

# CASE STUDY

## GLOBAL ALCOHOL & BEVERAGES BRAND

### Business Challenge

Spurring more sales through eCommerce channels by monitoring and optimizing the brand's stock availability, share of search, share of category, and catalog content across online marketplaces and ZIP codes in North America.

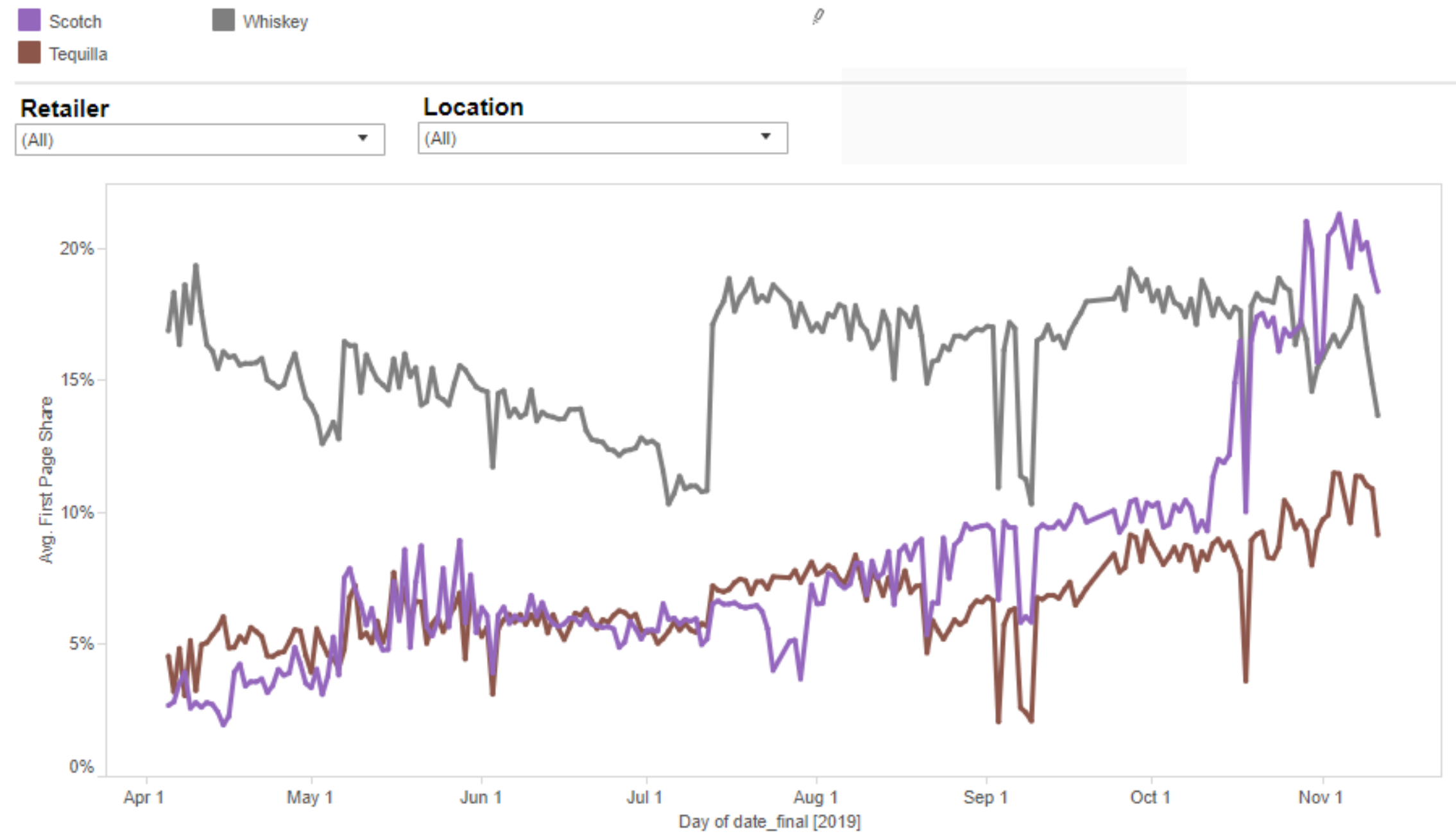
### Solution Methodology

DataWeave monitored and reported data points on availability, discoverability, and catalog content of 620 of the brand's products across 10 online marketplaces and 6 ZIP codes each.

### Business Impact

- Up to 56% improvement in the brand's availability across marketplaces
- Up to 22% jump in the Share of Voice of the brand for both search results and category listing pages (share of first page). Identified opportunities for the brand to perform focused marketing and promotions.
- Up to 40% improvement in content quality based on content audits performed

### Share of First Page



### Content Audit

	0-30%	31-60%	61-100%							
Image	73%	81%	0%	90%	56%	67%	88%	92%	43%	43%
Nutritional Panel Image	0%	76%	0%	58%	17%	0%	58%	62%	48%	14%
Description	0%	98%	0%	86%	0%	0%	61%	65%	62%	43%
Title	0%	93%	35%	72%	2%	0%	0%	0%	24%	14%
Bullets	0%	96%		0%	0%	0%	46%	45%	45%	45%
Number of Products	TotalWine	Walmart	InstaCart	Meijer	Kroger	Safeway	Samsclub	Target	Amazonprim enow-US	AmazonFres h-US
	199	174	165	130	66	64	57	26	21	7