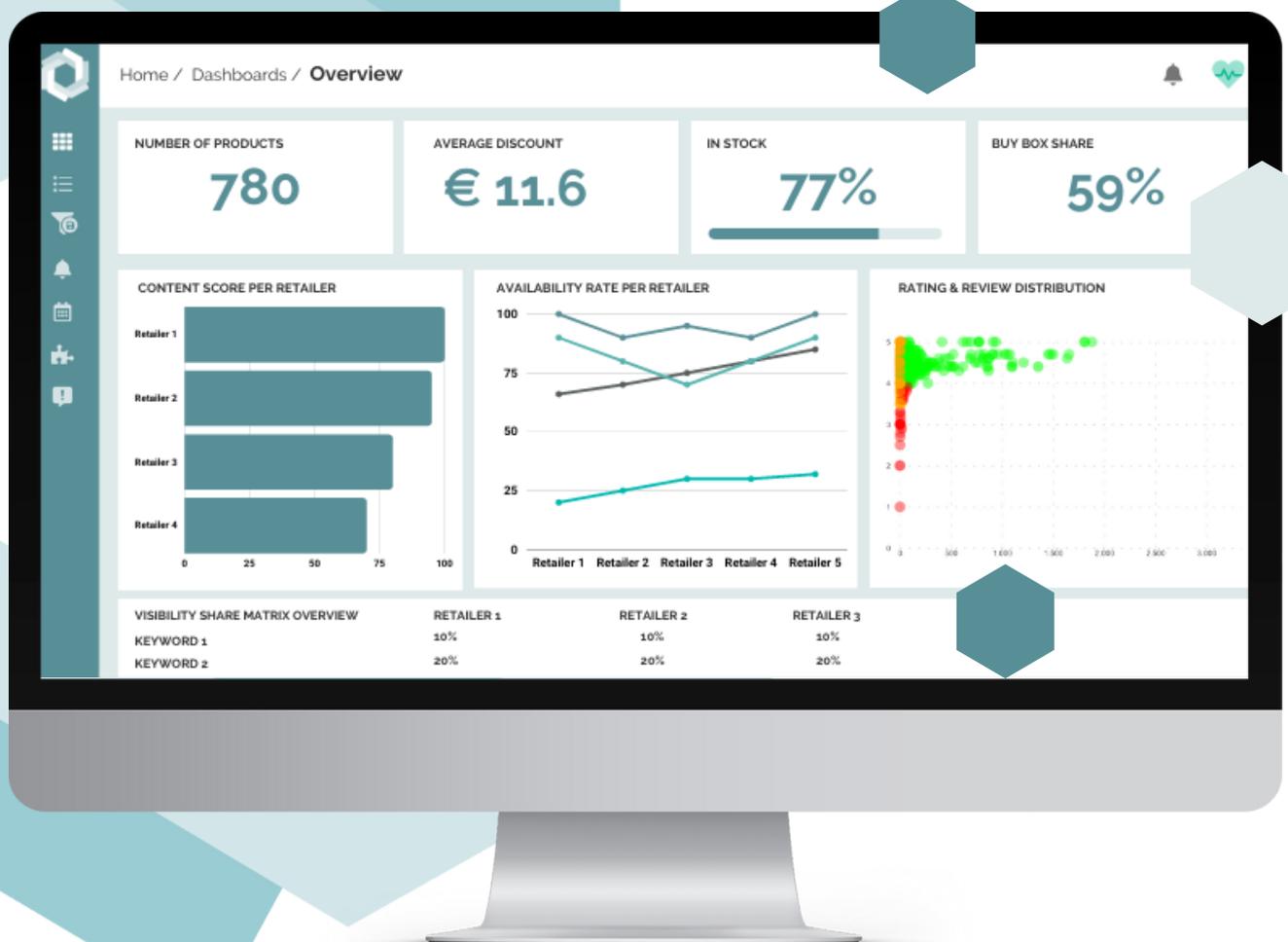


# SiteLucent dashboards

Walk through our main dashboards



# SiteLucent Dashboards

## Our main dashboards

**Product listing** - Is your complete product portfolio available online at the stores of your customer's choice?

**Product availability** - We'll show you which products are out of stock and for how long. Track the length and timing of each product's stockout and easily anticipate potential supply issues in the future. Keeping your product availability consistent on all sales channels is vital to converting them to purchase.

**Product pricing** - At what price point and, when on marketplaces, who 'won' the buy box? Get an overview, zoom in to the detailed product level, and proceed to action!

**Product content** - Track and improve the completeness of your product content, such as images, videos, descriptions, and specifications on all eCommerce webshops. Product detail pages (PDPs) are increasingly becoming shoppers' first touch point with your products and brand. Relevant and complete content makes your product stand out and can remove any barriers from the customer. The DCC score helps you identify gaps and inconsistencies in product content.

**Product image** - Optimize product page content, at scale. Track retail product pages to benchmark content against competitors, lift your products to the top of retail search results and lower product return rates.

**Product visibility** - Can shoppers find your products online? Use our search modules and dashboards to monitor product search rankings for specific keywords and on category pages and improve your products' ranking on all online channels. When customers use keywords searches or category browsing on webshops and marketplaces, they will often buy a product that ranks high in the search results.

**Ratings & Reviews** - It is essential to continuously monitor the quantity and quality of customer feedback and act on it in a customer-centric way. It allows you to show perfect customer service, improve your products, show commitment, and improve search and sales results.

**Marketplace insights** - Get insights into marketplace specific dynamic around the buy box, sellers, and offers.

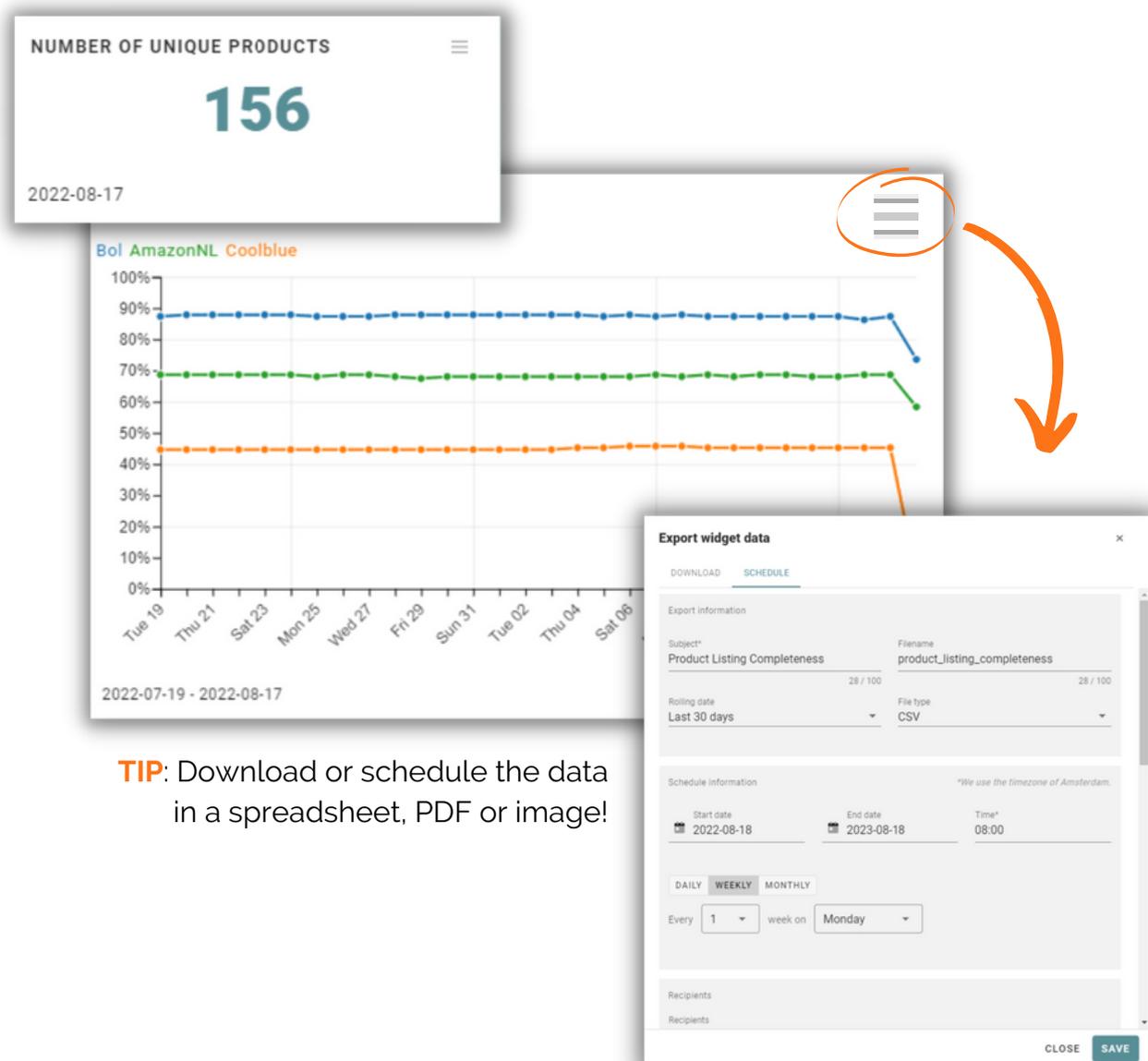
# Product listing

Find out who is selling your products and which products are missing. Upload your own product lists with your total product assortment and, if desired, custom tags. In this example, we take a look at the TV & Audio segment. We set the following filters:

- Date range of the 'last 30 days'
- 3 Dutch retailers: bol.com, Coolblue.nl, and Amazon NL.

We see a total of 156 products that are found online. The widget 'Product Listing Completeness' shows us a line chart representing the % of products covered/found online per retailer.

## Product Coverage & Listing Completeness



**TIP:** Download or schedule the data in a spreadsheet, PDF or image!

Click anywhere in a widget area to zoom in to product level and find out which products are missing. '0' means 'not covered', '1' means 'covered'.

**Details for Product Listing Completeness per retailer**

ALL PRODUCTS (2759)

DOWNLOAD CSV DOWNLOAD EXCEL

EAN/UPC	MPN Code	Brand name	Product name ↑	Retailer	Date	Covered
8806092050709	GQ50LS03AAUXZG	Samsung	50" QLED 4K The Frame (2021)	Coolblue.nl	2022-08-17	0
8806092050709	GQ50LS03AAUXZG	Samsung	50" QLED 4K The Frame (2021)	Coolblue.nl	2022-08-17	0
8806092050709	GQ50LS03AAUXZG	Samsung	50" QLED 4K The Frame (2021)	Amazon.nl	2022-08-17	1
8806092050709	GQ50LS03AAUXZG	Samsung	50" QLED 4K The Frame (2021)	Amazon.nl	2022-08-17	1
8806092050709	GQ50LS03AAUXZG	Samsung	50" QLED 4K The Frame (2021)	Amazon.nl	2022-08-17	1
8806092050709	GQ50LS03AAUXZG	Samsung	50" QLED 4K The Frame (2021)	Amazon.nl	2022-08-17	1

Dive deeper into product detail level by clicking the 'i'-icon in front of each product identifier code.

**Product details**

Brand name: Trust

GTIN (EAN/UPC): 8713439190236 Price: 58.29

MPN: 19023 Availability: 100%

SUMMARY PRICE & AVAILABILITY PROMOTIONS PAGE CONTENT CUSTOMER REVIEWS SEARCH RESULTS CATEGORY LISTINGS PDP TRENDS

Downloaded at	Retailer	Country	Product title (incl. subtitle)	Product code	DCC score	Price	# Offers	In stock?
17 Aug 22 11:46		NL	Trust OXT 38 Tytan - 2.1 Subwoofer Speakerset - Zwart   PC, Wii, Sony PlayStation 3 en Xbox 360	920000011321089	92%	58.29	1	
17 Aug 22 10:33		NL	Trust OXT 38 2.1 Gaming Luidsprekersysteem PC Speakers met Subwoofer (voor smartphone, pc & tablet, 120 watt)	B090C18520	60%	58.29	10	

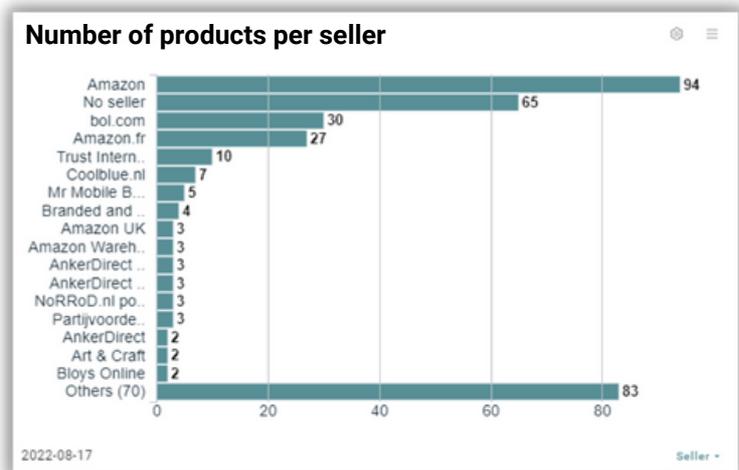
All prices in loc

Directly open and visit the PDP of a retailer.

## Products per seller

Spot (unauthorized) sellers and analyze competitors on marketplaces by getting an instant overview of all sellers.

- Who won (or lost) the buy box? Under what conditions?
- Who is selling your products at a discount?
- Are there any unauthorized sellers?

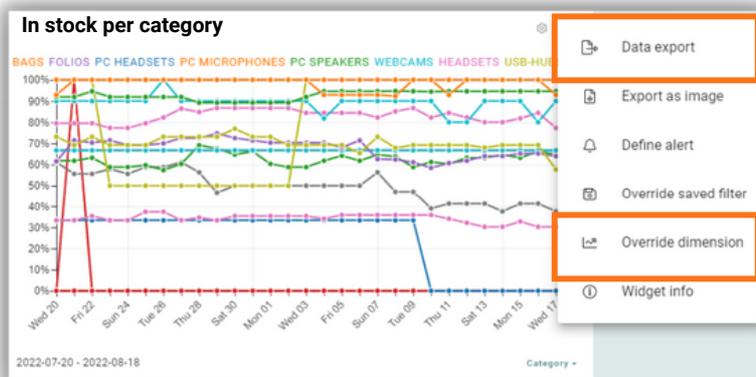


# Product availability

## Availability rate & days out of stock

The availability rate is the % of products that are in stock per retailer (or brand, seller, or product set) visualized as a line chart. Check the availability of your products at your key sales channels per brand, marketplace seller, or retailer.

Track the length and timing of each product's stock out with the 'Days out of Stock' widget, and easily anticipate potential supply issues in the future.



**TIP:** Download or schedule the data in a spreadsheet, PDF, or image.

**Export widget data**

DOWNLOAD | SCHEDULE

Export information

Subject*	Filename
In stock rate per category	in_stock_per_category
25 / 100	21 / 100

Rolling date: Last 30 days | File type: CSV

Schedule information

\*We use the timezone of Amsterdam

Start date	End date	Time*
2022-08-19	2023-08-19	11:00

DAILY | WEEKLY | MONTHLY

Every 1 week on Monday

CLOSE SAVE

**TIP:** Or override the dimension of a widget view to see the selling prices per product, brand, or marketplace seller.

Home / Dashboards / Product Availability

NUMBER OF PRODUCTS: 780

LISTING COMPLETENESS: 81%

IN STOCK: 77%

AVERAGE DAYS OUT OF STOCK: 14

LISTING COMPLETENESS PER RETAILER

Retailer	Completeness
Retailer 1	~45
Retailer 2	~40
Retailer 3	~35
Retailer 4	~30

AVAILABILITY RATE PER RETAILER

Line chart showing availability rates for multiple retailers over time.

**Product details**

Brand name: Trust

GTIN (EAN/UPC): 8713439235104 | Price range: 75.00 - 103.95

MPN: 23510 | Availability: 100%

Downloaded at	Retailer	Product code	In stock?	Original price	Price	Stock text	Delivery text
18 Aug 22 1:12	bol.com	92000012553126	Yes	75.00	75.00	Op voorraad	Voor 15:00 uur besteld, zaterdag in huis
18 Aug 22 1:20	bol.com	856565	Yes	103.95	103.95	-	-
18 Aug 22 7:40	amazon	807247931W	Yes	136.99	75.00	Op voorraad	-

CLOSE

# Product price

## Selling price

Find out how prices compare over all retailers and marketplaces, and which retailers increased or lowered the price of your product first. The widget 'Average Selling Price per Retailer' shows a line chart representing the average selling price of Samsung over time. In this example, we set the filters:

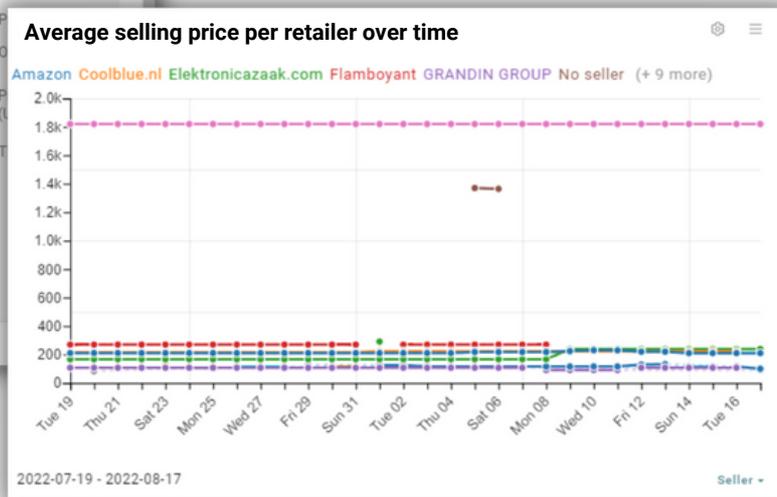
- Date range of the 'last 30 days'
- Retailers: bol.com, Coolblue.nl and Amazon.nl
- Brand: Samsung



**TIP:** Download or schedule the data in a spreadsheet, PDF or image!

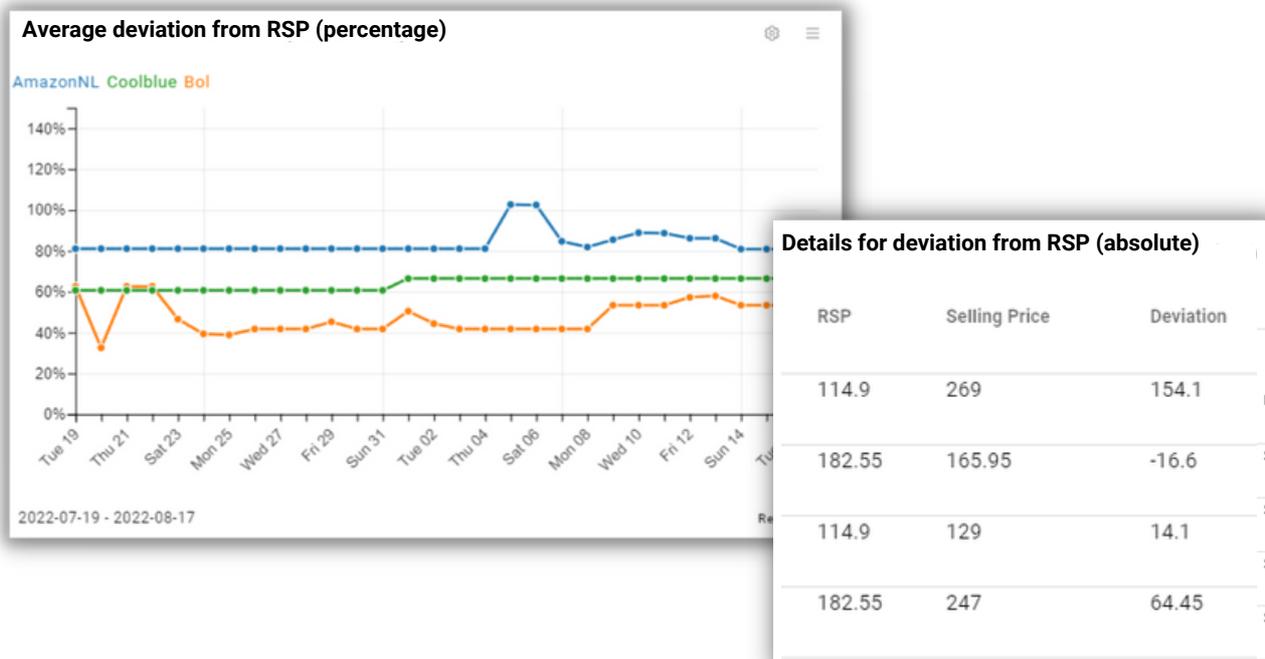


**TIP:** Override the dimension of a widget view to see the selling prices per product, brand or seller on marketplaces.



# Deviation from RSP

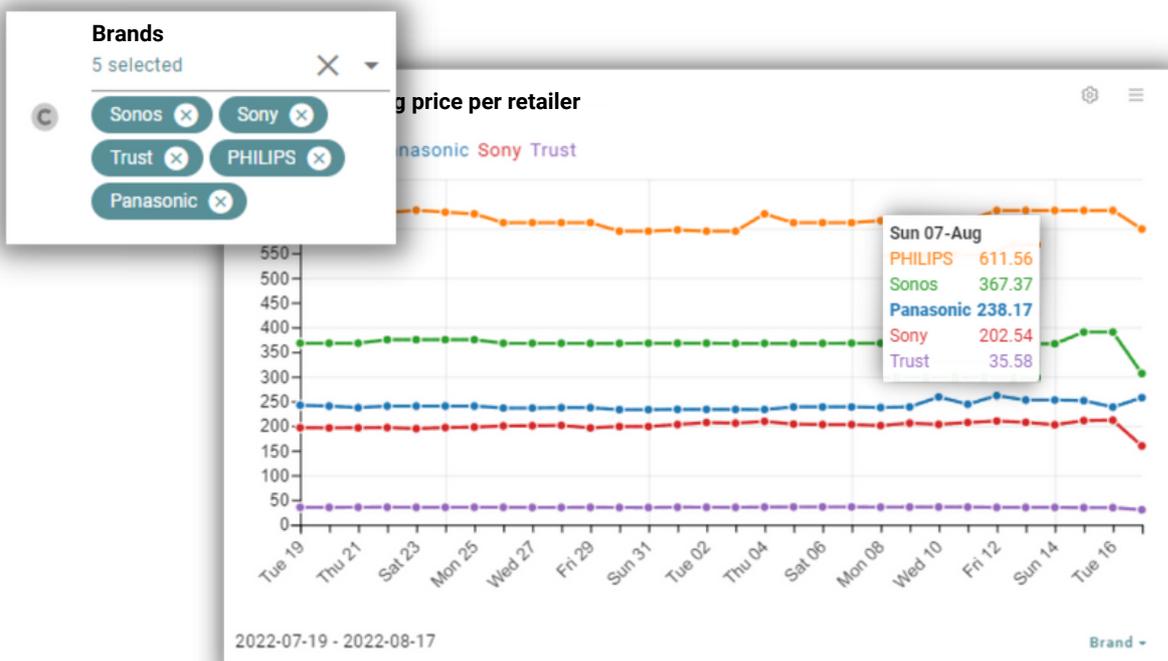
After uploading a product list with recommended sales prices for your products, you can monitor the average deviation from the RSP.



# Competitive price analysis

Monitor competitor brands or upload competitor product lists to find answers to questions such as:

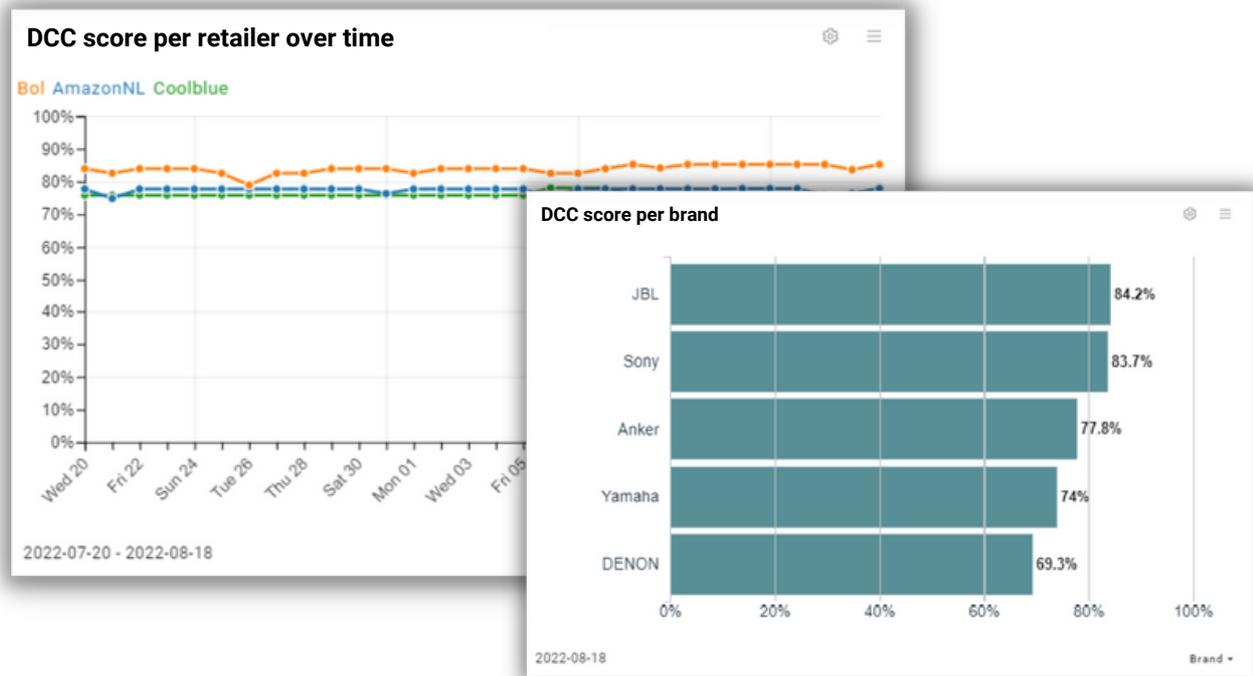
- Which market segments are my competitors targeting?
- What pricing strategy are they using?
- How rapidly are the prices of each brand changing?



# Product content

## Digital Content Completeness Score (DCC score)

Set your products' content criteria and take the steering wheel. The DCC score gives you an upfront overview of the average content completeness of your selection of products (over time). Data tables (usually found at the bottom of a dashboard) directly show you what content is missing on product level.



**TIP:** Use the search option to search for a specific EAN code, brand name, or product name.

**Content Completeness (DCC) score - Product visuals criteria not fully met**

Luidspreker draagbaar draadloos

Brand	Product EAN/UPC	Product MPN 1	Retailer name	Shop Product ID	Product Title	DCC Score - Basic	Primary image present	3 images present	Video present
JBL	6925281932007	JBLGO2BLK	Amazon.nl	B07CX2KT78	JBL Luidspreker GO2 minispeaker zwart draagbare luidspreker draadloos Bluetooth 3 Watt	95	Y	Y	N
DENON	4951035074220	Denon Home Sound Bar 550 Black	Amazon.nl	B08SMNXPVW	Denon Home 550 Soundbar voor TV, TV-Speaker voor Surround Sound, Dolby Atmos & Vision, DTS:X, HEOS Built-in, Bluetooth, WiFi, Airplay 2, eARC - Zwart	95	Y	Y	N
Anker	848061063943	A3105011	Amazon.nl	B01MTB55WH	Anker SoundCore 2 Bluetooth-luidspreker, fantastisch geluid, enorme bas met dubbele basdrivers, 24-uurs	95	Y	Y	N

**TIP:** Click the 'i-icon' in a data table (or after clicking the center of a widget) to see how the DCC score is calculated. Then click the DCC score to see all criteria, if a criteria is met, and its weight.

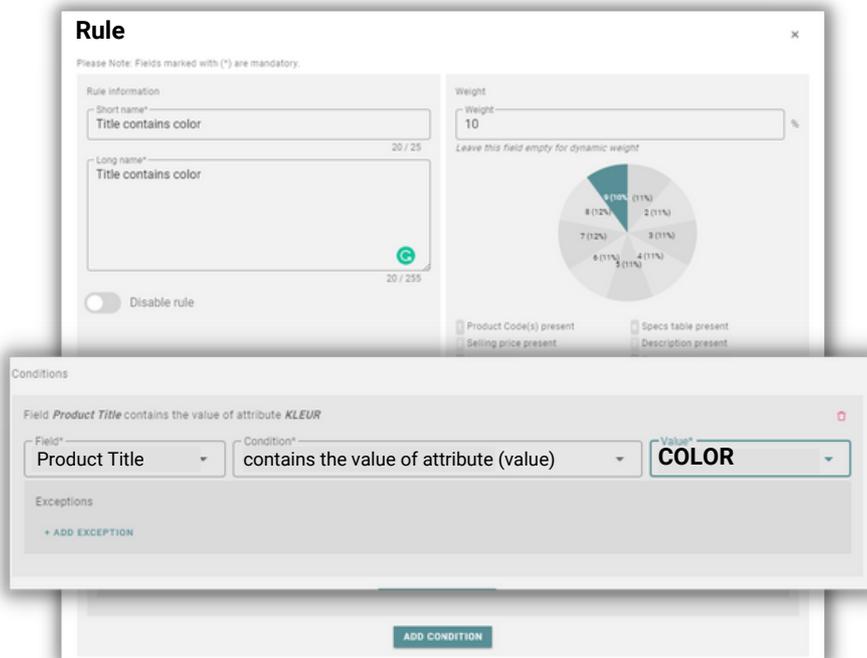
## Use attributes in the DCC score

Imagine you sell furniture and your product content is published on multiple eCommerce channels. You want to check if retailer sites display attributes such as color and product type in their product titles.

When you add these attributes to a product list, you can use them in the DCC score.

**TIP:** You can add multiple variants in one column separated by a pipe symbol "|". For example: black | white | grey | dark green.

Once you've added the desired attributes to your product list, you can create add a rule to the DCC score.



You can now see which product titles contain the color in the table widget in your product content dashboard.

DCC Score - Minimal	Product Code(s) present	Selling price present	1+ reviews	3.5+ review rating	1+ images	Specs table present	Description present	Title contains color
87.5	Y	N	Y	Y	Y	Y	Y	Y (black)
87.5	Y	Y	Y	N	Y	Y	Y	Y (dark green)
87.5	Y	Y	Y	Y	Y	Y	N	N
87.5	Y	Y	Y	Y	Y	Y	N	Y (white)

The image shows a 'Product details' window for a JBL product. A 'DCC score' box highlights the overall score of 78% and a list of individual criteria scores: 78%, 90%, 93%, 93%, and 71%. An arrow points from this box to a detailed 'DCC score: 78%' window. This window shows the breakdown of criteria and their weights:

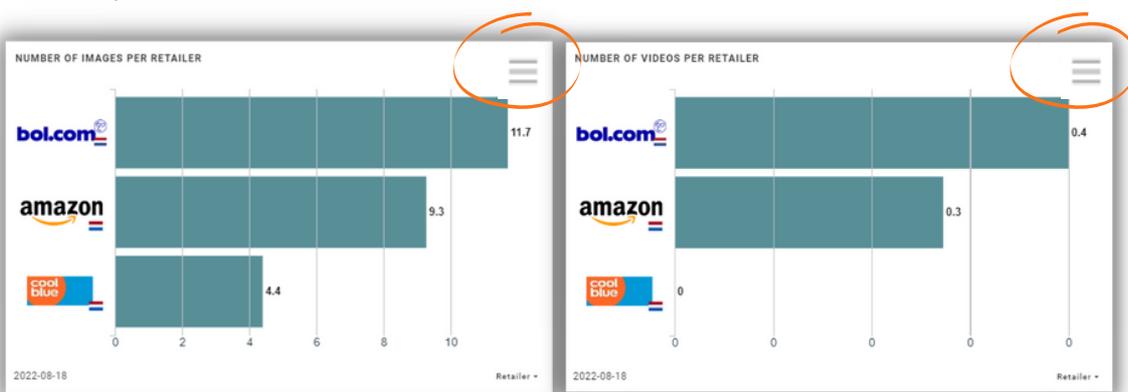
- Product Reviews & A+ (100%, WEIGHT: 30%)
- Product Visuals (95%, WEIGHT: 35%)
- Product Copy (43%, WEIGHT: 35%)

Below this, a table lists specific conditions with their results and weights:

Condition	Result	Weight
The description includes the Brand Name	✗	8%
The description includes the product type	✗	8%
The description includes TV screen type	✗	8%
The description includes TV inch	✗	8%
The title includes the Brand name (Checked value: "JBL")	✓	8%
The title includes the MPN code (Checked value: "JBLFLIPESSENTIAL")	✗	8%
The title includes the Product Type (Checked value: "Bluetooth Speaker")	✗	8%
Bullet Points are present on Bol (Override: rule disabled)	✓	8%
A Specs table is present	✓	9%

## Download or schedule widget data

Download the full data and share it within your organization for follow-up. You can also schedule an email to be sent to you (or your clients, business partners, colleagues, etc.) at a chosen time with the most recent data. For this, click the hamburger menu ☰ on the top right of each widget and download or schedule your data export.



## Customize the DCC score & widgets

It is possible to customize the DCC score criteria, so you can measure what matters to YOUR business. Custom criteria such as product dimensions can be monitored. Also, widgets can be customized.

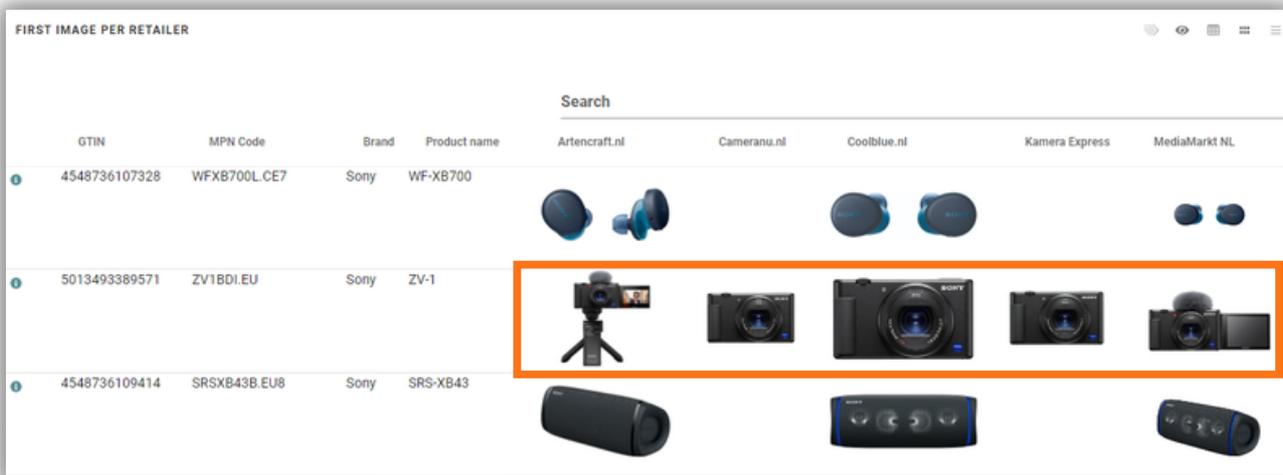
# Product image

## Product image overviews

Images are essential content assets on each PDP. The product image overview lets you discover the number and quality of images at a glance across all eCommerce channels.

In the image overview, you check if hero product images show:

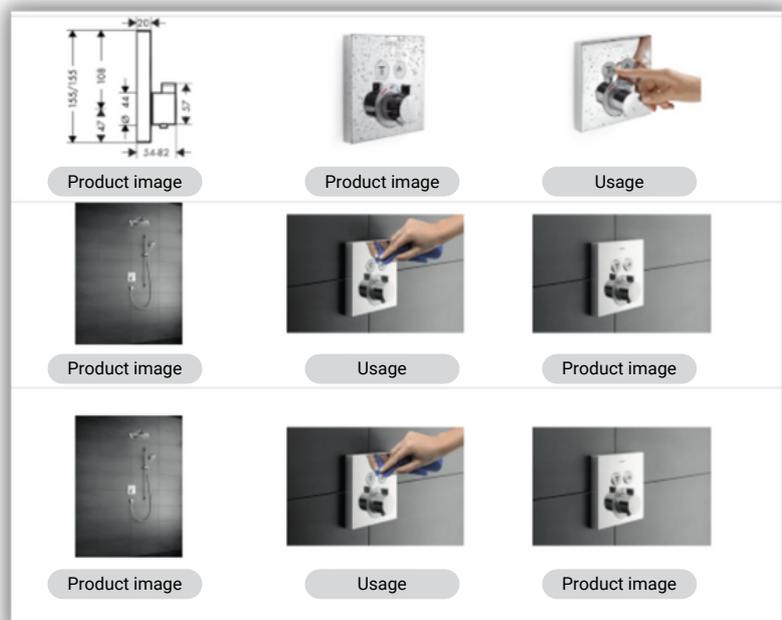
- An image of the item itself
- A white background
- No logos
- High definition quality



## Image labels

We can show 3 image labels:

- Product image
- Usage image
- Logo image



# Product visibility

## Digital Content Completeness Score (DCC score)

When customers use keyword searches or category browsing webshops and marketplaces, they often buy a product that ranks high in the search results. In the 'Product Visibility' dashboard, you monitor product search rankings for specific keywords and on category pages to improve your products' ranking on all eCommerce channels.

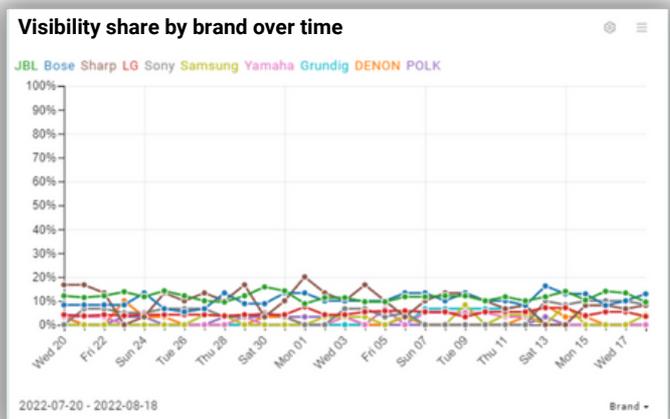
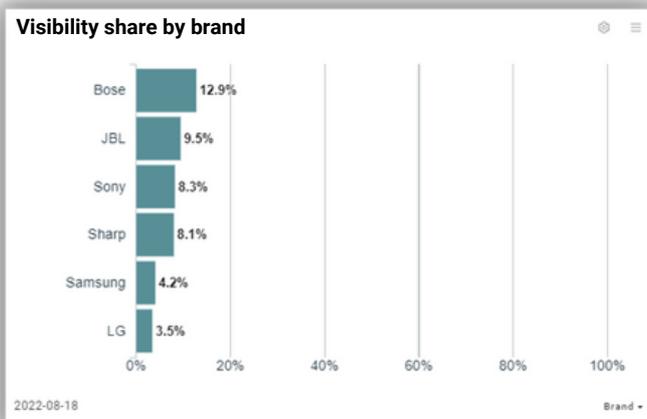
To see search-related data and insights, you need to:

- [Upload search keywords](#) into your SiteLucent account.
- If you want to monitor search results within a particular retailer product category page or another specific URL on a retailer site, you need to [create search categories](#).

## Analyze retail search data

In the 'Visibility share widget', you see the % of products that show up in the top results of the selected retailers for the chosen search keywords/category pages. In below examples, we used the following filters:

- Date range of the 'last 30 days'
- Retailers: bol.com, Coolblue.nl and Amazon.nl
- Keywords: soundbar, soundbar met subwoofer, bluetooth soundbar, bluetooth-soundbar
- Search categories: bluetooth speakers, soundbars, TVs



The 'Visibility share matrix' shows the visibility share per keyword per brand for each selected retailer.

In the example below, we see that the keyword 'bluetooth soundbar' on retailer Coolblue, shows (in the top 10 search results): 1 Bose product and 1 Sony products. Sharp, JBL, LG, and Samsung do not show up in the top 10 search results.

	AmazonNL	Bol	Coolblue
bluetooth soundbar ^	42.9%	25%	10%
Bose	28.6%	0%	0%
Sharp	14.3%	0%	0%
JBL	0%	12.5%	0%
LG	0%	0%	0%
Sony	0%	0%	10%
Samsung	0%	12.5%	0%
soundbar v	40%	12.5%	10%
soundbar met subwoofer v	20%	33.3%	10%

Find out if the products that you want to rank high with on a keyword are on the top or how you score within a product category. If needed, optimize your product page content.

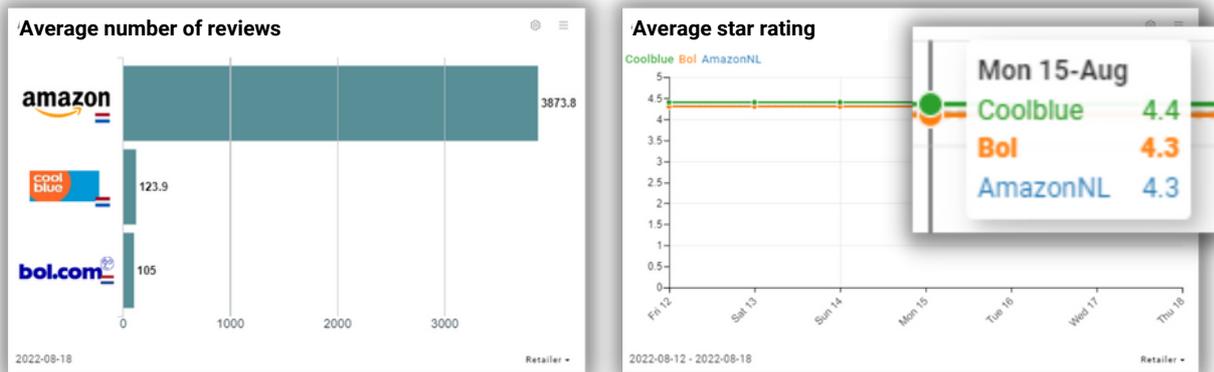
## Benchmark competitors

Add a competitor product list, or filter on competitor brands to find out which other brands' products you are competing with for the top positions in (category) search results.

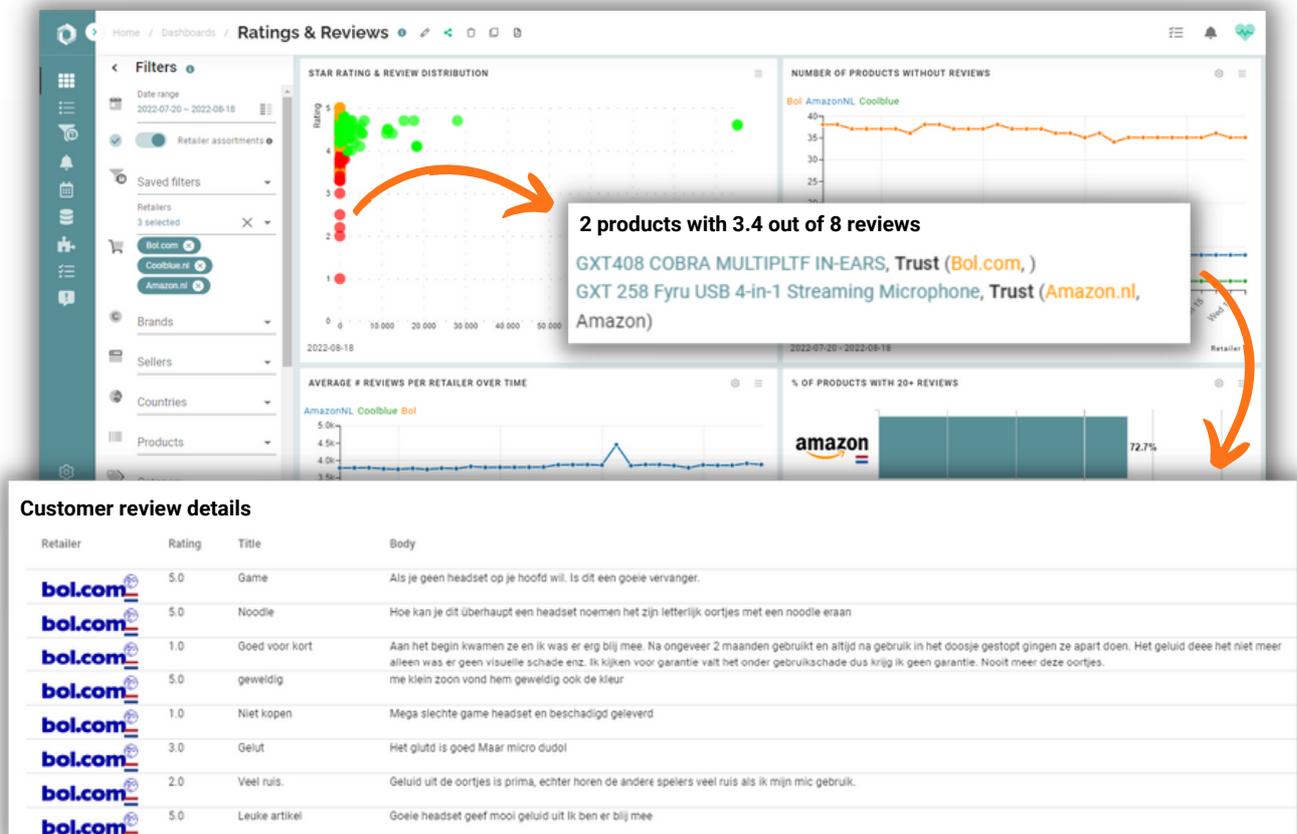
# Ratings & Reviews

## Average # of reviews and average review rating

Use charts to overview the distribution of reviews of your products on all channels. Filter and zoom in on products with 0 or negative reviews. Get an overview of the actual review texts on a PDP.



Review campaigns for a targeted set of products with (for example) less than 10 reviews, an average review rating below 4, or a combination of both, are more effective than a random campaign.

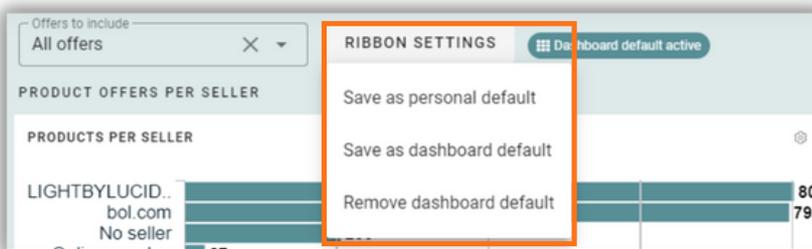


# Marketplace insights

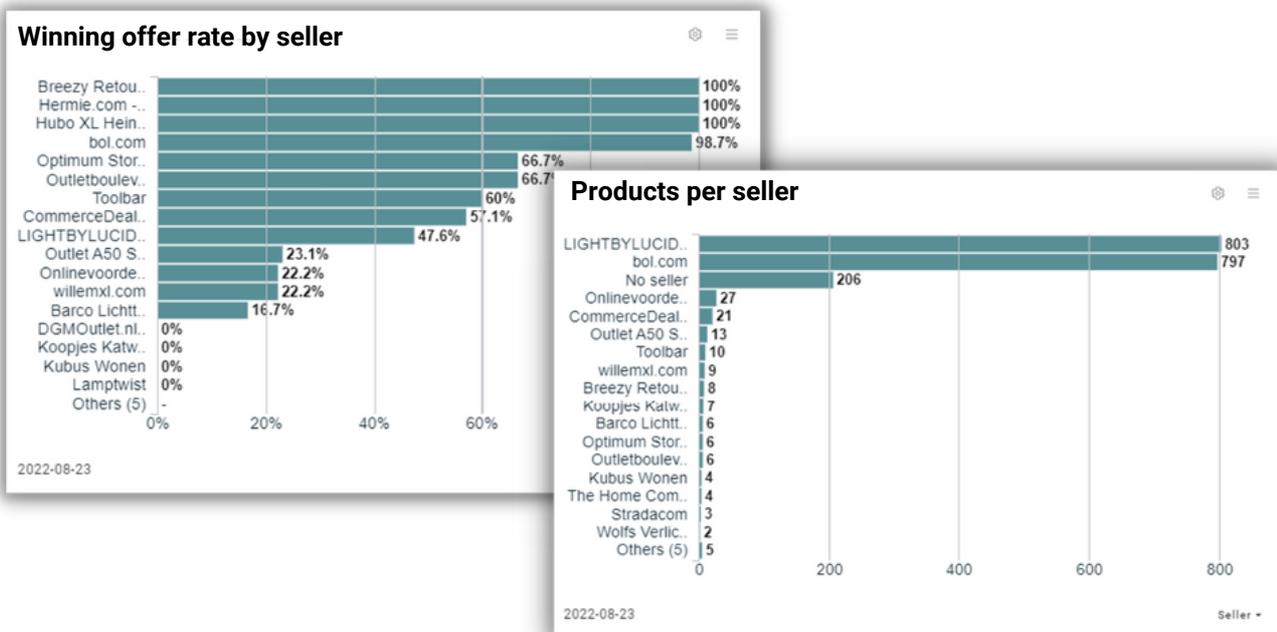
## Product image overviews

Who wins the buy box? Whether you are selling D2C or as a vendor on marketplaces, knowing who is selling your products (without permission) and if other sellers 'steal' the buy box from you is essential.

**TIP:** the ribbon on top of the dashboard can be set as default. If you always want to see all sellers, including 3rd party sellers or out of stock products, you select 'All offers'. If you only want to see seller accounts who won the buy box, you select 'Winning offers'.



The widget 'Winning offer rate by seller' shows you in how many cases a seller owns the buy box, out of all the products they are selling. Combined with the 'Products per seller' widget, you can see for how many products a seller wins the buy box.



**EXAMPLE:** bol.com sells 797 products. In 98.7% of these products, bol.com wins the buy box as a seller,

The 'Product offers overview' matrix, you get an overview of all products, sellers, and who wins the buy box.

**EXAMPLE:** you see two products, one is sold by bol.com, one is sold by Toolbar. Even though Toolbar sells the product for a lower price, bol.com won the buy box.

GTIN	Brand	MPN Code	Sold by	Price	Availability text	Best offer?
 5411212000170	Lucide	00224/01/30	bol.com	28.59	Op voorraad. Voor 23:59 besteld, morgen in huis	Y
 5411212000170	Lucide	00224/01/30	Toolbar	27.50	Op voorraad. Nu besteld, morgen in huis	N

# Performance overview

Get an overview of the performance of all retailers, sellers, brands, or (a set of) products at a single glance. Sort the data by size by simply clicking on the column title.

The performance overview can be fully customized. Choose your metrics, dimensions, and conditional coloring that fit your needs.

**TIP:** click on one of the icons to go to the related dashboard!

Retailer	Unique products found	Product coverage	In stock	DCC score overall	DCC score Product Copy	DCC score Product Visuals	DCC score Product reviews & A+	Star rating	4+ star rating	10+ reviews
<b>Overall</b>	185	74.4%	74.7%	78.6%	68.2%	92.5%	74.6%	4.3	88.1%	84.3%
<b>amazon</b>	142	80.2%	99.5%	80.9%	68%	95.7%	78.8%	4.3	82.7%	96.4%
<b>amazon</b>	130	76%	78.2%	78.2%	64%	92.8%	77.7%	4.3	89.7%	90.5%
<b>amazon</b>	144	85.2%	76.1%	79.5%	65.7%	95.6%	76.8%	4.3	88.9%	88.5%
<b>amazon</b>	142	81.1%	70.3%	76.6%	60.9%	92.4%	76.4%	4.3	91.1%	91.8%
<b>amazon</b>	84	45.2%	49.3%	76.8%	72%	75.9%	83.3%	4.4	97.8%	89%
<b>amazon</b>	120	68%	81.6%	75.5%	62%	94.4%	69.2%	4.3	85.7%	75.5%
<b>bol.com</b>	158	86.7%	61.2%	81.1%	83%	93.9%	64.1%			

2022-09-17 · 2022-08-23

**Retailer** ▼

**TIP:** override the dimension of the performance overview to view KPIs per brand, country, marketplace seller, or any other tag.

# Compare date ranges in performance overviews

In performance overview widgets, you can compare date ranges. The comparison shows you how product performances on the digital shelf are evolving.

Find out how to use the [date comparison in performance overviews](#) in our help center.

**TIP:** export the table with date range comparison as an image, and paste it into your monthly reports.

PERFORMANCE OVERVIEW										
	Assortment		Product Availability		Content Completeness			Ratings & Reviews		
Retailer	Unique products found	Product coverage	In stock	DCC score overall	DCC score Product Copy	DCC score Product Visuals	DCC score Product reviews & A+	Star rating	4+ star rating	10+ reviews
<b>Overall</b>	185	76.2% <span>-0.40%p</span>	75.1% <span>-0.10%p</span>	79.3% <span>+0.40%p</span>	68.1%	93.6% <span>+0.50%p</span>	75.5% <span>+0.70%p</span>	4.3	87.6% <span>-0.80%p</span>	85.5% <span>+0.90%p</span>
<b>amazon</b>	154 <span>-1.00</span>	87% <span>+0.60%p</span>	98.4% <span>+0.90%p</span>	81.8% <span>+0.60%p</span>	68.3% <span>+0.20%p</span>	96.4% <span>+0.40%p</span>	80.5% <span>+1.10%p</span>	4.3	84% <span>+0.60%p</span>	96.7% <span>+0.30%p</span>
<b>amazon</b>	133	77.8%	78.3% <span>-0.30%p</span>	78.6% <span>-0.10%p</span>	63.8% <span>-0.10%p</span>	94.3% <span>+0.10%p</span>	77.6% <span>-0.30%p</span>	4.3	88.6% <span>-1.70%p</span>	90.6% <span>-0.30%p</span>
<b>amazon</b>	143	76.6% <span>-5.10%p</span>	74.5% <span>+4.10%p</span>	78.3% <span>+1.50%p</span>	61.6% <span>+1.20%p</span>	95.1% <span>+1.40%p</span>	78.2% <span>+1.90%p</span>	4.3	91.1% <span>-0.10%p</span>	93.6% <span>+1.70%p</span>
<b>amazon</b>	129 <span>-2.00</span>	73.7% <span>+1.10%p</span>	81.5% <span>+0.70%p</span>	76% <span>+0.50%p</span>	61% <span>-1.00%p</span>	95.1% <span>+1.10%p</span>	71.2% <span>+1.60%p</span>	4.2 <span>-0.10</span>	83.1% <span>-3.30%p</span>	80.1% <span>+2.60%p</span>
<b>bol.com</b>	159	87.8% <span>+0.50%p</span>	57.1% <span>-4.00%p</span>	81.3% <span>+0.20%p</span>	82.6% <span>-0.40%p</span>	94.8% <span>+0.50%p</span>	64.2% <span>+0.20%p</span>	4.3	84.1% <span>-0.10%p</span>	62.4%
<b>amazon</b>	85	45.7% <span>+0.50%p</span>	53% <span>-0.20%p</span>	77.5% <span>-0.10%p</span>	72.1%	77% <span>-1.20%p</span>	84.4% <span>+1.10%p</span>	4.4	97.8% <span>+1.00%p</span>	89.1% <span>+1.00%p</span>
<b>amazon</b>	147 <span>-1.00</span>	86.4% <span>-0.60%p</span>	76.1% <span>-2.10%p</span>	79.8% <span>+0.10%p</span>	66.1% <span>+0.20%p</span>	95.9% <span>+0.30%p</span>	76.9% <span>-0.30%p</span>	4.3	88.1% <span>-1.00%p</span>	89.3% <span>+0.70%p</span>

2022-09-01 - 2022-09-30 / 2022-08-01 - 2022-08-30 Retailer

**TIP:** hover over the red and green percentage points to see the score from the previous period.

