

# ChannelSight

## Tooling Overview



## Where To Buy

# CONVERTING DIGITAL CONSUMER ENGAGEMENT INTO SALES

## OVERVIEW

ChannelSight's Where-To-Buy solution allows brands to funnel buyers straight to retailers, driving sales and gaining valuable insights into conversions. It captures consumers at that moment of intent on your brand site or digital assets and leads them directly to a point of purchase on a retailer site, avoiding competitor distraction.

The actionable insights and sales performance data that we collect on this path to purchase helps brands to refine their advertising strategies for future marketing spends.





## FEATURES >>>

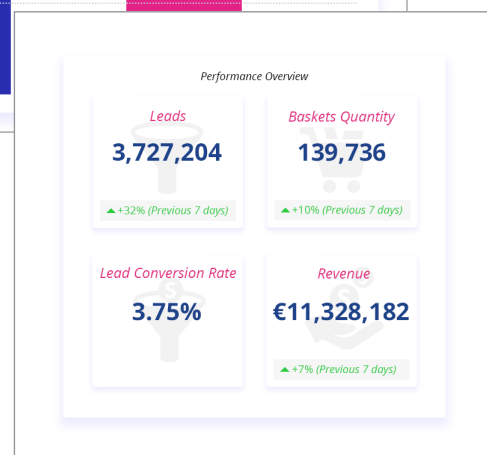
- Complete reporting suite with traffic & performance data and actionable insights to customize your digital strategies
- Where-To-Buy widget for integration across all your digital touchpoints
- Wide retail network with available sales data
- Self-service portal with customised widget templates
- Where-To-Buy click links available via API

## BENEFITS

- Optimise future marketing spend with sales performance data
- Refine advertising strategies through our actionable insights on your consumers' digital movements
- Inform an improved user experience for your consumer
- Gain full control via our self service portal
- Integrate seamlessly across all across paid, owned and earned channels
- Access to our established network of over 1000 active retailers in 68 markets

Performance Highlights

Top Performers	Total Leads	Basket QTY	Lead Conversion Rate	Revenue
	16,881	725	4.29%	\$18,976
	1,401	64	4.32%	\$2,607
	319	0	0.00%	\$0
	188			



## Where To Buy Offline

# DIRECTING DIGITAL CONSUMER ENGAGEMENT FOR OFFLINE SALES

### OVERVIEW

ChannelSight's Offline Where-To-Buy solution enables brands to present consumers with a simple user experience that directs them to nearby physical retail locations where they can purchase the products they are interested in with confidence – research online, purchase offline.

Product, location and behavioural insights are collected and aggregated to enable the brand to optimise their user experience and marketing strategies.

ChannelSight's solution will display all relevant product availability, price and retailer information on an intuitive map interface enabling consumers to easily find the closest store where they can purchase their desired product.

### FEATURES

- Access to insights & analytics that enable brands to optimise their clicks to bricks strategy.
- Feature rich, fully configurable Where-To-Buy Offline widget.
- Integrate online and offline user experience for maximum consumer choice.
- Real time or scheduled update of store level and price data.



### CONTACT US

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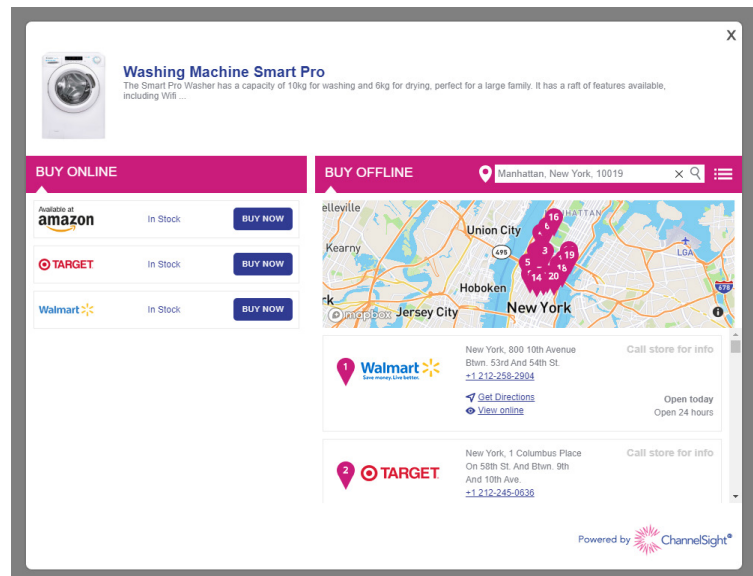
### BENEFITS

**Easily present** a rich, intuitive store locator user experience on your brand assets.

**Integrate** this user experience seamlessly with your online user experience.

**Configure** and optimise the user experience via our self-service portal.

**Optimise** future marketing spend with accurate product, location and user analytics.



# Price & Coverage Monitoring

## LEADING STRATEGIC BUSINESS DECISIONS WITH INVENTORY INTELLIGENCE

### OVERVIEW

ChannelSight's eTail monitoring allows you to easily identify price & stock trends across your key online retailers.

We acquire stock and price for your product portfolio every 24 hours\* keeping track of historic promotional analysis.

Our monitoring solution identifies availability problems across bestsellers and pinpoints the promotional activity of your product portfolio. We allow you to identify key replenishment tactics and outline promotional behaviours across your retailer network.

*\*It can be increased upon request.*

### DASHBOARDS

- PRICE LEADER COMPARISON
- STOCK MONITORING
- PRODUCT COVERAGE ANALYSIS
- PRODUCT PRICING TRENDS

### BENEFITS

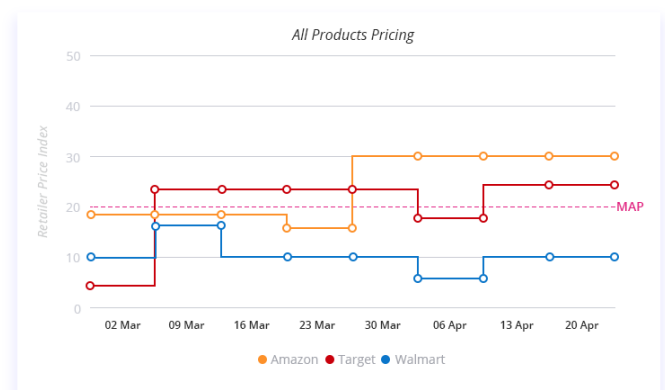
**Easily identify** products in-retail

**Manage** key out-of-stock products and track price leaders

**Monitor** price fluctuations during promotional periods

**Analyse** the impact of price on conversions

**Compare** your pricing strategies to your other retailers



	Recommended Price	amazon	TARGET	Walmart*
<b>Accessories</b>				
Monitor Cable - 2m	\$20.50	+12%↑	-12%↓	+8%↑
Mouse pad	\$21.26	+8%↑	-16%↓	+15%↑
Monitor Cable - 1m	\$18.32	-7%↓	-7%↓	+2%↑
<b>Audiovisual Equipment</b>				
Headphones V2	\$43.00	+12%↑	-12%↓	-5%↓
Bluetooth Speakers	\$22.99	+1%↑	+3%↑	-10%↓
Headphones - Noise Cancelling	\$49.00	+8%↑	-8%↓	-15%↓
Universal Remote Control	\$31.66	-21%↓	-20%↑	-1%↓
Headphones V1	\$32.85	+10%↑	+7%↑	+1%↑
<b>Gaming Equipment</b>				
G Mouse V1	\$21.05	+6%↑	+9%↑	+9%↑
G Keyboard V2	\$39.50	+1%↑	-1%↓	+4%↑
G Mouse V2	\$25.16	-1%↓	-12%↓	+9%↑
Monitor HD - Large	\$463.64	+3%↑	-4%↓	+3%↑
G Keyboard V1	\$22.17	-7%↓	-15%↓	+1%↑
Monitor HD - Small	\$329.67	+6%↑	+3%↑	+4%↑



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# RATINGS - Data and Insights

## ENHANCING THE DIGITAL PATH TO PURCHASE WITH PRODUCT RATINGS FROM ONLINE RETAILERS

### OVERVIEW

Consumers are heavily influenced by User Generated Content, often in the form of ratings, when assessing their purchasing options.

ChannelSight enables the brand to easily display each online retailer's current product rating on brand owned content, such as product pages and Where To Buy widgets. ChannelSight Ratings also provides clear reporting and visualisation of product ratings including trends over time, and the ability to view ratings at market retailer, category, and product levels.

ChannelSight Ratings replaces manual effort by automatically capturing ratings data for your entire catalog across all online retailers. It also delivers direct API access to this data as well as intelligent reports and dashboards.

### FEATURES >>>

- **SUMMARY DASHBOARD:** Key highlights and insights
- **DATA DRILL DOWN FUNCTIONALITY:** Mine ratings data at a granular level
- **PRODUCT RATINGS API:** All ratings data accessible via a secure web end point
- **STANDARDISED RATINGS:** Normalise ratings where multiple retailers use different schemes for each of presentation



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## BENEFITS

**Increase Conversions** by displaying positive retailer product ratings in your brand content

**Immediate visibility** into key trends, both positive and negative movement of exceptional UGC events

**Save time** by moving from manual to automated delivery of ratings data and insights

	amazon	TARGET	Walmart
<b>Washing Machines</b>			
FRONT LOADER WASHING MACHINE FL02345-1	★★★★★ (32)	★★★★★ (152)	★★★★★ (65)
FRONT LOADER WASHING MACHINE FL38754-1	★★★★★ (122)	★★★★★ (378)	★★★★★ (66)
TUMBLE DRYER TD492864-2	★★★★★ (54)	★★★★★ (78)	★★★★★ (90)
TUMBLE DRYER TD822742-2	★★★★★ (52)	★★★★★ (404)	★★★★★ (321)
TOP LOADER TL928002-1	★★★★★ (86)	★★★★★ (15)	★★★★★ (67)
TOP LOADER TL0923722-2	★★★★★ (532)	★★★★★ (44)	★★★★★ (28)
WASHER DRYERS WD938000-2	★★★★★ (28)	★★★★★ (92)	★★★★★ (4)
WASHER DRYERS WD982542-1	★★★★★ (42)	★★★★★ (19)	★★★★★ (71)
<b>Cooking</b>			
MICROWAVE OVEN MO492833-2	★★★★★ (45)	★★★★★ (125)	★★★★★ (64)
MICROWAVE OVEN MO092311-1	★★★★★ (73)	★★★★★ (3)	★★★★★ (41)
HOB NEW COLLECTION CHBG31-1	★★★★★ (10)	★★★★★ (39)	★★★★★ (8)
HOB NEW COLLECTION CHB642-1	★★★★★ (65)	★★★★★ (54)	★★★★★ (33)
HOB NEW COLLECTION CH8000-1	★★★★★ (11)	★★★★★ (22)	★★★★★ (55)
HOB NEW COLLECTION CH0923-1	★★★★★ (5)	★★★★★ (15)	★★★★★ (17)
COOKERS WITH OVEN CO93283-0	★★★★★ (51)	★★★★★ (96)	★★★★★ (22)
COOKER WITH OVEN CO98349-1	★★★★★ (9)	★★★★★ (2)	★★★★★ (6)



# REVIEWS INTELLIGENCE

## GAIN DEEPER UNDERSTANDING INTO CONSUMER FEEDBACK

UNDERSTAND CUSTOMERS, DRIVE CONVERSIONS, AND PROTECT YOUR BRAND

### OVERVIEW

ChannelSight data shows that users are 59% more likely to purchase a product from a retailer when it contains a user-review, equally a product with 50 or more reviews has on average a 9.6% higher conversion rate than those with less than 50 reviews\*. The ChannelSight Reviews Intelligence suite captures product reviews across your key retailers and pulls them into a customisable dashboard.

ChannelSight Reviews, provides clear and easy to digest view of your user product reviews both good and bad, allowing you to search and identify your reviews by market retailer, category, and individual product. You can easily create alerts to monitor your bestsellers or recently launched products to nurture improved conversion rates and squash any negative sentiment.

ChannelSight Reviews replaces manual effort by automatically capturing reviews data for your entire catalog across all online retailers. It also enables you to receive daily notifications by email on new reviews to stay on the top of the conversations.

\*Average conversion data taken from ChannelSight conversion data H1-2020

### FEATURES

- **Review Summary:** Detailed dashboard with all your reviews for a given consumer rating.
- **Review Search:** Reviews data and all your user generated content in a granular and searchable level.
- **Reviews Alert:** Whether you need to take actions quickly or promptly respond your consumers, monitor your bad and good reviews on a daily basis.
- **Email notification:** Define the frequency you want to receive in your email inbox new reviews count and summary of their content.



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### BENEFITS

Gain intelligence into your user generated content across retailers

Identify best and underperforming products in one single view

Easily find product feedback by searching for keywords

Receive actionable insights on positive and negative reviews

#### Reviews Analysis

	amazon	Argos	Currys
<b>Household Appliances</b>			
FRONT LOADER WASHING MACHINE FL02345-1	15	20	25
FRONT LOADER WASHING MACHINE FL38754-1	17	39	54
TUMBLE DRYER TD492864-2	35	44	22
TUMBLE DRYER TD822742-2	12	15	23
TOP LOADER TL928002-1	24	28	35
<b>Kitchen Appliances</b>			
MICROWAVE OVEN MO492833-2	10	13	15
MICROWAVE OVEN MO092311-1	18	45	39
HOB NEW COLLECTION CHBG31-1	62	77	81
HOB NEW COLLECTION CHB642-1	33	39	35
HOB NEW COLLECTION CH8000-1	76	98	88

#### Product Reviews Search

size

**MICROWAVE OVEN MO492833-2**

**Elliot** Just now  
The lock and fits good. Have it now about four weeks. It is starting to take longer to get food hot. I have to put it on much longer than necessary. For instance to get a dinner plate of food appropriately hot it takes about 6 minutes. Normally, it should take about 3 minutes maximum.

**Argos**  
★★★★★  
[See More](#)

**WASHER DRYERS WD938000-2**

**Stevie** Today at 5:42PM  
Super quiet and perfect fit. No need additional parts all comes in the box including wall mounting brackets. I haven't done that yet. Dries clothes fast. Worth the money and it's not heavy at all. Easy to clean filter and it even comes with a vent hose.

**TARGET**  
★★★★★  
[See More](#)

**COOKER WITH OVEN C098349-1**

**Dennis** Yesterday at 12:30PM  
Great cooker and great support from the seller regarding tracking. The cooker was very easy to fit (standard size for built-in cookers) was fitted in about 10 minutes (will require a UK plug fitting). The cooker is very easy to use and comes with basic instructions on use and fitting.

**amazon**  
★★★★★  
[See More](#)

**TUMBLE DRYER TD822742-2**

**Jenny** 3 days ago  
The right "smallest" size for the available space in our utility room and very good value when ordered via Amazon direct from White Knight company. Replaced a previous White Knight 3kg tumble drier that lasted 7 years with lots of use.

**Walmart**  
★★★★★  
[See More](#)



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# CONTENT COMPLIANCE

## ENSURE YOUR PRODUCT CONTENT IS CONSISTENT AT EVERY STAGE OF THE PURCHASE JOURNEY

SHOW EVERY PRODUCT AT ITS BEST: THE RIGHT CONTENT, EVERYWHERE

### OVERVIEW

A-Rated content generates an uplift in conversion rate of 4-6%. ChannelSight's Content Compliance tool helps brands to understand and monitor product content quality and identify key areas to focus on.

Brands need to safeguard the representation of their products across the entire consumer path to purchase. This is key to maintaining trust and consistency all the way to the point of purchase. With limited real-estate available to 'win-a-sale', good product content and images are a significant influencer in the users' purchasing decision. ChannelSight's Content Compliance consolidates complex data into easy to read and action scorecards.

We gather a variety of product data points from retailer product pages including product names, product descriptions, product imagery, product video, product features, and enable you to compare retailer product page content to your baseline content (e.g: from your ERP, catalog management or PIM systems).

### FEATURES

- Flexible rule scheme configuration: define exactly what you want to check on the retailer product page.
- Customise your compliance scorecards: define your weightings & grade calculations.
- Select from pre-configured rules and schemes to run compliance checks quickly.
- Intuitive compliance visualisation.
- Downloadable data to assist you with internal reports and insights.

### BENEFITS

**Maximise conversions** on retailer sites by ensuring product content is consistent and high quality.

**Protect your brand** by ensuring your products are well-represented on retailer product pages.

**Save time** by automatically generating actionable insights for your product content. No manual work required.

**Build trust** by ensuring your branding and content efforts are reaching your audience.

#### Content Compliance

##### Dishwashers

Current Grade:



Previous Grade:



##### Run Insights

###### Rule Type vs Grade

Rule Type	A	B	C	D	F
Product Title	100	40	5	3	2
Product Description	120	25	3	2	1
Product Meta Data	5	10	15	50	70
Product Categorization	100	0	0	0	50
Product Imagery	130	20	0	0	0
Product Videos	5	5	5	5	130



##### Previous Runs

Report Date	Grade	Action
2020-01-01	D	DOWNLOAD REPORT
2019-12-01	D	DOWNLOAD REPORT
2019-11-01	F	DOWNLOAD REPORT
2019-10-01	F	DOWNLOAD REPORT



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