



# From manual tasks to automated data reports

*Case Study*



# THE SITUATION

Cookware manufacturer The Cookware Company wants to grow online and take the digital experience on marketplaces for the various brands to a higher level. Since April 2021, several teams of The Cookware Company are using SiteLucent to monitor their **brands Greenpan, BK and Greenchef**. Together with SiteLucent, The Cookware Company moved from manual actions to using dashboards and automated data reports.



**The digital shelf changes daily and details are easily overlooked.**

*Hien Huynh - Marketplace Manager at The Cookware Company*



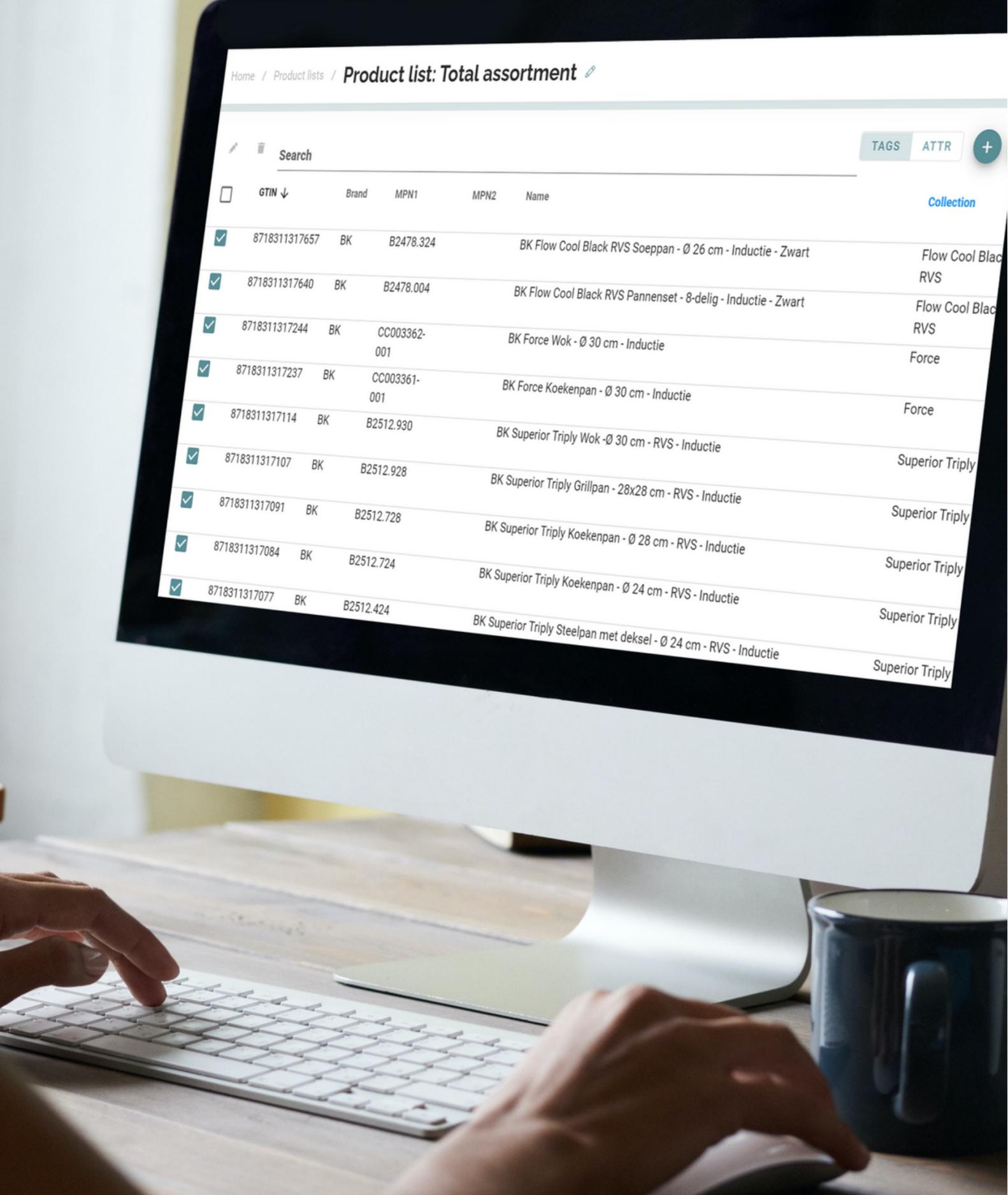
## THE CHALLENGE

Marketplace Manager Hien Huynh: "I can confirm that manually checking over 500 product detail pages is a time-consuming job! The digital shelf changes daily and details are easily overlooked. Keeping an overview of all our products is a challenge that took our marketing and sales teams, including me, lots of time, money and effort."

## THE GOALS

- Keeping our brands' **presence and stock availability** consistent on marketplaces bol.com and Amazon UK & NL;
- Identify **lost buy-boxes to third-party sellers** on the platforms mentioned above;
- Measure and optimize **product content** on the platforms mentioned above.





## THE SOLUTION

Hien and his team created a product list with 500 products they want to monitor. The list includes each product's unique identifier (GTIN), brand, name and collection. After uploading the product list on SiteLucent, The Cookware Company can **determine which products are missing** on the digital shelf and **slice and dice the data** any way they want.

### DEFINE MARKETPLACE ASSORTMENTS

Marketplaces bol.com, Amazon UK and Amazon NL carry different Greenpan-, BK- and Greenchef-assortments. That's why Hien and his team defined an assortment list per marketplace to specify which of their products belong within which marketplace range.

A product list is fundamental to obtaining the digital shelf data and analytics Hien and his team need. Then, **automation** can take over, and the real fun can begin!

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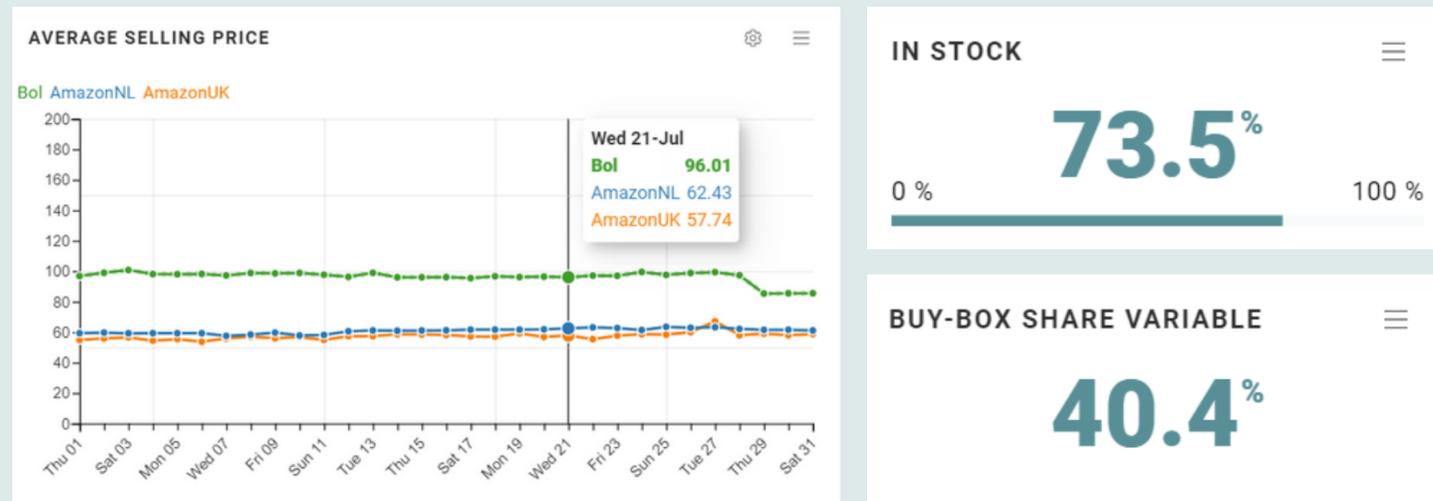
**I leverage SiteLucent's valuable insights that I receive automatically into my inbox every day!**

*Hien Huynh - Marketplace Manager The Cookware Company*

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## NEXT-LEVEL DIGITAL SHOPPING EXPERIENCES

SiteLucent's dashboards provide Hien and his team with daily updated **availability rates, buy-box shares and selling prices.**



## AUTOMATED DATA REPORTS & ALERTS

It is not needed for Hien and his colleagues to log in to SiteLucent daily to gain new insights since automated data exports are sent by email to the right person daily, weekly or monthly.

These data exports provide areas for improvement for their brands, such as **prices, seller info, missing keywords, obsolete images or low review scores on the digital shelf.** Alerts notify the sales and marketing teams of sudden price drops, box-box losses, stockouts, or a lack of content compliance.

## CONTENT CRITERIA OF THE DCC SCORE:

The screenshot shows a content scorecard with three sections: Extended Content (60%, Weight: 10%), Basic Content (80%, Weight: 30%), and Minimal Content (100%, Weight: 60%). An orange arrow points to the 'Extended Content' section.

Condition	Result	Weight
At least 4 images present	✓	20%
At least 1 video present	✗	20%
At least 100 customer reviews	✗	20%
Rating of at least 4.5	✓	20%
Rich (vendor provided) content present	✓	20%

Condition	Result	Weight
At least 10 images present	✗	20%
Product title contains 7+ words	✓	20%
Description contains 30+ words	✓	20%
At least 20 customer reviews	✓	20%
Rating of at least 4.0	✓	20%

Condition	Result	Weight
EAN/UPC or MPN code present	✓	13%
Selling price present	✓	13%
At least 10 customer review	✓	13%
Rating of at least 3.0	✓	13%
At least 7 image present	✓	13%
Specifications table present	✓	13%
Description present	✓	13%
Product title correctly displayed on PDP	✓	13%

## CONTENT SCORECARDS

The Cookware Company's marketing team can quickly optimize content shortcomings on all channels by comparing **customized** DCC content criteria against the visible content on online product pages.

Additionally, **product image overviews** help to spot missing or inaccurate product images.

# THE RESULT

## PRODUCT CONTENT COMPLIANCE

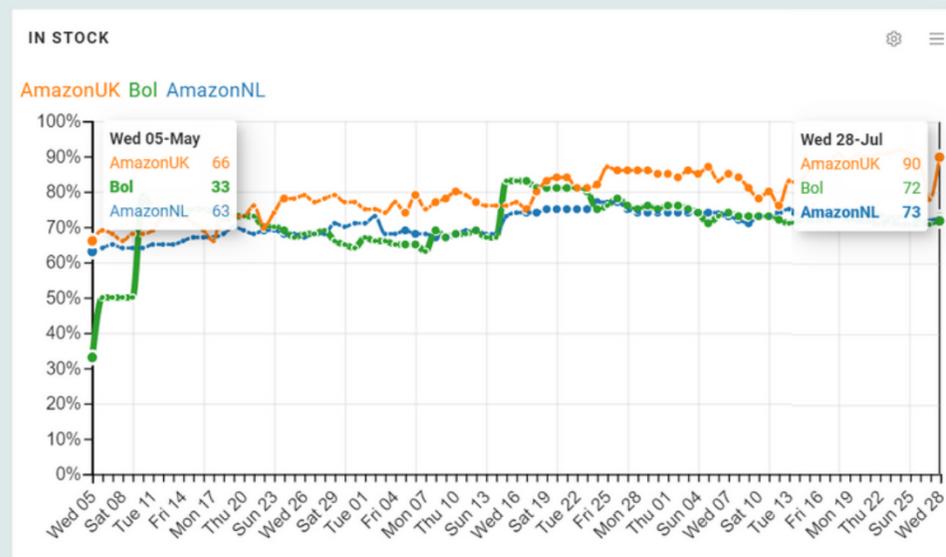
Using SiteLucent's content quality scorecards moved online published product content from being a 'grey area' towards one of the focus areas for The Cookware Company. The Digital Content Completeness (DCC) score for reseller Amazon UK has **increased by 10% in 3 weeks** by optimizing content.



## STOCK AVAILABILITY

Thanks to set retailer assortments and daily overviews of their products' stock availability, The Cookware Company could quickly contact resellers and replenish inventory.

The average availability rate on marketplaces bol, Amazon NL and Amazon UK **increased by 45% in less than 3 months**.



**The DCC score is highly beneficial. The score has increased by 10% for Amazon UK within 3 weeks!**

*Hien Huynh - Marketplace Manager The Cookware Company*

# CURIOUS HOW SITELUCENT CAN HELP YOUR BRAND?

## FOR MORE INFORMATION:

Contact us: [www.sitelucent.com/contact-us](http://www.sitelucent.com/contact-us)  
or visit: [www.sitelucent.com](http://www.sitelucent.com)

Ask SiteLucent's sales specialists how we can help optimize your brands' digital shelf performances. Our software specialists are happy to give you more information!