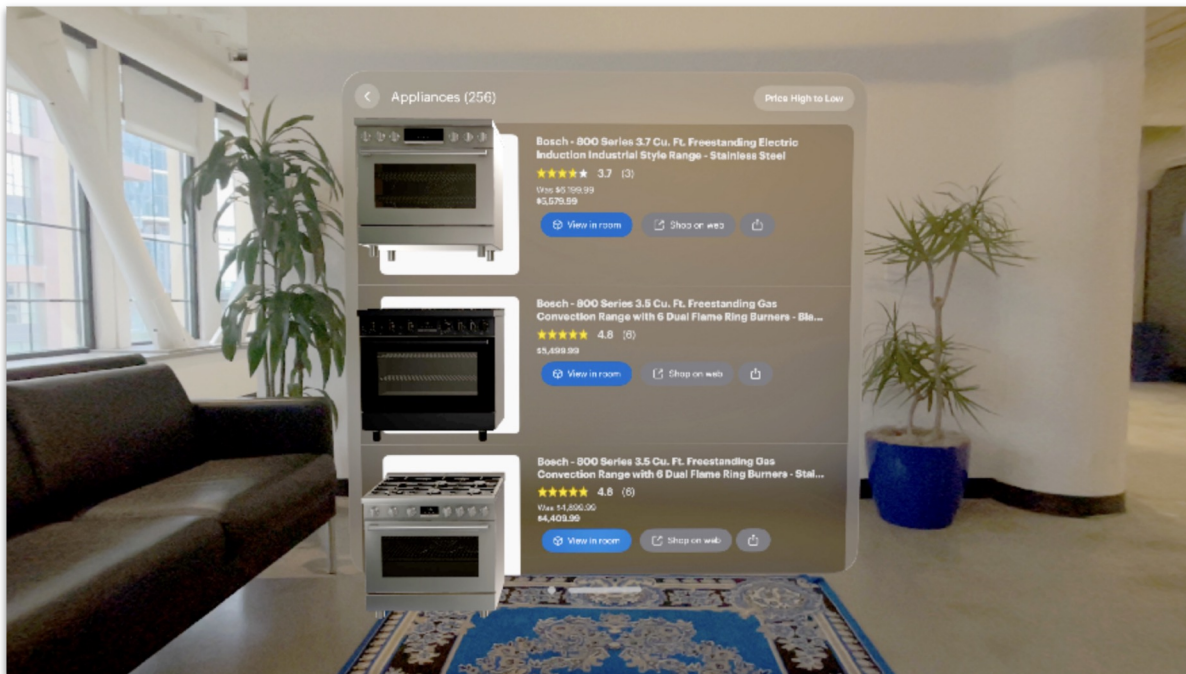
AR/VR

Generative AI

Virtual try-on

Live Chat Consulting

Enhanced shopping experiences using 3D augmentation or simulated virtual environments



SALES TOOLS

Parity across shopper devices

Shop by fulfillment type

Browse by department & category

Additional product attributes

Hyperlinked byline to PDP

Product badges

Shoppable collections

Product selector

Auto-replenishment options

Enroll in brand registry

Best Seller badges

Digital sampling

Live shopping

Social Sharing

Chatbot/ChatGPT

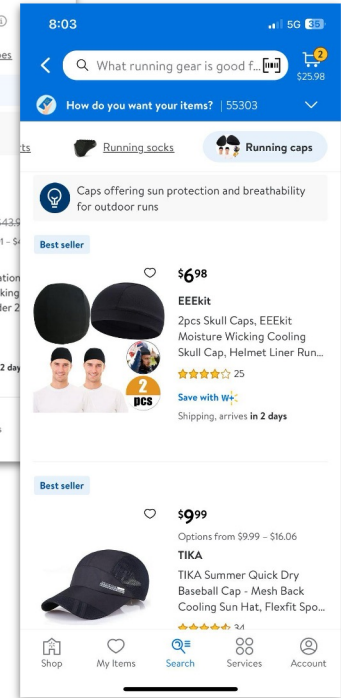
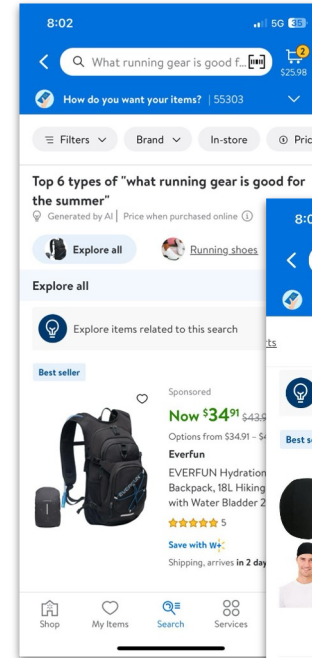
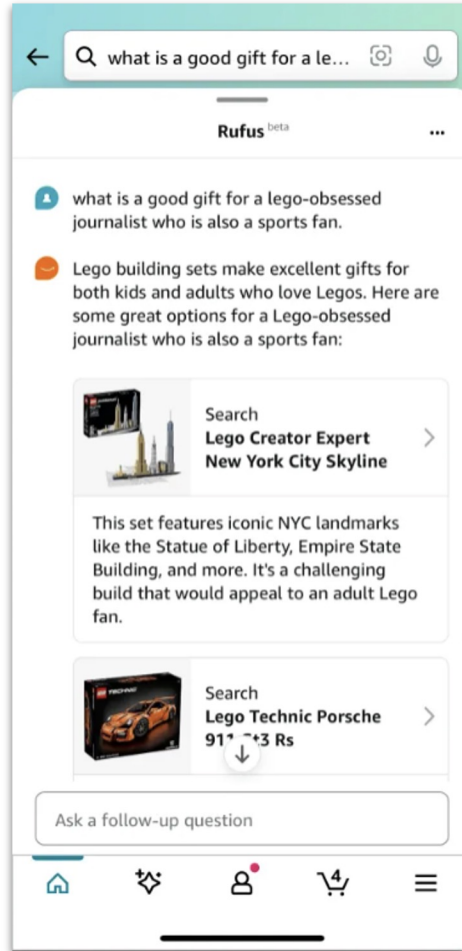
AR/VR

Generative AI

Virtual try-on

Live Chat Consulting

Advanced tools using gen AI technology that improve search results and create personalized product recommendations



Retailer Spotlight

Recent Developments

- Recently updated visual-forward PDPs
- Soon-to-launch functionality will pull in user-generated videos ATF

Recent Developments



- New brand store metrics
- BTF comparison charts with ATC and Customer Ratings highlights

Brand Store quality rating: High 30-DAY OVERVIEW

[Explore recommendations to improve Brand Store quality](#)

Traffic			Sales			Store engagement	
Visitors [👤]	Views per visitor ^{👁️}	New to Store visitors [👤]	Sales [💰]	Orders [📦]	Units sold [📦]	Avg. dwell time [🕒]	Avg. bounce rate [👤]
2,750	2.05	1,990	\$21,237.24	1,245	3,655	70s	17%

New to Store Visitors

Average Dwell Time

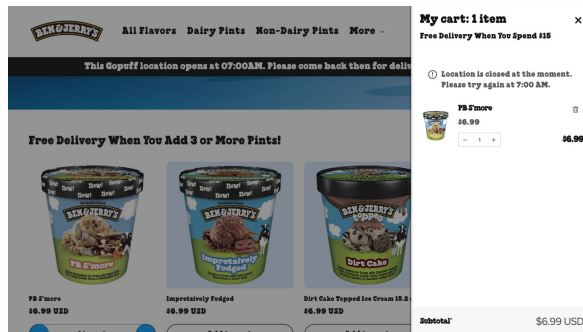
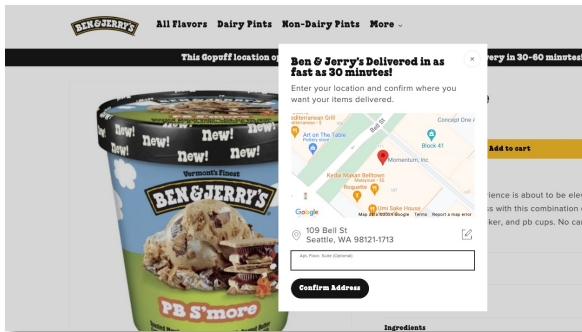
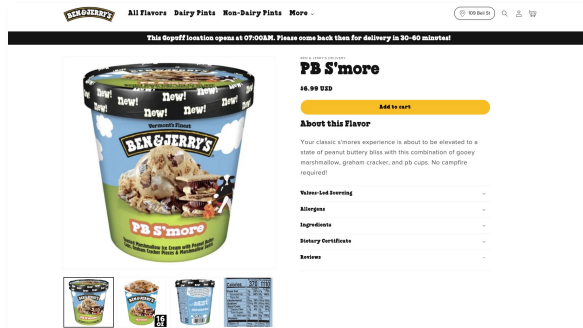
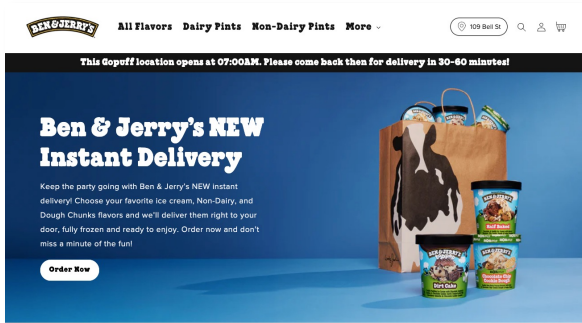
Average Bounce Rate

	Gillette Venus Skin Smoothing Exfoliant	Gillette Venus 2-in-1 Cleanser + Shave Gel	Gillette Venus for Pubic Hair & Skin	Gillette Venus Daily Soothing Serum
	Add to Cart	Add to Cart	See Details	Add to Cart
Customer Reviews	★★★★★ 1,954	★★★★★ 1,493	★★★★★ 5,118	★★★★★ 1,877
Price	\$9 ⁰⁰	\$8 ⁹⁹	\$13 ⁷⁶	\$6 ⁹⁹
Main benefit	Skin smoothing gentle exfoliant. Great to use prior to shaving	2-in-1 shave gel that doubles as a daily gentle cleanser	Specifically designed to help protect pubic skin from shave irritation	Daily soothing moisturizer to help reduce itch*
Function	Prepare	Protect*	Protect*	Maintain
		*helps protect from shave irritation	*helps protect from shave irritation	*itch due to dry skin

Recent Developments

go

- DTC storefronts powered by Gopuff



Content action plan to increase shoppability and boost sales

PRIORITY PRODUCTS

- ✓ Prioritize where to focus your goals based sales velocity
- ✓ Determine what needs to be created to make your product pages shoppable and convertible
- ✓ Ensure product detail pages have complete product titles, product bullets, images & video to increase relevancy and ranking
- ✓ Get inspiration from top-performing competitor products to understand how they are upgrading their PDPs

MONITOR & MANAGE CONTENT

- ✓ Work with your brand and/or sales teams to factor in ecommerce photography and video needs for new products
- ✓ Measure the ROI of content changes to understand what works and where you may want to invest more
- ✓ Evaluate performance on a regular cadence and apply optimizations to ensure performance is in line with benchmarks
- ✓ Stay on top of ecommerce trends - new technologies have huge implications for how your product content must evolve
- ✓ Deploy real-time A/B testing of product visuals with a continuous loop of testing and learning to maximize investments



Unlock the power of your brand by tapping into the right digital shelf solutions! Let's elevate your presence across channels and retailers to drive unparalleled growth together.

Contact us now to embark on your digital shelf journey of excellence!

Q & A



Download a copy of the Digital Shelf Report

**CREATE.
IMPACT.**