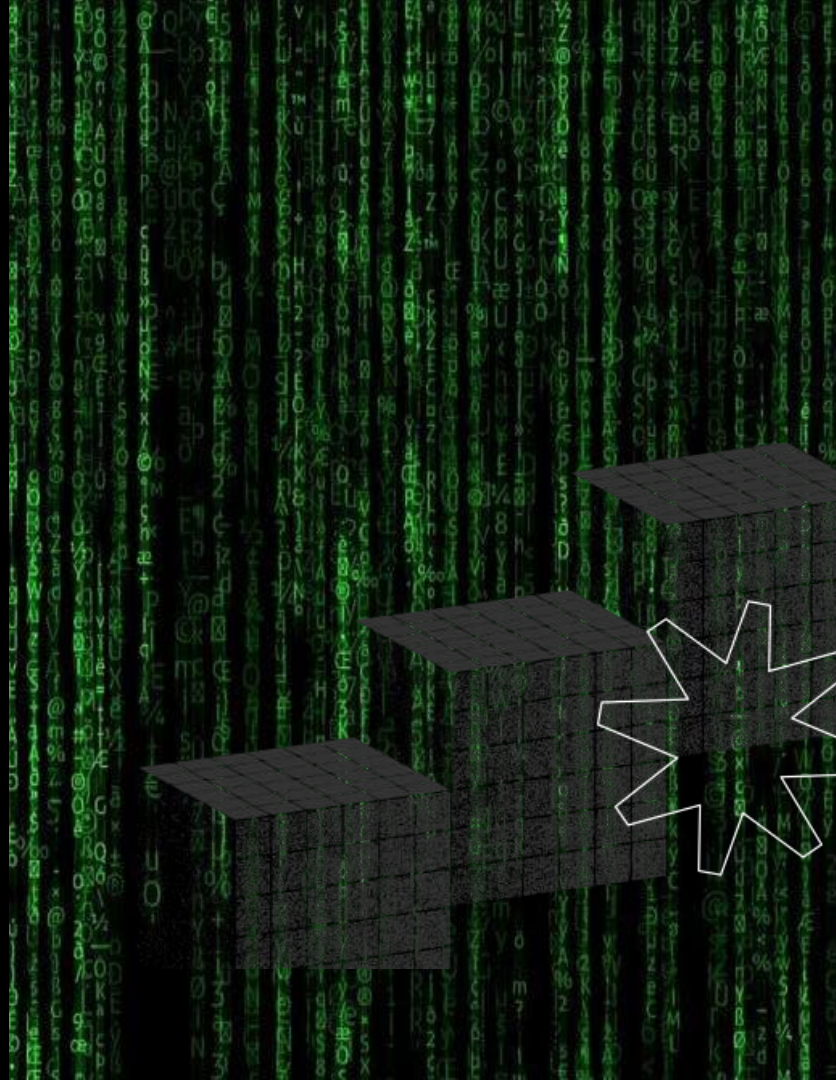




Measurement & AI

Insights from Profitero's 2024 eComm
Benchmark Study



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We are the **trusted commerce partner** to accelerate your growth



Pioneering and innovating commerce acceleration since 2010



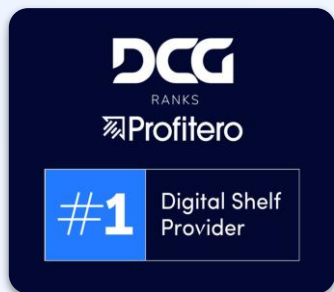
Recognized by the industry as the #1 Digital Shelf Provider



Ecosystem integrations with your trusted partners, breaking silos



Industry thought leader and community builder



Stable and Growing

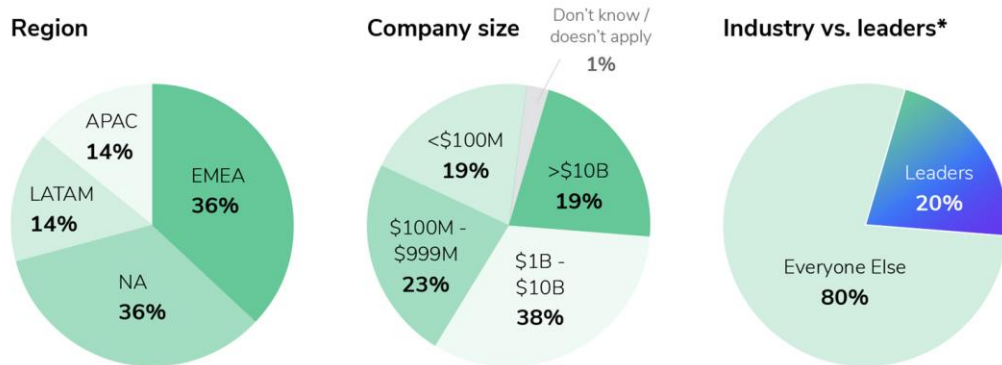
Backed by Publicis Groupe, a \$25B public company and a Forrester Leader in Commerce Services.

Nearly 400 eComm brand executives participated in the study

(8th annual)

Leaders were defined as brands with 26+% growth in

- Omnichannel sales
- Share of their categories' eComm sales



*Our definition of leaders included 26%+ omnichannel growth and 26%+ share of their categories' eComm sales.

Industry verticals



Vertical totals exceed 100% as some respondents cover multiple verticals.

FROM

FOMO
FOMO

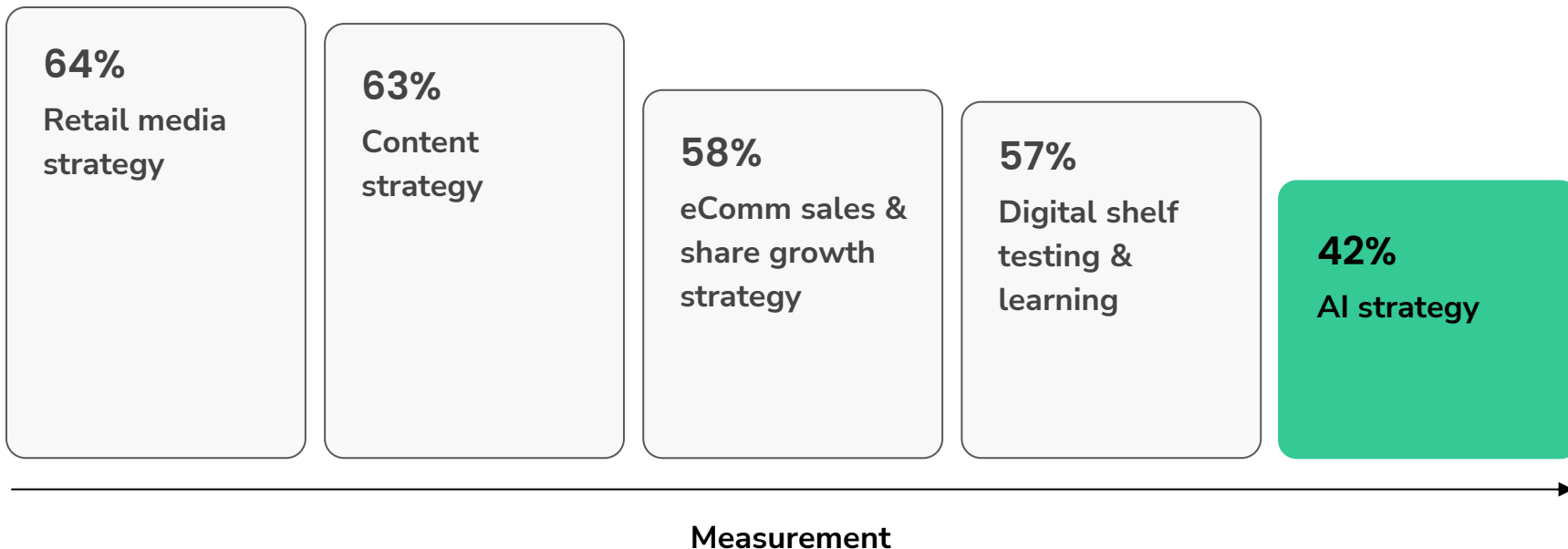
FEAR OF MISSING OUT

TO

FOCUS
FOCUS

Measurement underpins eComm's top challenges

In what eCommerce areas are your company's biggest business challenges?



So how are
leaders **using AI**
to help drive
FOCUS?

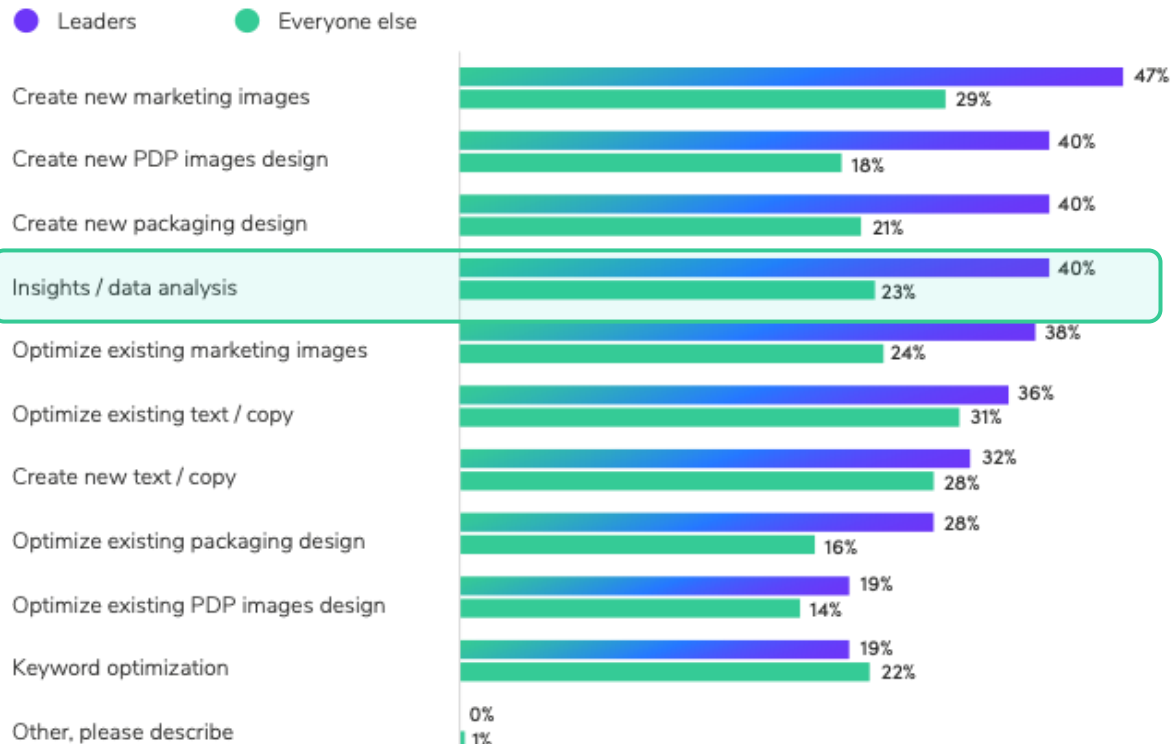
FOCUS

Leaders are ahead of the curve in adopting AI for insights & data analysis

But *how* are they doing it?



In which of the following use cases have you adopted an AI-driven process?





Unlock next
best actions
through quick
conversational
insights

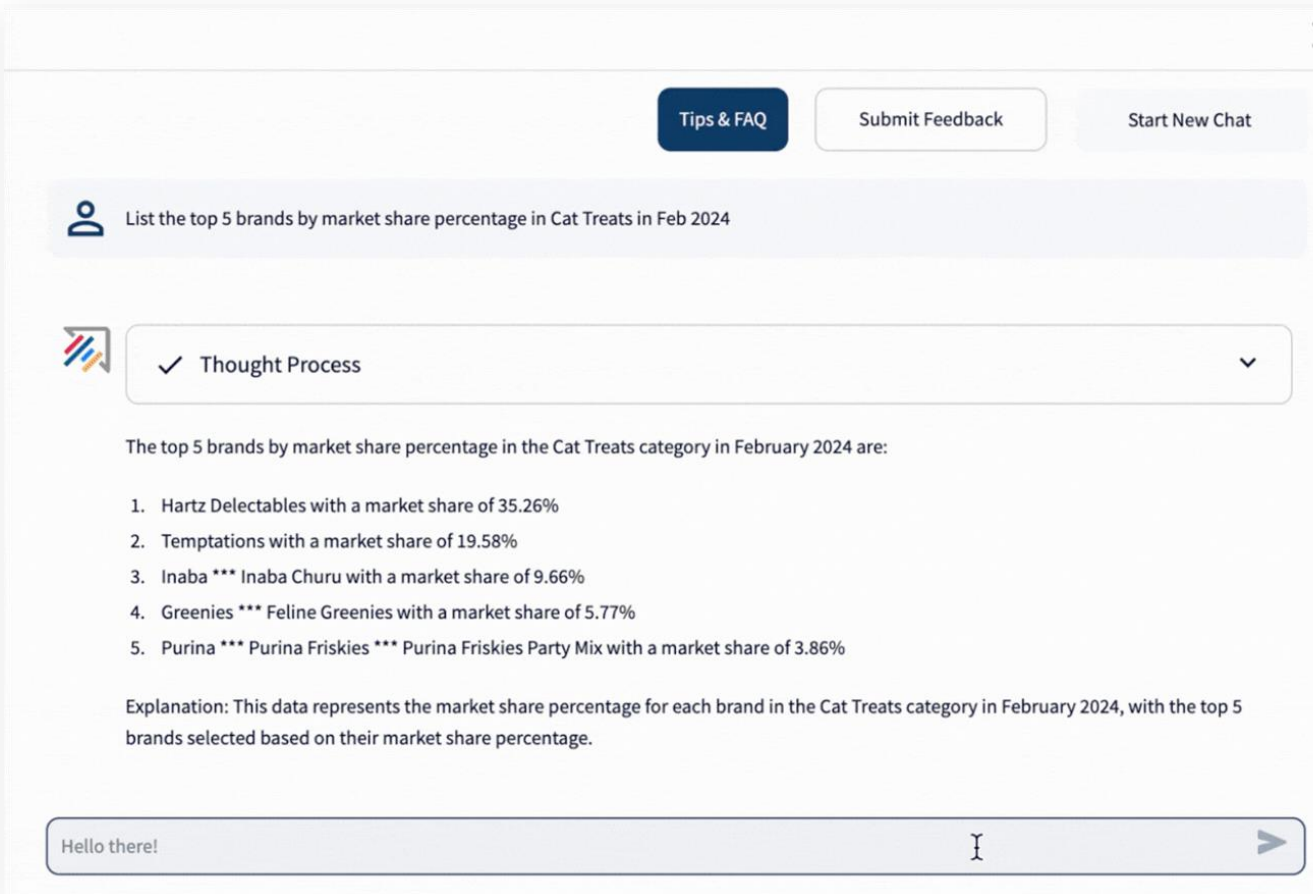
The screenshot displays the Profitero 'Scorecards' dashboard. On the left is a dark blue vertical navigation bar with icons for various data visualization and analysis tools. The main content area is titled 'Scorecards' and shows a grid of metrics. A large, white conversational AI chat window is overlaid on the dashboard. The chat window has a header with a close button (X) and contains a user question: 'What are my top 5 brands with the most new content compliance issues on Amazon this month?'. Below the question is a 'Thinking...' indicator with a circular progress bar. The AI's response reads: 'To answer this question, I need to identify the top 5 brands with the most new content compliance issues on Amazon for the current month. This requires using the Product Content Data tool to gather the necessary information.' At the bottom of the chat window is a text input field containing 'Hello there!' and a send button (arrow). In the background, the dashboard shows a 'Global Profitero Score' section with a score of 43 and a 'United States' section with a score of 45. The top right corner of the dashboard has 'Global' and 'Country' filters.

Walk: Using AI to create efficiencies for democratizing data

“We can now just use **Ask Profitero** and get a market share pie chart, which is so much faster! It was amazing to get to this point so we can just ask [the AI] and we get [a designed chart] out of it without manually crunching numbers in Excel and creating PowerPoint slides. **This was a huge win for us.**”



Elena Gies
E-Commerce Marketing
Manager. WD-40



The screenshot shows the Ask Profitero AI chat interface. At the top right, there are buttons for "Tips & FAQ", "Submit Feedback", and "Start New Chat". The user's query is "List the top 5 brands by market share percentage in Cat Treats in Feb 2024". The AI response is titled "Thought Process" and provides the following information:

The top 5 brands by market share percentage in the Cat Treats category in February 2024 are:

1. Hartz Delectables with a market share of 35.26%
2. Temptations with a market share of 19.58%
3. Inaba *** Inaba Churu with a market share of 9.66%
4. Greenies *** Feline Greenies with a market share of 5.77%
5. Purina *** Purina Friskies *** Purina Friskies Party Mix with a market share of 3.86%

Explanation: This data represents the market share percentage for each brand in the Cat Treats category in February 2024, with the top 5 brands selected based on their market share percentage.

At the bottom, there is a chat input field containing "Hello there!" and a send button.

WHAT IF I TOLD YOU...



THERE ARE DIGITAL TEST LABS
WHERE SHOPPERS INTERACT WITH
THE **MA**TRIX IN AISLES?

Run: Digital Learning Labs

- AI-driven test & learns of online consumer experience elements
- Shoppers interact with mock up of retailer's mobile app while walking physical aisle in lab
- **eCategory mgmt impact:** Expected shopper interaction & conversion projected and shared with retailers



AI-generated:

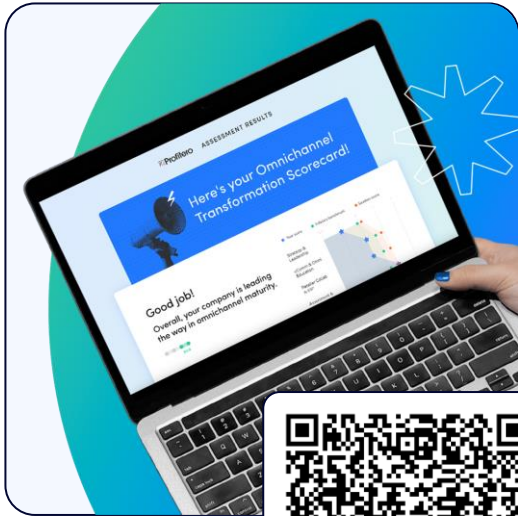
- Titles
- Hero Image
- Product Content
- Pricing
- New Product Introductions

Key Takeaways for AI Measurement

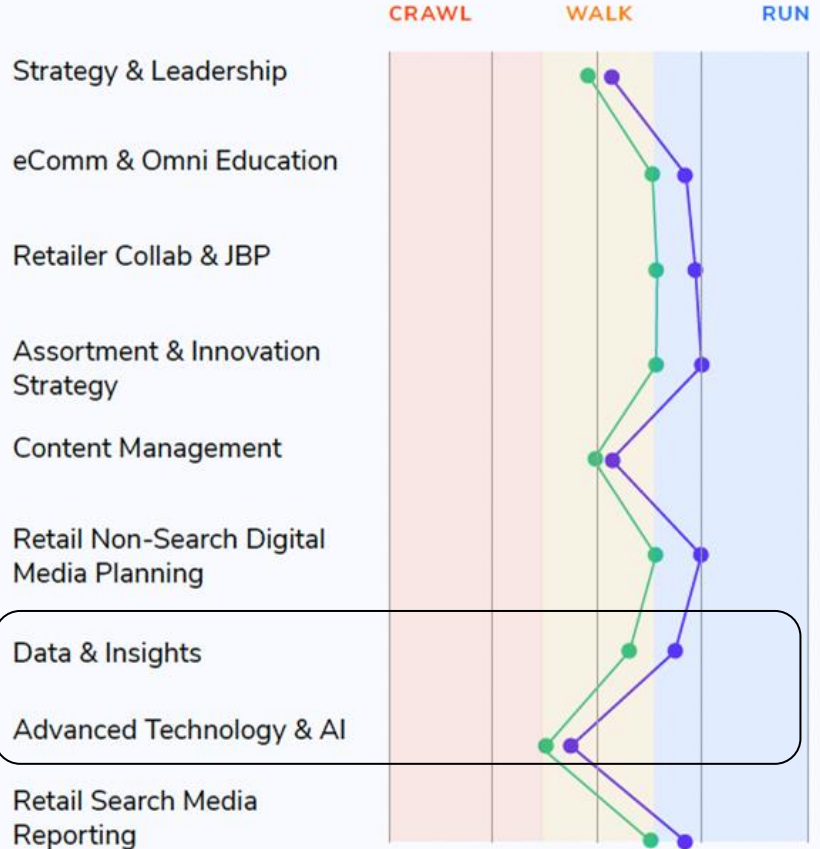
- **Industry success stories are still early-stage**
- “It’s all about the data”: Scrutinize the data sources.
The AI only learns from what’s fed to it.
- Good places to start:
 - **Predictive Indicators:** Early Warning Alerts
(Online SOS, OOS & Availability New Items, B&M Data)
 - **Retail Digital Media Measurement:**
(Online Sales, Share, SOV, OOS & Availability)
 - **Online Pricing**
(Price Elasticity, Promo Effectiveness, Mid-Campaign Price Adjustments)
 - **Omnichannel Forecasting, Planning & Allocation:**
(Lost Sales Analysis, Seasonal Analysis)



See how you stack up with our 5 min assessment



● Everyone (industry benchmark) ● Leaders



Thank you! Get the report here:



LET'S CHAT



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Thank you!