



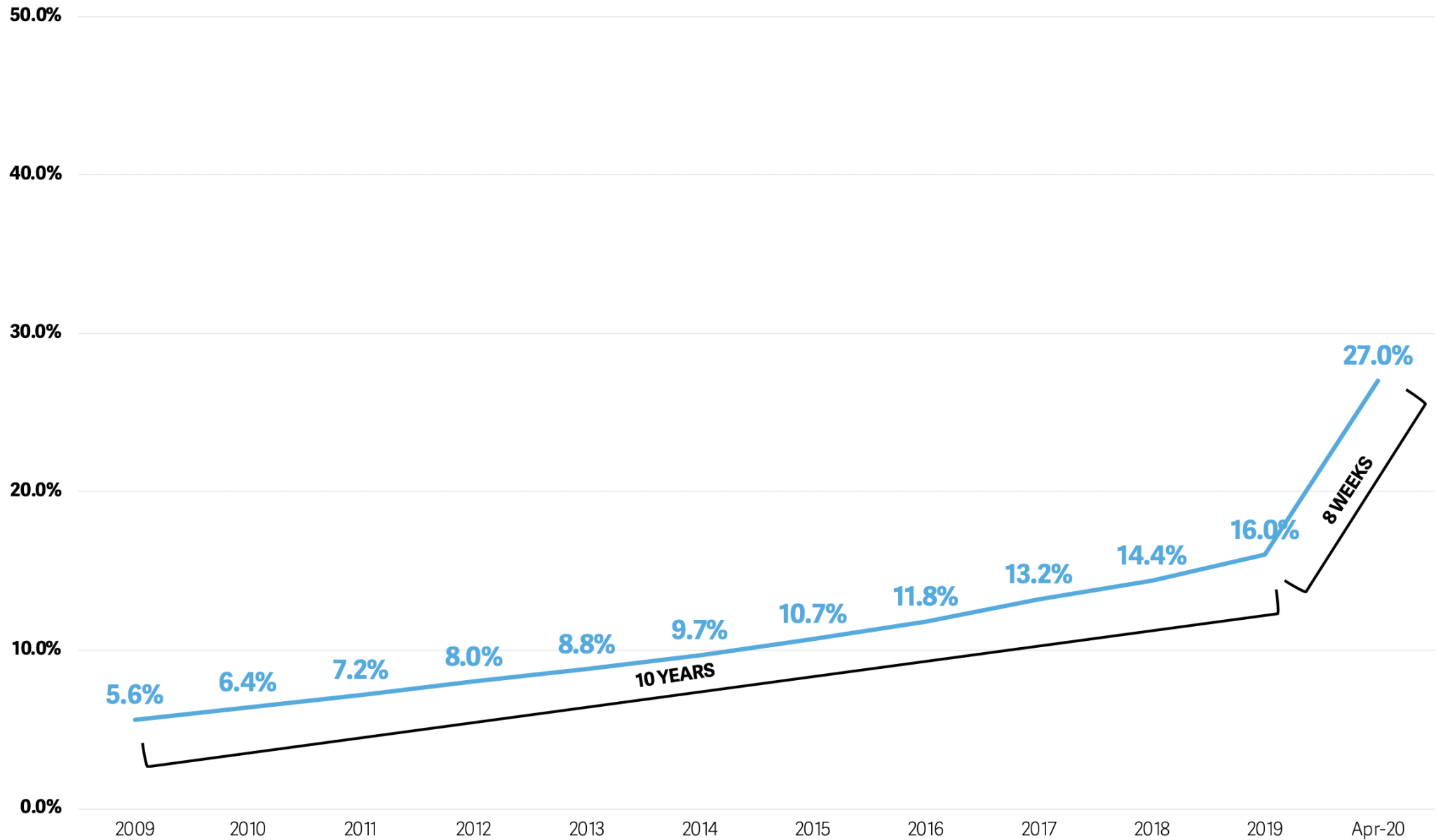
Unlocking the Power of Product Content on Instacart



Presented By
Amanda Wolff, CMO
OneSpace



U.S. Ecommerce Penetration (% of Retail Sales)







Source: Bank of America, U.S. Department of Commerce, Shaw Spring Research



June Scorecard: Online Grocery Delivery & Pickup

Total US – Past 30-day activity*

Performance Metrics	Aug 2019	March 2020	April 2020	May 2020	June 2020
 Sales (Past 30 days)	\$1.2 B	\$4.0 B	\$5.3 B	\$6.6 B	\$7.2 B
 Spend (Average per order)	\$72	\$85	\$85	\$90	\$84
 Orders (# Past 30 days)	16.1 M	46.9 M	62.5 M	73.5 M	85.0 M
 Customers (# Active during past 30 days)	16.1 M	39.5 M	40.0 M	43.0 M	45.6 M
 Frequency (Monthly average/customer)	1.0	1.2	1.6	1.7	1.9

* Excludes online orders shipped to home via common or contract parcel carriers.

Sources: Brick Meets Click/Mercatus Grocery Survey, June 2020; Brick Meets Click/Mercatus Grocery Survey, May 2020; Brick Meets Click/Symphony RetailAI Grocery Survey, April 2020; Brick Meets Click/ShopperKit Grocery Survey, March 2020; Brick Meets Click Grocery Survey, August 2019.



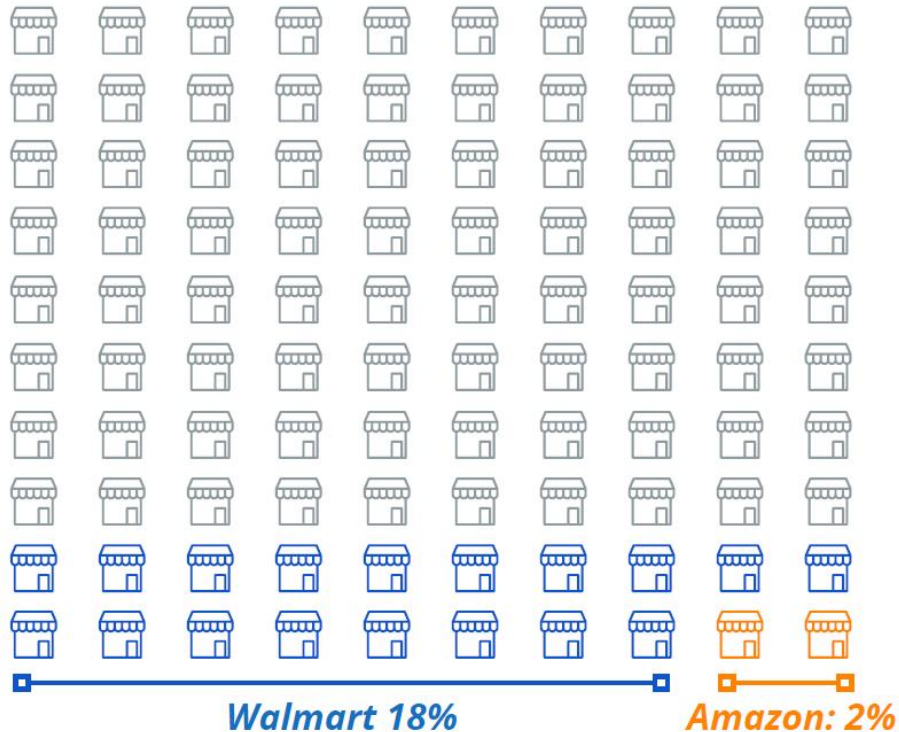
Fragmented Industry Requires a Comprehensive Strategy

80% of grocery shopping occurs outside of Walmart & Amazon

96% of customers who haven't tried online grocery would pick a store they already shop from

US Total Grocery Gross Transaction Value = \$838B

Each store icon represents \$8B in GTV



Source: Google & Bain Study





Instacart Led Online Grocery with 57% Share in April

BRIEF

Instacart claims more than half of online grocery market



Kroger

AUTHOR

Jessica Dumont
@JLDumont6

PUBLISHED
June 10, 2020

Dive Brief:

- Instacart's share of the online grocery market reached a high of 57% in April, according to a new report from The Information and Second Measure based on purchasing data. While it tapered off a bit in May, Instacart still has more than half the market.

BRANDSTUDIO

3 Ways Retail Executives Are Preparing for the Future of In-Store Tech

Explore how retailers are planning to leverage advanced frictionless technology to provide a seamless shopping experience.

Download now

GET THE NEWSLETTER

Subscribe to Grocery Dive to get the must-read news & insights in your inbox.

Enter your work email

Sign up

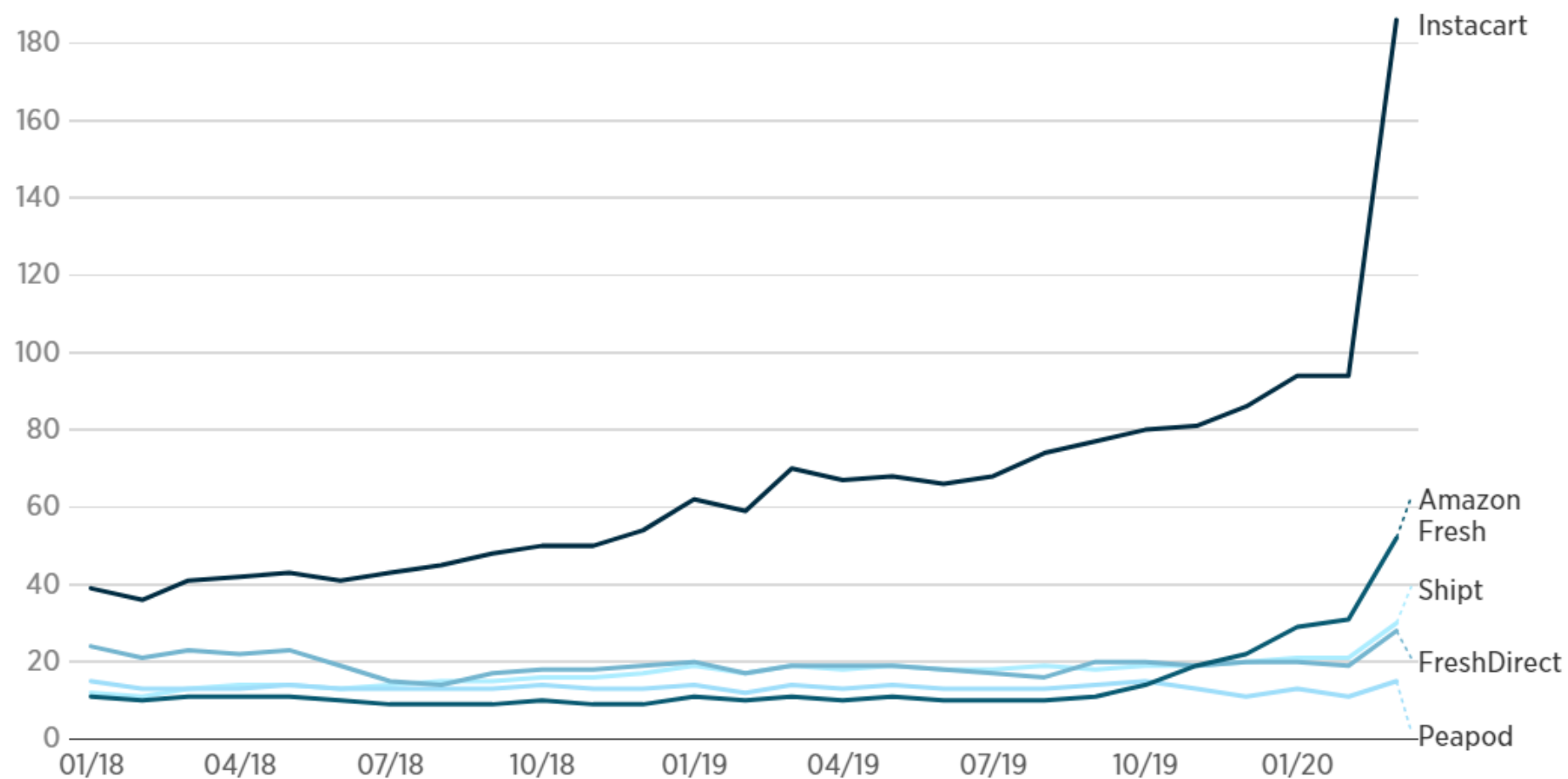
MOST POPULAR

1.



Grocery Delivery Sales in the US since 2018

Instacart sales grew by 98% between February and March. Amazon Fresh grew by 68% month over month, while Shipt, FreshDirect and Peapod each grew by about 45%.



Sales are indexed to a baseline of 100 in January 2018. Amazon Fresh sales include both the old membership fee and Amazon Grocery.

Chart: CHRIS A. WILLIAMS • Source: [Second Measure](#)

Instacart is Responding & Innovating

- New features: "Fast and Flexible" and "Order Ahead"
- Added shoppers quickly as demand grew
- Increased investment in customer service
- Better purchasing data for brands
- New self-service advertising platform
- Expanded partnerships – including Walmart



Consumers Will Decide Who Wins in Online Grocery

Deliver as Fast as Possible



2 out of 3 consumers don't think about ordering until the day they run out of a product

55% of customers will switch to a competing retailer if it offers faster delivery

Get All the Items on My List



To save a trip to the store, customers need to be able to get all of the items on their list delivered from one place



How do you
prioritize
retailers for your
e-commerce programs?

"We're going to focus on our top 100 skus
on just Amazon for now. 80% of our
ecommerce sales come from those 100 skus
anyway."

PURE-PLAY

amazon

freshdirect

OMNI-CHANNEL

Walmart

SAFEWAY

TARGET

Kroger

MARKETPLACES

instacart

SHIPT

goPuff



Omnichannel Expansion

1

IDENTIFY ALL RETAILER PARTNERS FOR E-COMMERCE

This should include collaboration with all internal stakeholders from sales, brand, etc... to determine strategy. It should also include meetings with retail partners to discuss investment changes

2

DETERMINE YOUR PRODUCT PORTFOLIO STRATEGY

This phase involves analysis of the product portfolio to determine which products should get the most investment, which should be workhorses, and which should get base level investments

3

CREATE DIFFERENTIATED CONTENT

Each retailer has unique content requirements to differentiate their platforms for their competitors. This phase involves working with creative teams to do retailer-specific variations to your product data.

4

BUILD DEPLOYMENT & ANALYTIC PLAN

Not only does the creative need to be customized, but each retailer also has different specifications for deployment. Remember "syndication" doesn't really exist. Collaborate with PIM experts now.



Omnichannel Expansion

3

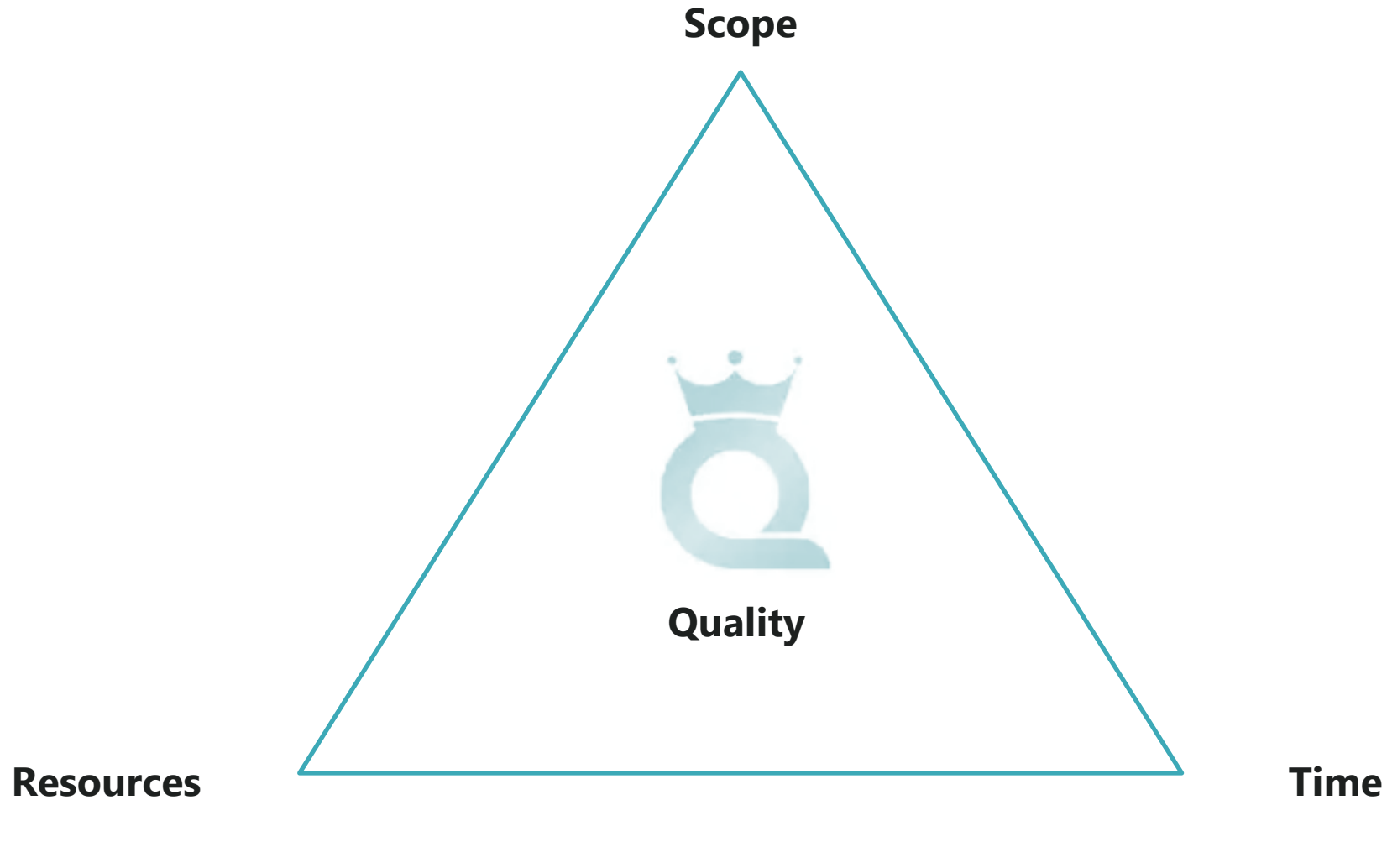
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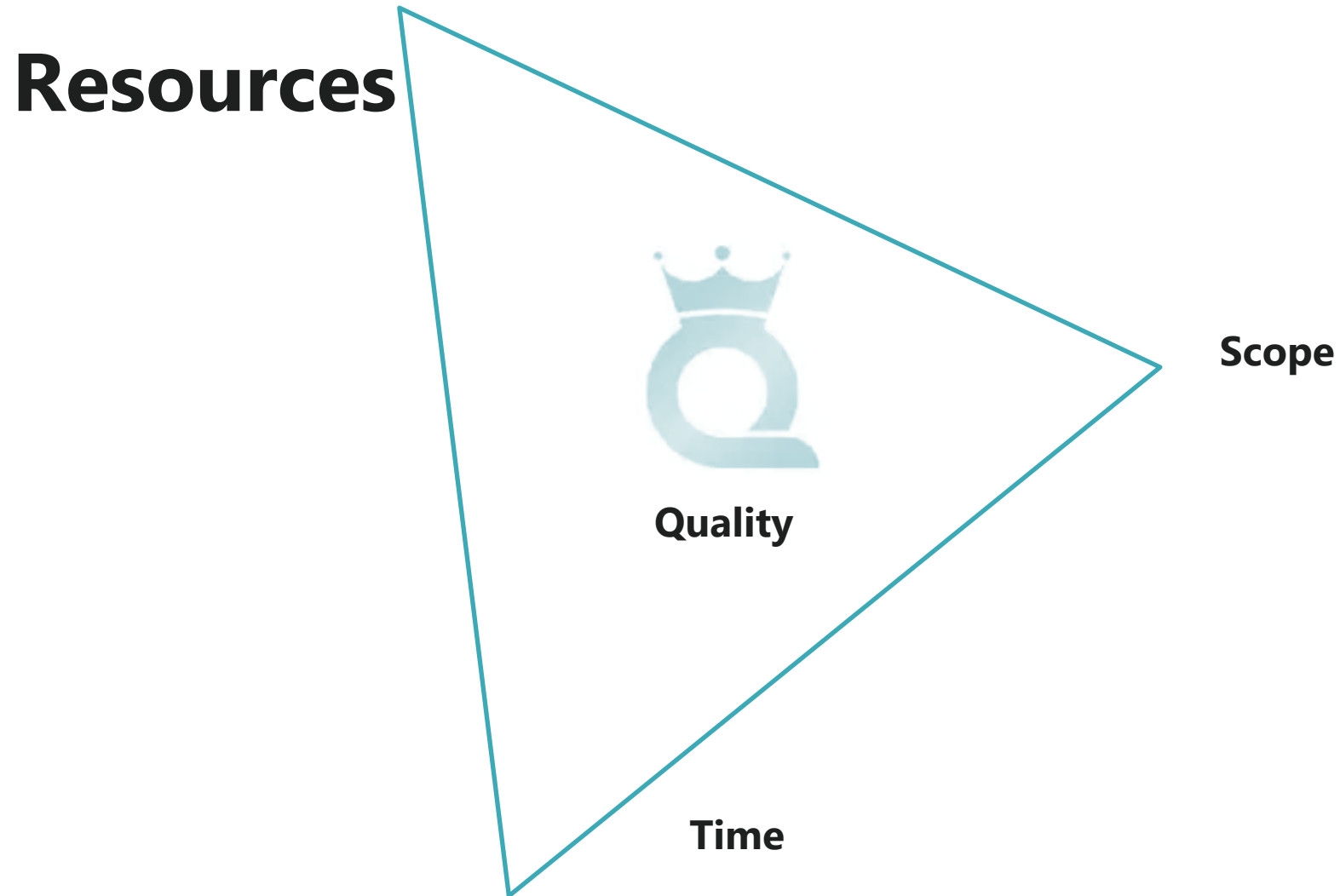
**This Includes Creating Content
Tailored for Instacart!**



The Iron Triangle of Agile Project Management



Expanding scope, without sacrificing time & quality is the key to winning at e-commerce.





If Content
Wasn't
Constrained
by
Resourcing

You Could
Focus on
Demand &
Opportunity



Return on Content Investment Illustration

(fill in highlighted cells)

INPUTS:

	Baseline	Optimized	% Chg
Search Opportunity <i>Estimated volume of search results per month</i>	250,000	500,000	100%
Click Thru Rate <i>% of searches that result in clicks to PDP page</i>	10%	11%	1%
PDP Traffic <i>Monthly Views of PDP Content</i>	25,000	55,000	120%
Purchase Conversion Rate <i>% of traffic that makes a purchase</i>	5%	6%	1%
Number of Purches <i>Number of purchases made online</i>	1,250	3,300	164%
Average Purchase Size		\$ 15.00	
Ecommerce Channel Contribution Margin		30%	
PDP Optimization Annual Cost		\$ 1,000	

RESULTS:

	Baseline	Optimized	% Chg
Annual Revenue	\$ 18,750	\$ 49,500	164%
Annual Contribution	\$ 5,625	\$ 14,850	164%
Annual Return on PDP Investment		823%	

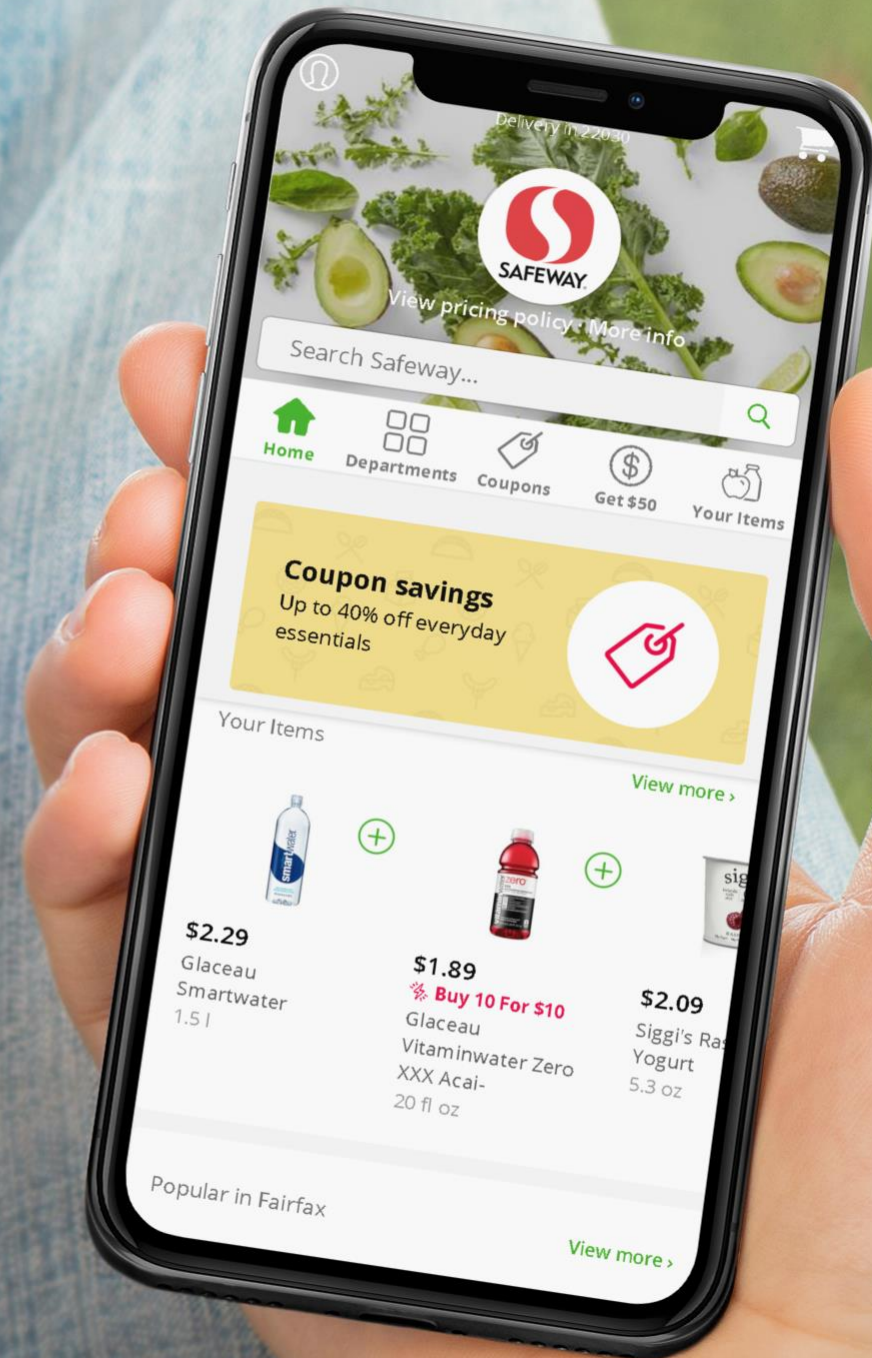


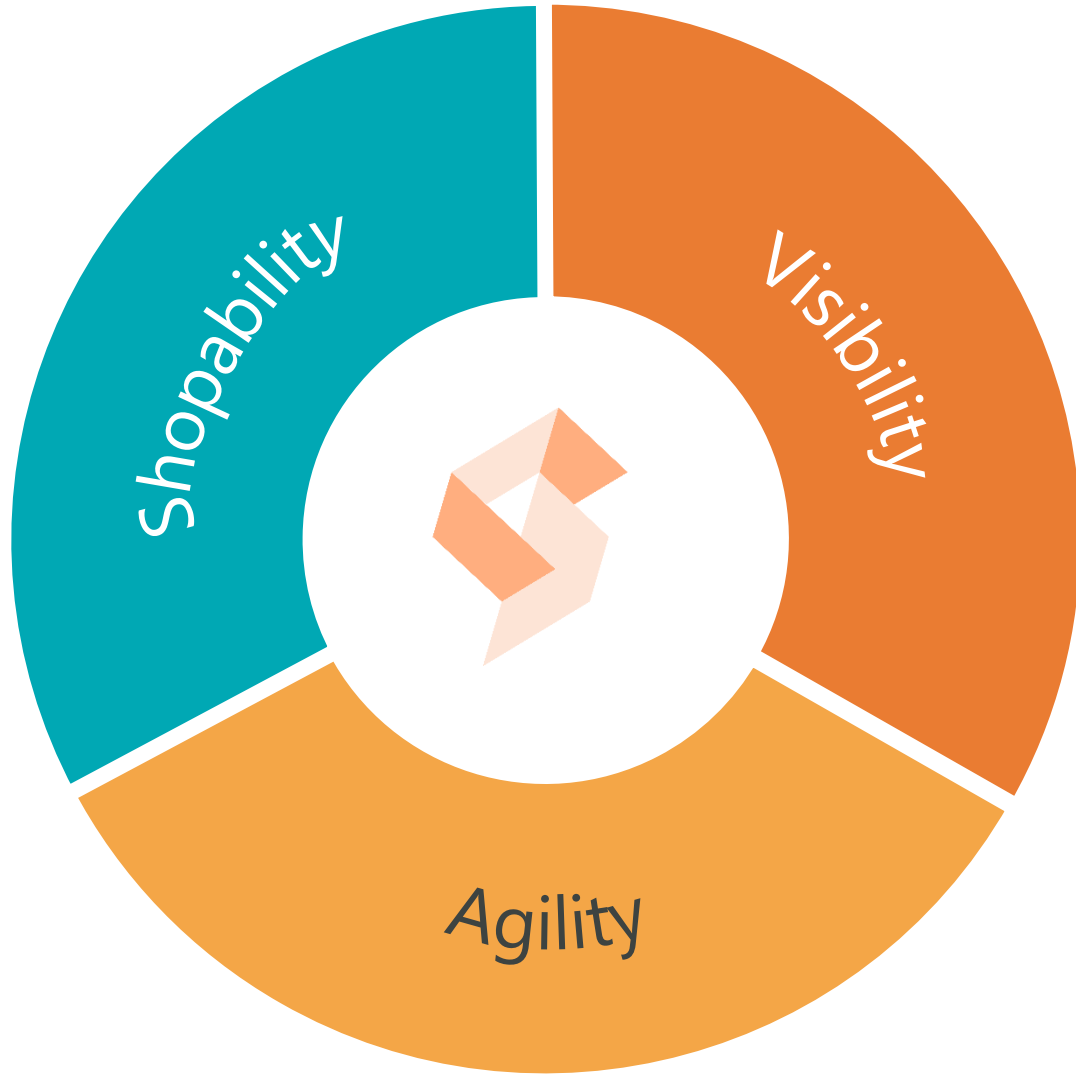
Where Do You Start? NAIL THE BASICS



The digital shelf
changes everything.

In store activations don't
always translate online.

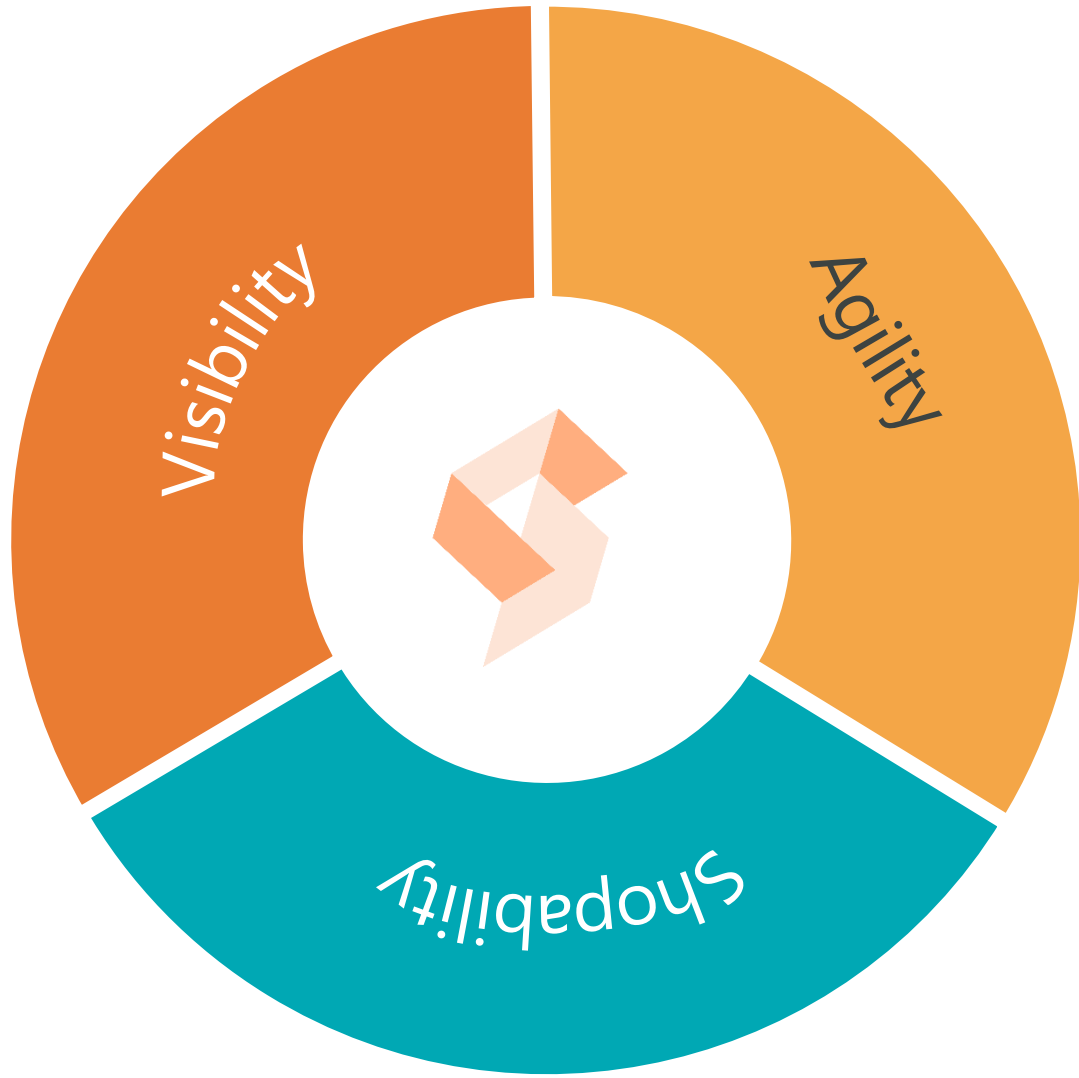




**To win on
the digital
shelf, you
must
be found
and be
on top**



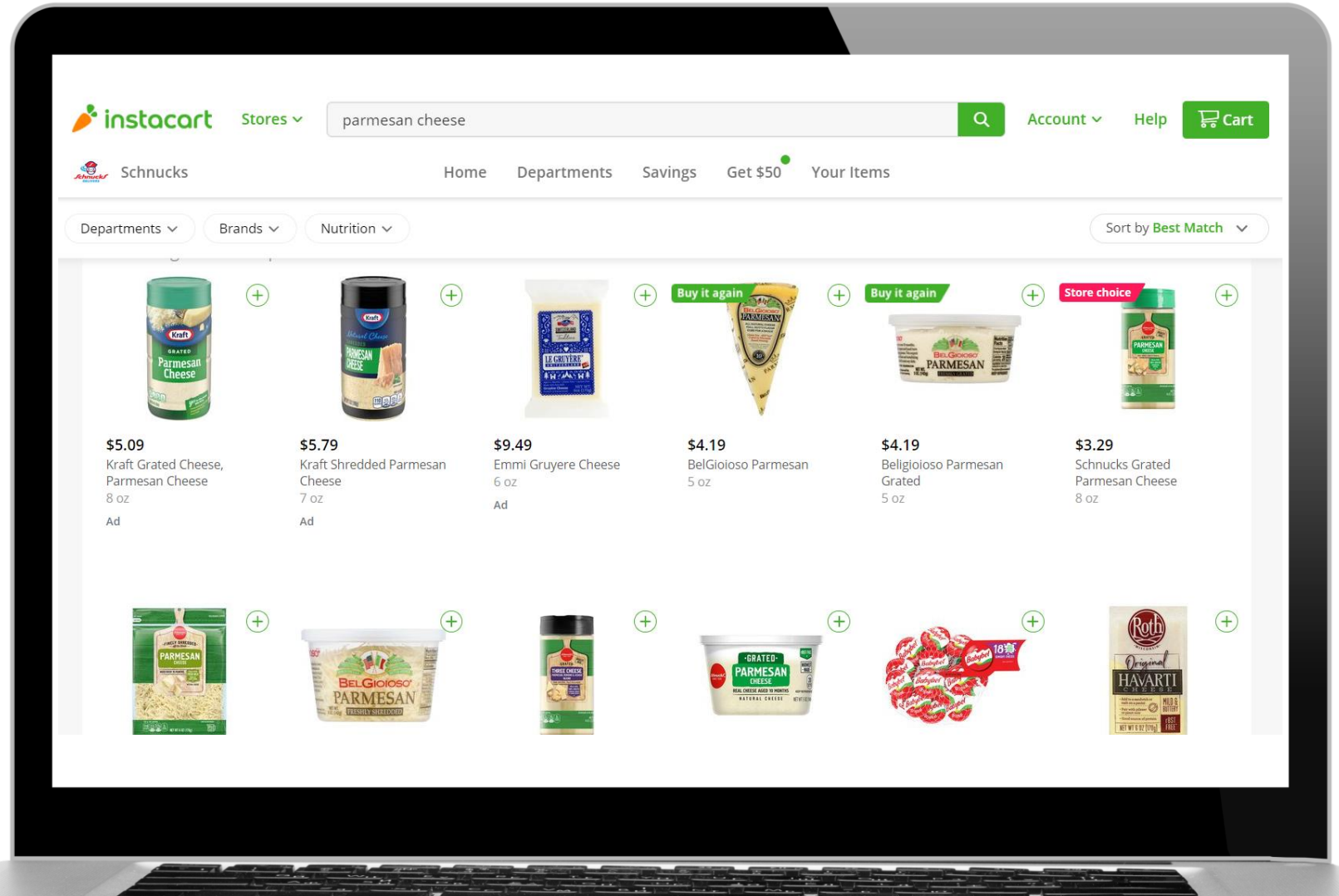
**To
drive conversion
you must have
great, complete
content**



**To beat the
competition,
you must be
fast**

The Table Stakes of E-Comm

- Are you listed?
- Are you in stock?
(this one is particularly challenging for marketplaces)
- Are your prices competitive?
- Is your content complete?



Winning Search and Content Strategies Start With Understanding the Capabilities

						
Mobile Heroes	Yes but restricted	Yes	Yes	Yes	No	Yes
Image Count	7-15	"unlimited" (14-18)	5-6 enhanced images (for some categories)	9	8	12
Title	200	200 (moving to 70)	Autogenerated by Instacart	100	150 (Titles only accepted through API)	60
Product Description Characters	100-2,000	4,000	No Max Given	400 (suggested, but not a max)	3-5 SENTENCES	400 WORD
Bullets	255/each (first 1000 characters are indexed)	150/each	No	5-7 bullets (150 character recommendation)	10 words each Some categories > 10	75 each
Hidden Keywords	Yes	Yes	No	No	No	Yes
Other Fields	A+ (Amazon), Newly spotted: "Additional Information" Fields (for some categories)	Shelf Descriptions			Label Insights Attributes	
Optimization Hacks	Most complex, most semantically advanced	Specific word order important – especially in title. API for all categories	Leverage paid platform to test organic improvements	Exact match is key	Careful as image reqs are very different	Keyword proximity to front of title is key



Winning Search and Content Strategies Start With Understanding the Capabilities



Note: Retailer and Marketplace Content Requirements Change Almost Daily and Require Frequent Monitoring.

Mobile Heroes	Yes
Image Count	5-6 enhanced images (for some categories)
Title	Autogenerated by Instacart
Product Description Characters	No Max Given
Bullets	No
Hidden Keywords	No
Other Fields	
Optimization Hacks	Leverage paid platform to test organic improvements



#1

Get Found



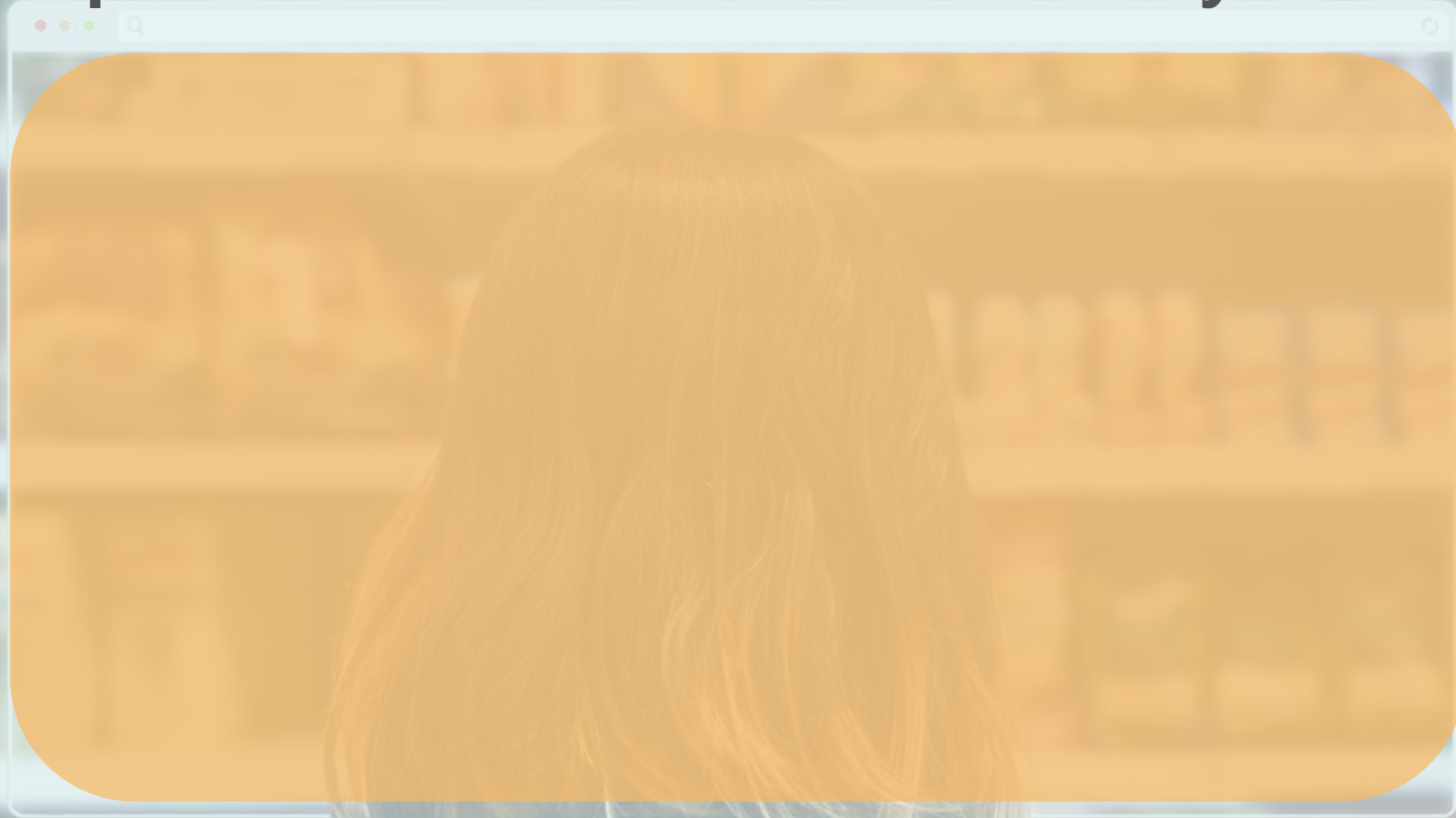
Let's Compare Page 1 of the Digital Shelf to the Physical Shelf...



Search is How We Discover Products Today.

How Many Slots on This “Shelf” Do You Own?

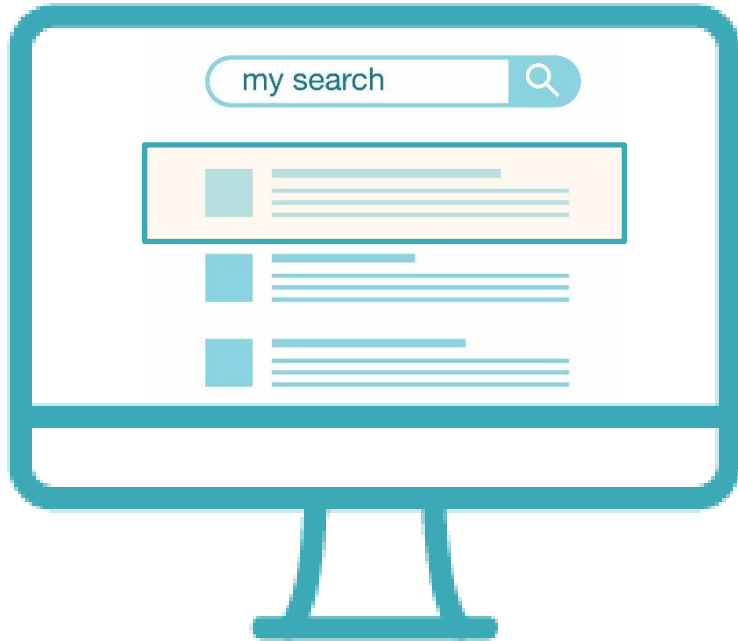
If the Top Six Results Online are the New “Eye Level...”



How Much of the Orange Area Do You Own?

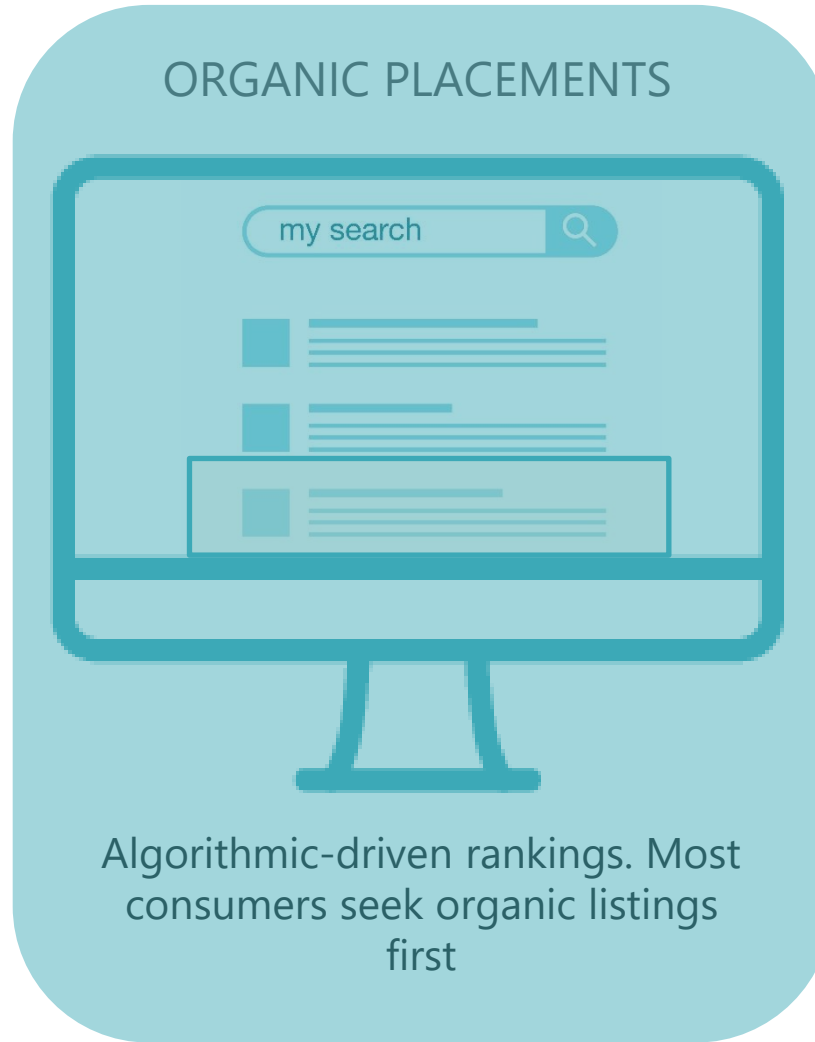
Three Types of Search Placements

PAID PLACEMENTS



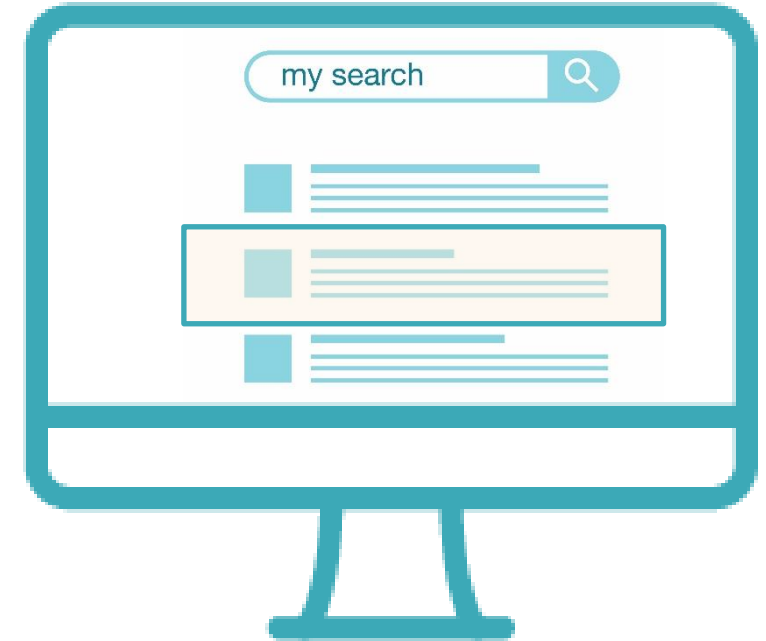
Paid advertising services available from many of the retailers

ORGANIC PLACEMENTS



Algorithmic-driven rankings. Most consumers seek organic listings first

MANUAL PLACEMENTS



Intervention from the retailers that overrides organic rankings to feature chosen products

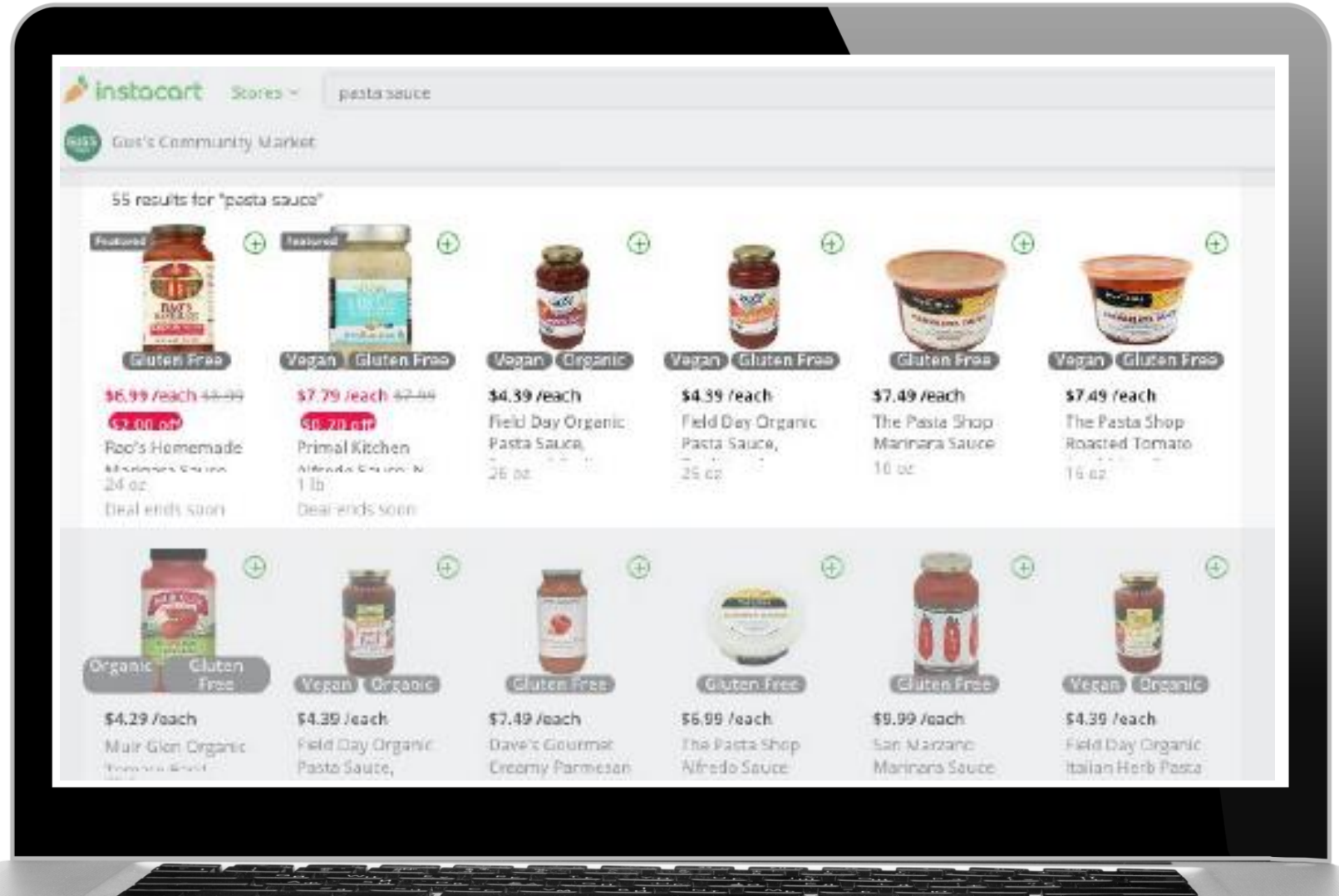


Ensure Your Products are Displayed Where Customers are Looking

Top Rows =
Prime Shelf
Space

70% of conversions
from search take place
in the first row.*

*Source: Instacart





Search for a product



OneSpace, Inc.

Log Out

Dashboard



Search Insights



Keyword Search

Attribute Insights

Category Brandshare

Watchlists

Content Optimization



Tasks

Status Insights

Content Analyzer

Attribute Display Configuration

Product Manager



Products

Product Lists

Keyword Search

152 keywords

beer



Advanced Filters



Add/Remove Retailers



Export



May 2019 - May 2020



How to Use Keyword Data to Inform Content Creation

Refine by Category

- > ☒ Alcoholic Beverages
- > ☐ Beverages & Drink Mixes
- > ☐ Canned & Jarred Foods
- > ☐ Condiments, Sauces, & Dressing
- > ☐ Frozen Food
- > ☐ Meat & Poultry

		Total	Instacar
<input type="checkbox"/>	beer	2,984,619	2,984,619
<input type="checkbox"/>	non alcoholic beer	39,694	39,694
<input type="checkbox"/>	ipa beer	36,219	36,219
<input type="checkbox"/>	sour beer	20,085	20,085
<input type="checkbox"/>	butter beer	12,458	12,458
<input type="checkbox"/>	beer lager	10,968	10,968
<input type="checkbox"/>	beer ipa	9,776	9,776



Keywords help you understand what customers want from your category

“water”

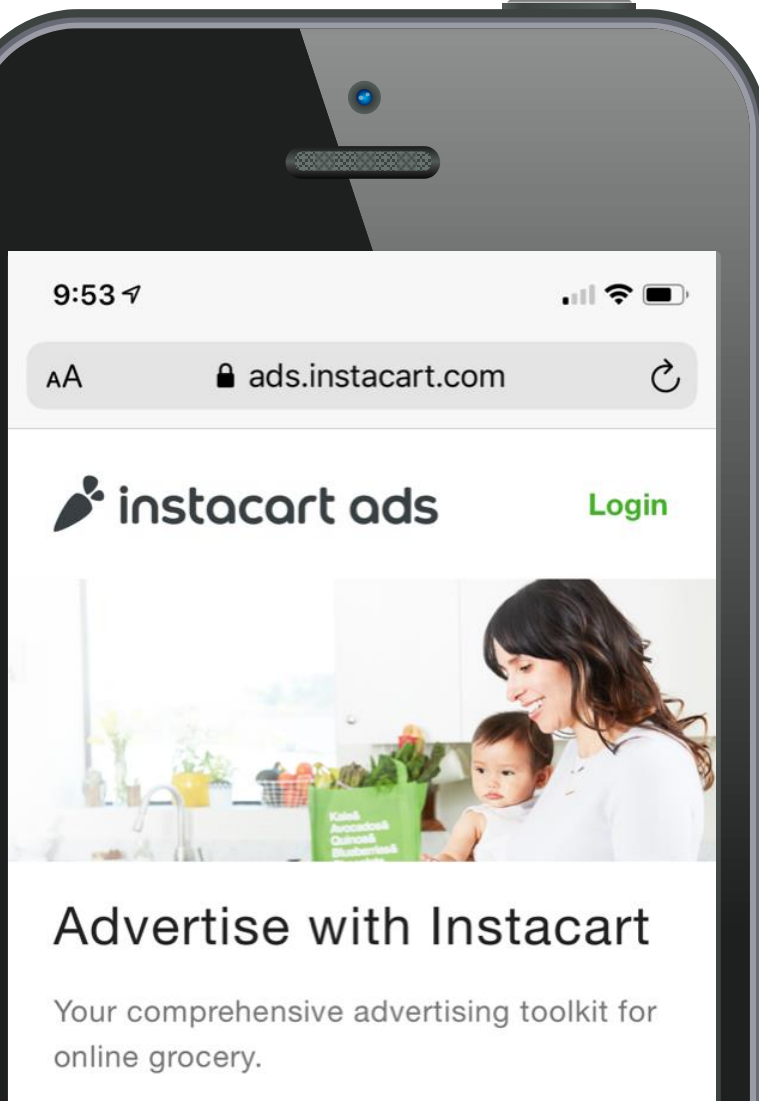
bottled water
sparkling water
distilled water
flavored water
spring water
distilled water gallon
mineral water
bottled water 24 pack

lime sparkling water
distilled water gallons case/6
bottled water 24 count
distilled water 1 gallon
spring water gallon
flavored sparkling water
flavored water packets
bottled water 40 count

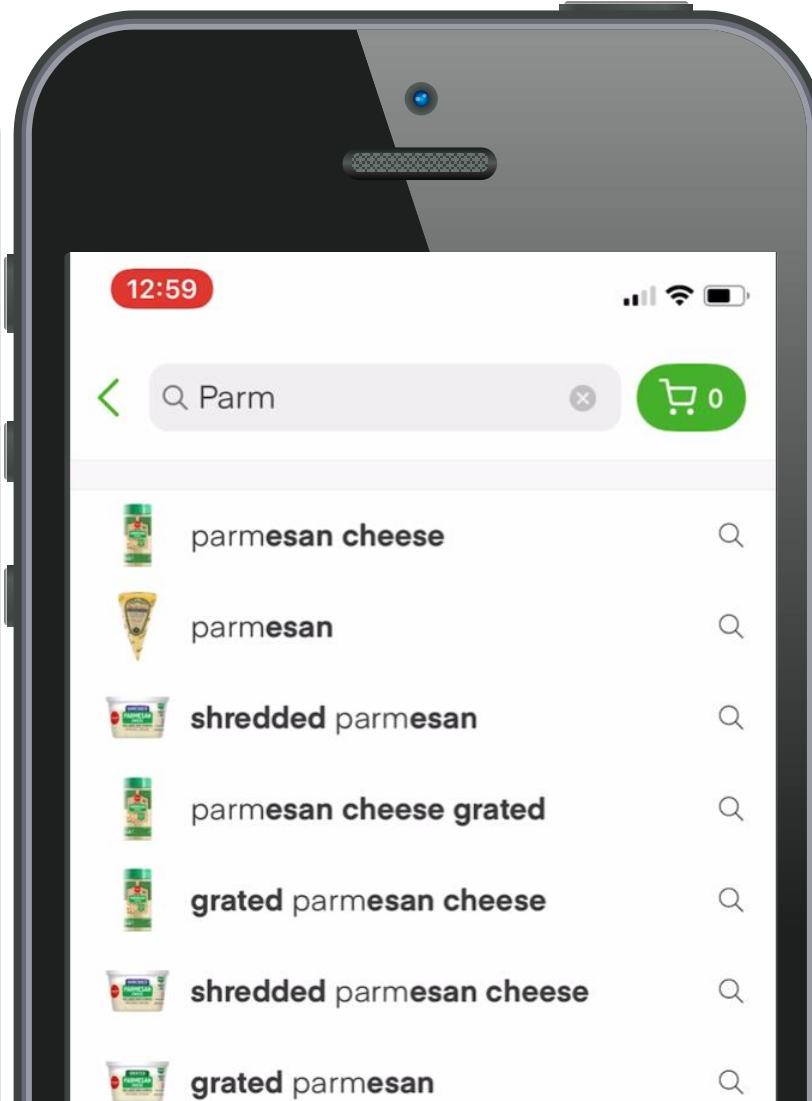


Where Can You Get Keywords?

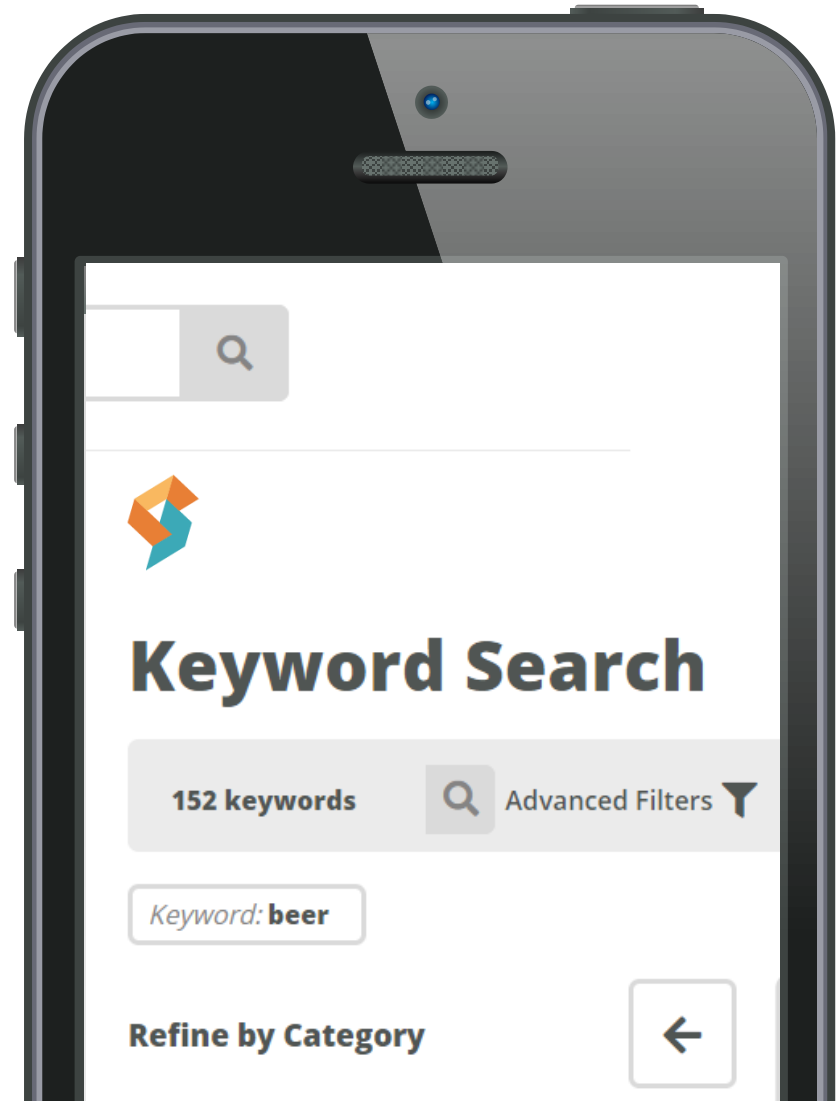
Instacart Ads



Search Suggest



Providers Like OneSpace



Classify Keywords to Create the Picture

TYPE

distilled water
spring water
mineral water
flavored water
sparkling water

FORM

bottled water
flavored water packets

PACK SIZE

bottled water 24 pack
distilled water gallon
spring water 24 count



Map the Keywords to Your Product Portfolio

Mini Water Bottle 8 Pack

- Mini Water Bottle
- 8 Pack Small Bottled Water
- Water for Kids

★★★★★

\$5.00

Free Pickup



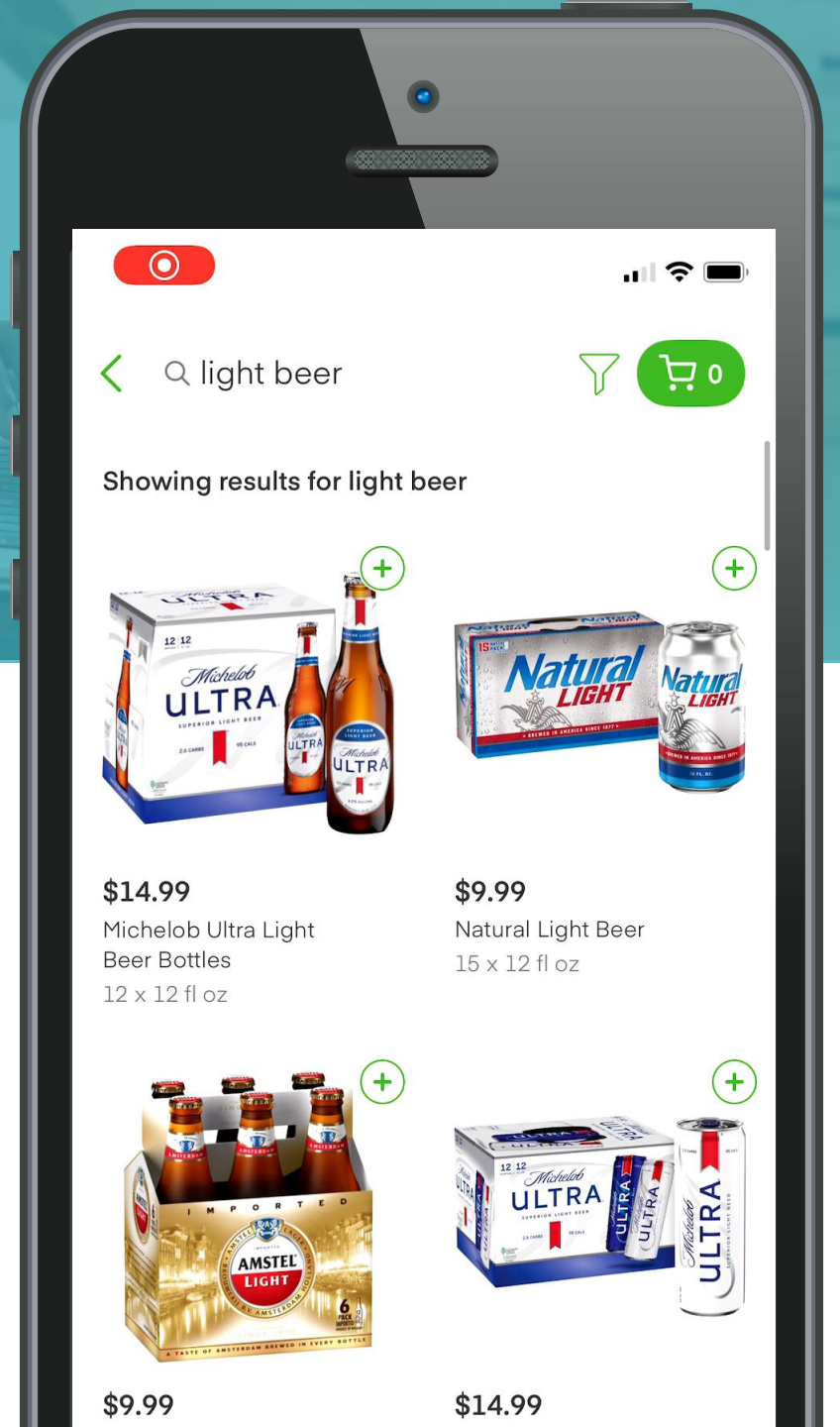
#2

Get Clicked



Mobile Heroes Win the Click

- Instacart discourages heroes, but some types are still currently being accepted.
- Test and learn with the self-service ad platform.



Hero Testing Proved Lift in CTR & Conversion



+2.6%



+24%



+3.6%

Mobile Ready Hero Image Guidelines

[Home](#)[Introduction](#)[Image layouts](#)[Details for suppliers](#)[Details for retailers](#)[Downloads](#)[Contact](#)

ecommerce.inclusivedesigntoolkit.com

News highlights

GS1 guidelines. In August 2018, GS1 launched their Mobile Ready Hero Image guidelines. [Read guidelines.](#)

Cambridge news article. In February 2018, Cambridge University published a news article on Mobile Ready Hero Images. [Read article.](#)

The Grocer news article. In December 2017, The Grocer wrote a news article on Mobile Ready Hero Images and the corresponding GS1 Working Group. [Read article.](#)



What Makes a Good Hero?



1. Captures Attention
2. Improves Confidence



What Makes a Good Hero?



1. Captures Attention
2. Improves Confidence



What Makes a Good Hero?



vs.



1. Captures Attention
2. Improves Confidence



Hero Images – One Size Doesn't Fit All



© Kellogg's

Whole pack



© Procter & Gamble

Stretch to square



© Unilever

Zoom pack

250
ml



© PepsiCo

Quantity on pack



© Unilever

Quantity on pull-out



© Diageo

Quantity obvious

SINGLE PACK OPTIONS

MULTIPACK OPTIONS



Who is the brand?

What is it?







What variety is it?

How much of it is there?

Hero Styles To Test



Not Every Retailer Handles Heroes the Same

						
Mobile Heroes	No – although some slight alterations for flavor might be accepted.	Yes (although saying it will be limiting cambridge)	Yes (although saying it will be limiting cambridge)	Yes, but discouraged	No	Yes

...But Modified Pack Shots Are Typically OK Everywhere



#3

Get Purchased



The Importance of Complete Content



67%

**of shoppers
consider product
images
“very important”
when making a
buying decision**



73%

**of shoppers that
say that detailed
product
content is the No.
1 reason they
click “Buy”**



34%







**of shoppers buy
from a different
company than
expected because
of information
they found online**

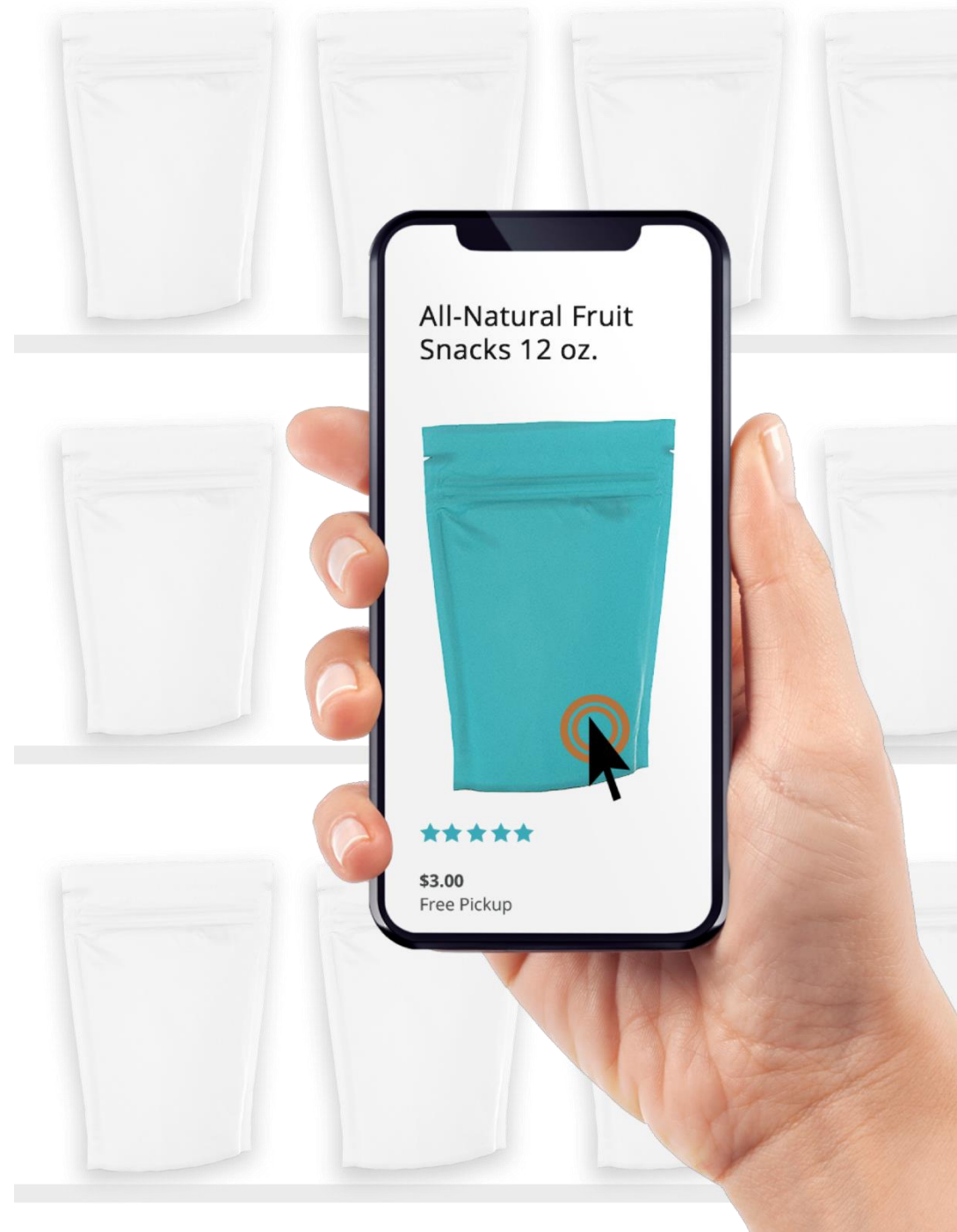


Source: “Retail Dive - 50% of retailers list mobile shopping as a top priority.”

73% OF SHOPPERS...

say detailed product content
is the #1 reason they click "Buy"

	Top Performers	Bottom Performers
Description Length	 644	 317
Bullet Count	 4.6	 3.1
Image Count	 6	 2



Merchandise With Enhanced Image Carousels

- Instacart's guidelines specify pack shot types only
- But enhanced images are being seen more frequently on the platform

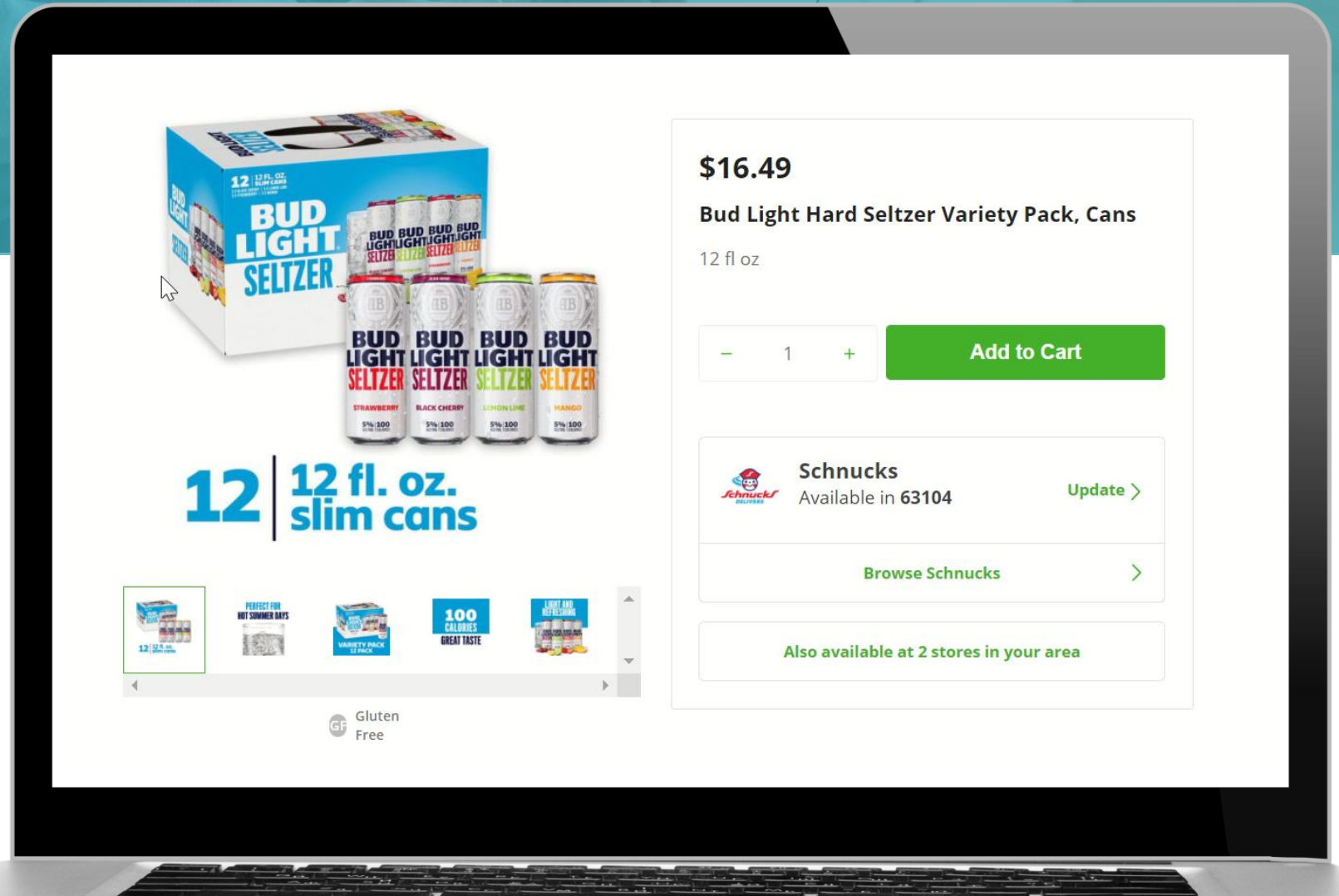


Image Carousel Process

versatile brewing
options

1

Seasonally
selected from

2

easy pull tab with
resealable zip

3

4

Certified

**Start With
Search Data**

**Create a Plan
for Each
Retailer**

**Decide Which
Images to
Create**

**Strive for
Great Design**



#3

Decide Which Images to Include



- Start with tangible product attributes
- Highlight important info not obvious from pack shot
- Reinforce the pack size/count
- Include a recipe, craft idea, or alternative use
- Answer common questions
- Reiterate the key benefits
- Call out special ordering options
- Adjust for seasonal needs

#4

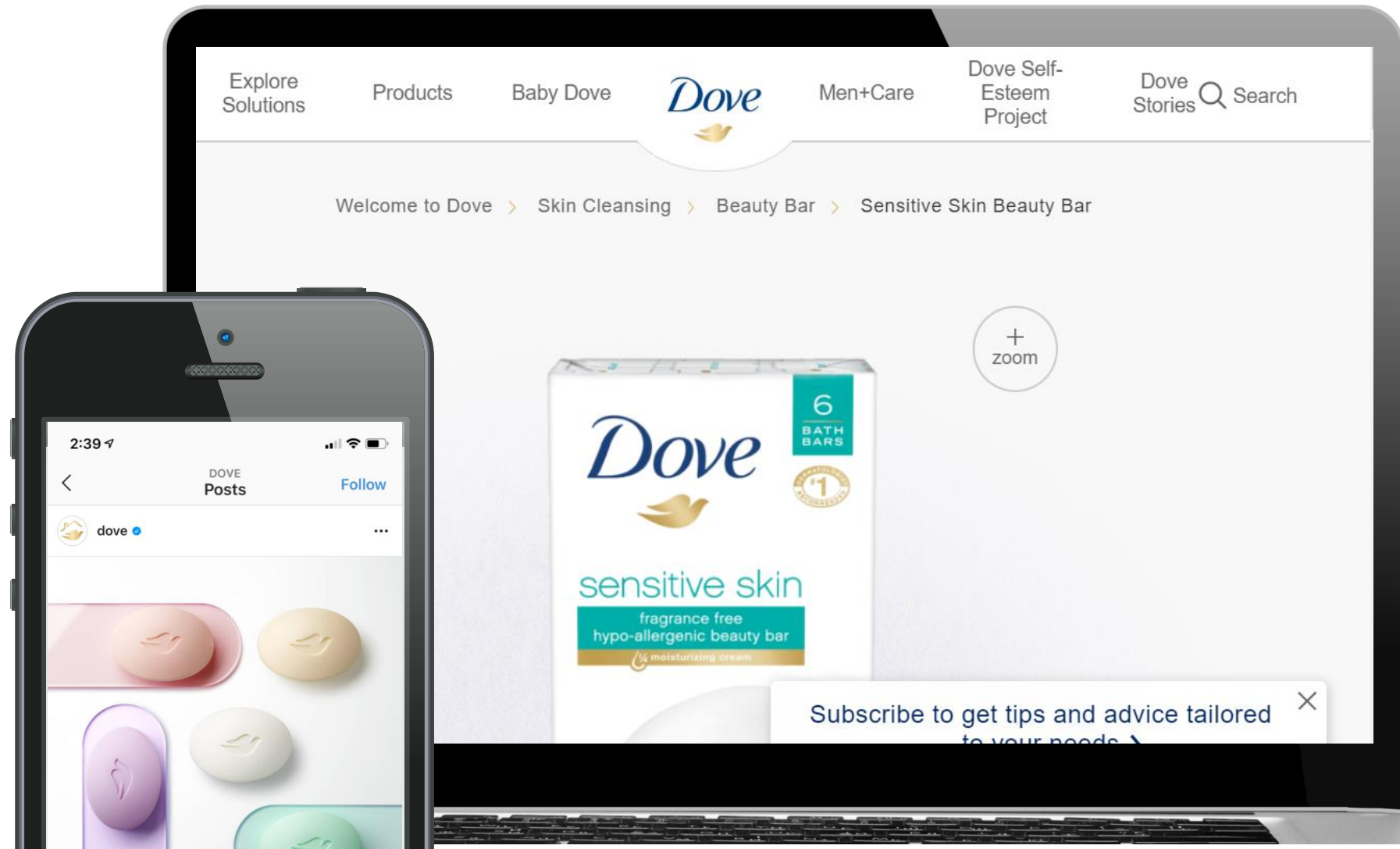
Honor the Brand

Take inspiration from the content already created.

Brand websites, social channels, and assets from your DAM



Strive for Great Design



#4

Be Legible

HOW DO I KNOW WHICH SPF IS RIGHT FOR ME?

SPF - or Sun Protection Factor - is a measure of a sunscreen's ability to prevent UVB Rays from burning the skin.

How does it work? SPF ratings are determined in a laboratory setting. For example, SPF-15 products are estimated to allow 15% of the sun's burning rays to get through to the skin (which is equal to approximately 90% of the sun's burning rays).

Which SPF should I use? It depends on your skin tone! It takes 30 minutes for your unprotected skin to start burning red, using an SPF-15 should prevent reddening for 15 times longer (about 1 hour), an SPF-30 should prevent reddening for 30 times longer (about 1.5 hours).

SPF SELECTION GUIDE

HOURS OUTDOORS	SKIN TONE				
	VERY FAIR Burns first, always burns.	FAIR Tans slowly, burns easily.	LIGHT Usually burns first.	MEDIUM Burns occasionally.	DARK Burns rarely.
1	SPF 30	SPF 15	SPF 15	SPF 8-14	SPF 8-14
2	SPF 30	SPF 30	SPF 30	SPF 15	SPF 8-14
3	SPF 50+	SPF 50+	SPF 30	SPF 15	SPF 15
4	SPF 50-100	SPF 50+	SPF 30	SPF 30	SPF 15
5	SPF 50-100	SPF 50-100	SPF 50-100	SPF 50+	SPF 30

1ST RESPONSE PREGNANCY

Early Result Pregnancy Test

CAN TELL YOU 6 DAYS SOONER

2 Tests

OVER 99% ACCURATE

Pregnancy Test

- Test as Early as 6 Days Before the Day of Your Missed Period**
- Test**
Hold the tip of test in urine for 5 seconds.
- Wait 3 Minutes**
- Read**

Pregnant: Two pink lines in a pregnant result (even if either line is faint).

Not Pregnant: One pink line in a not pregnant result.

Read insert for more information about results.

15" Active Loudspeakers COMBO SET

CRISP, CLEAR & POWERFUL

For Indoor & Outdoor Use

Woofer Size: 15"

Woofer Magnet: 45oz

Woofer Coil Size: 2"

Woofer Impedance: 8ohms

Horn Size: 1"

Frequency Response: 50-20kHz

2x 200 Watt Speakers 600 Watts Peak

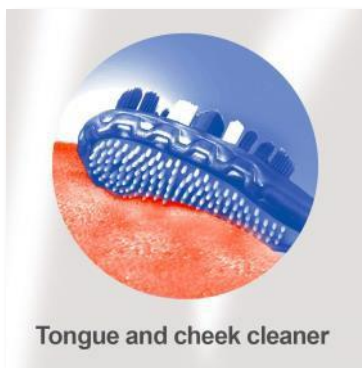
Complete DJ System



#4

Be Legible

TMI: Too Much Information?



Not Enough Information?

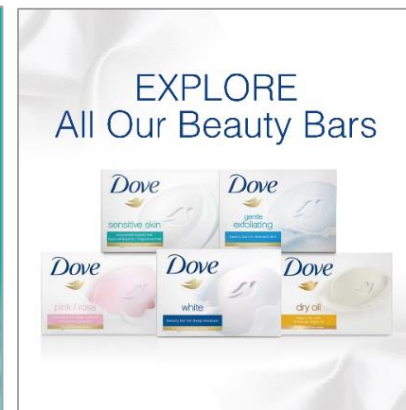
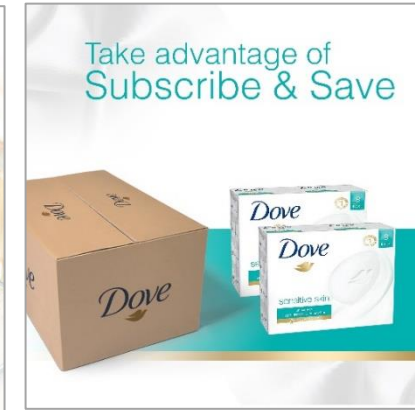


OR



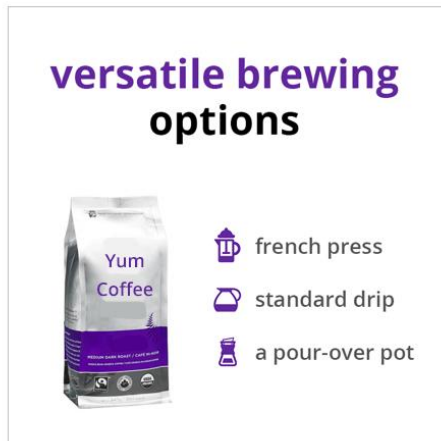
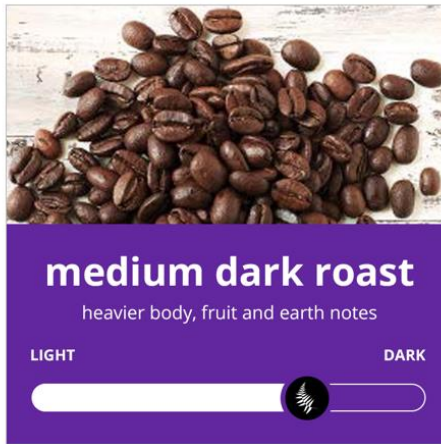
#4

Tell a Visually Interesting Story



#4

Tell a Visually Interesting Story



#4

Be Fast



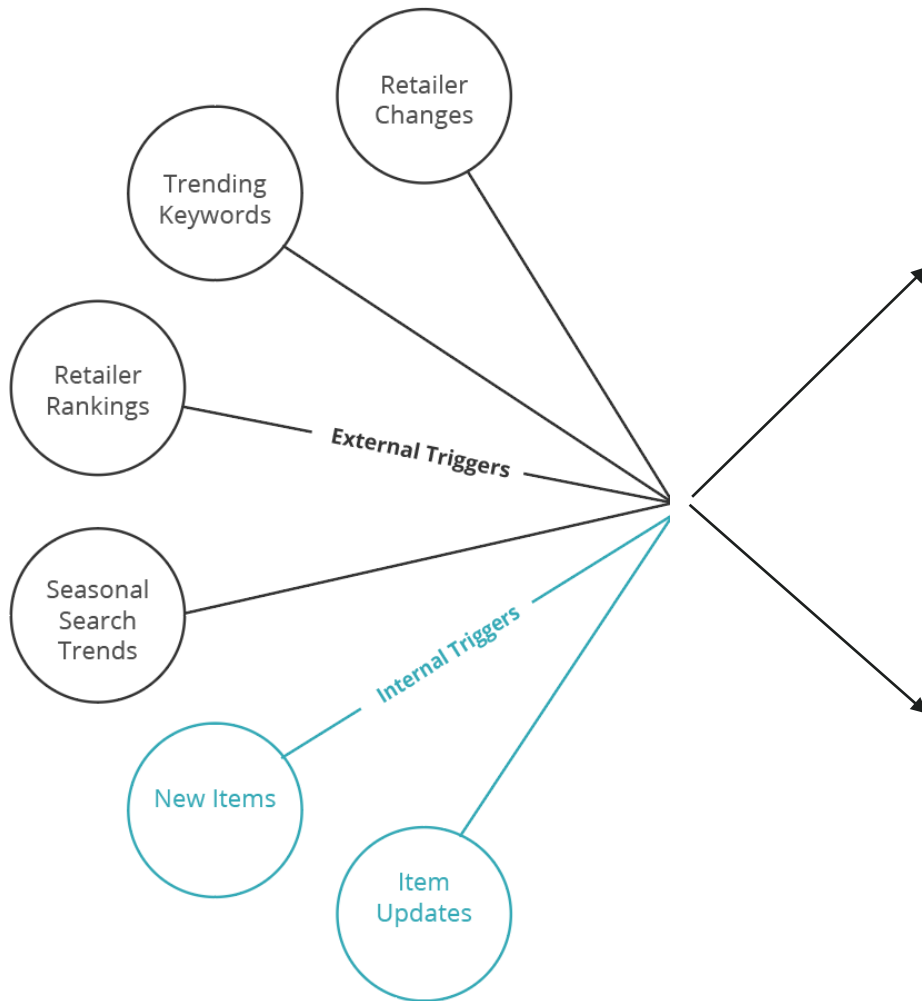


Triggers

“Foreseen and Unforeseen Events That Should Initiate a Change to Your E-Commerce Content on One or More Retailers”



Beat Your Competitors By Responding to Triggers First!



External Triggers

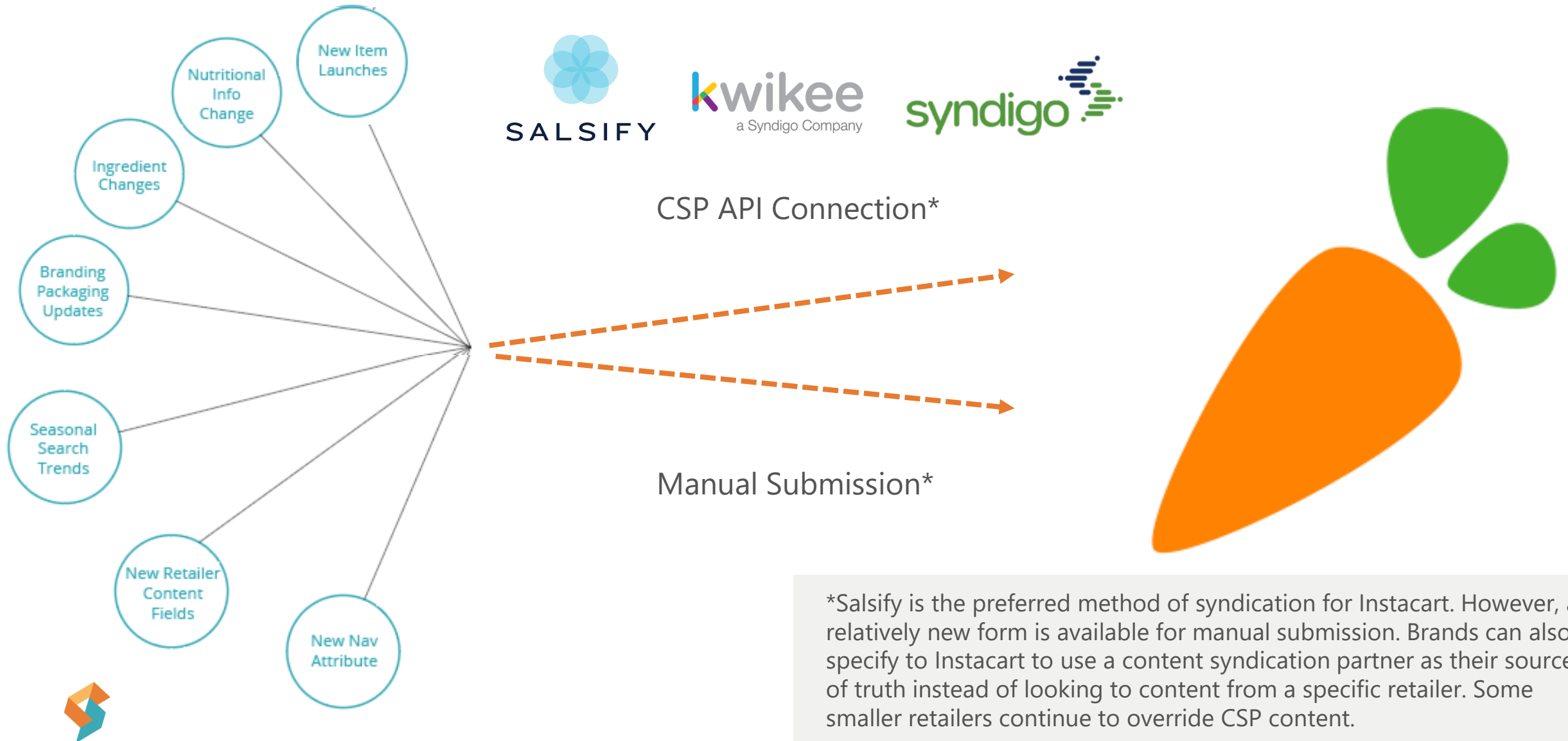
- Ranking Drop
- Share of Page 1 Drop
- Image Type Added
- Image Qty Changed
- New Module Available
- Navigation Attribute Added
- Character Count Increase
- Hidden Keywords Added
- New Keyword Discovered
- Keyword Lost Volume
- New Trending Keyword

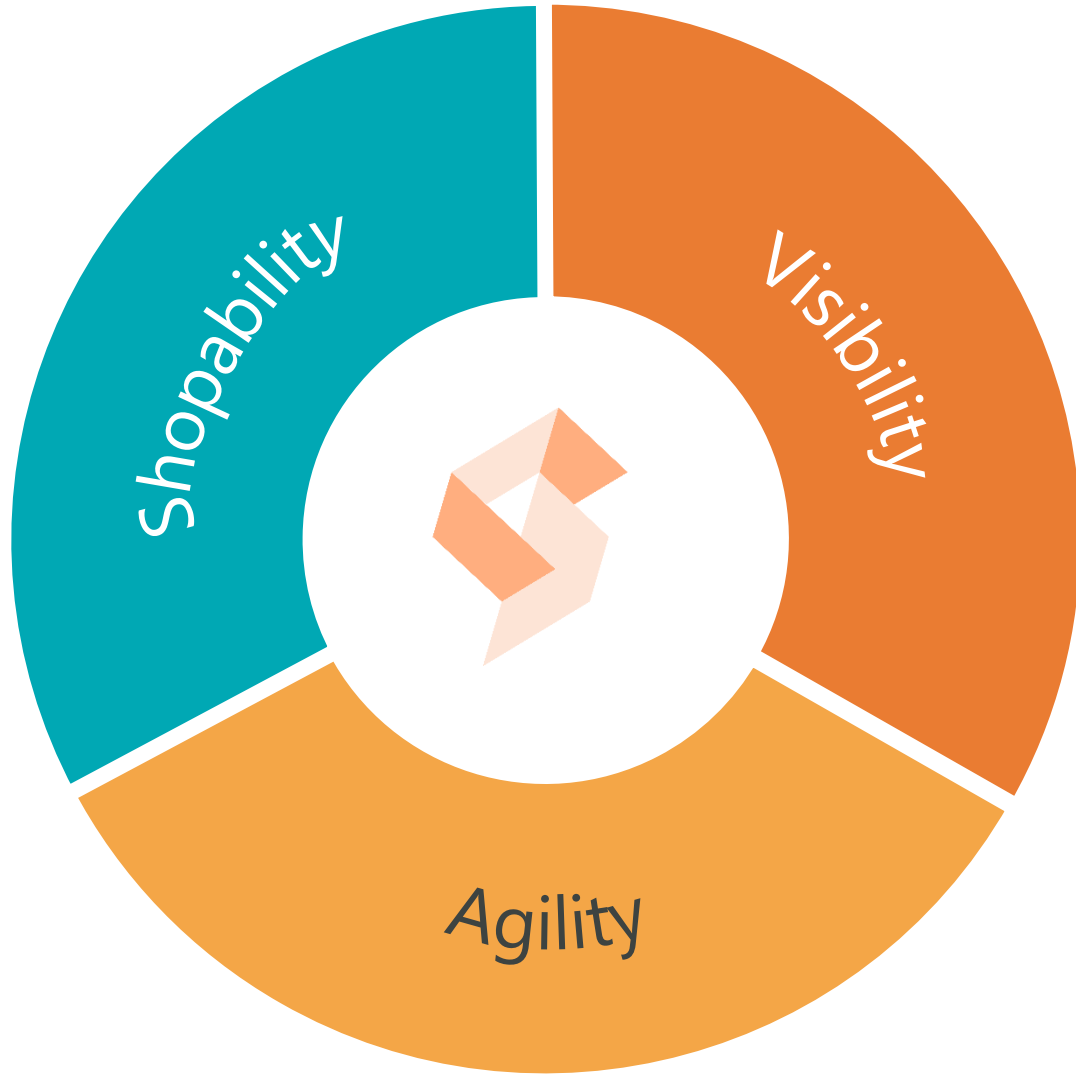
Internal Triggers

- New Size
- New Color
- Distribution Change
- Packaging Change
- Product Renovation
- Change in Pack Configuration
- Requested Content Update
- Requested Image Change
- New Look Image Removal
- Discontinue SKU



Publish Frequent Updates via a CSP

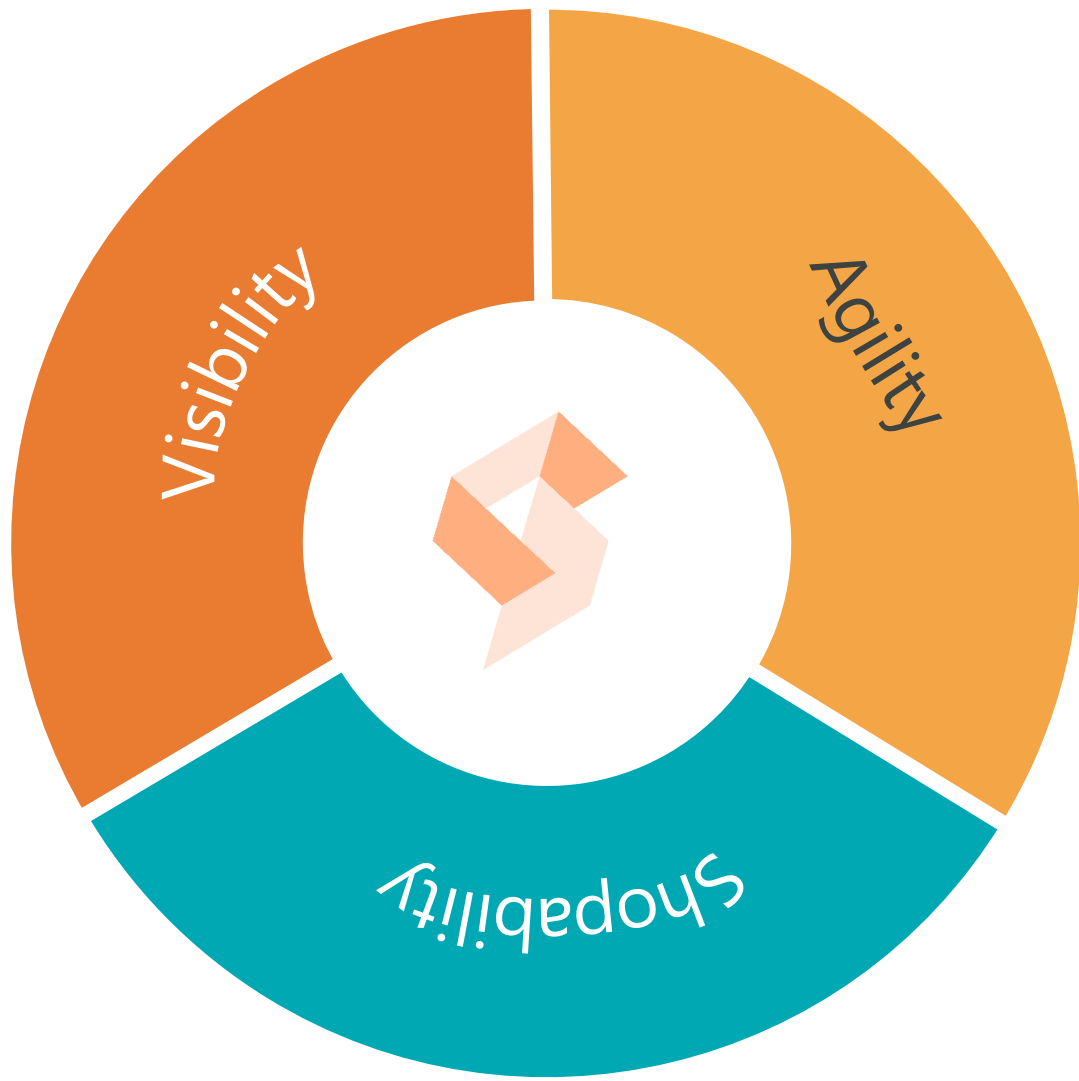




**To
win search
and
be found
you must be
on top.**



To
drive conversion
you must have
great content



To
do both
you must be
fast



Questions or Want to Learn More?

**Visit our website: [ONESPACE.COM](https://onespace.com)
Hit me up on LinkedIn
or email me: amanda.wolff@onespace.com**

