CASE STUDY

More with Fewer People by Automation

ABOUT TomTom

TomTom develops highly accurate maps, navigation software, real-time traffic information, and APIs that enable smart mobility globally. Their products are making the roads safer, the drive easier, and the air cleaner.

Lars Wierda - Lead Operational Marketing & Trade at TomTom and Nick van Tolij - Channel Sales Manager started working with SiteLucent in March 2021.

Although they have only recently finished the SiteLucent onboarding process, their work has become easier, and they have achieved concrete results!

THEIR CHALLENGES

With fewer human resources available and more online retail partners than ever before, Lars and Nick want to keep track of their products online on Dutch and Belgian key retailer websites. They want their products to constantly live up to the customer expectations, be brand-compliant and look the part on the digital shelf.

Monitoring their products' presence, stock availability, prices, content and search rankings on over ten key retail partners is a time-consuming job. So they needed an automated tool to take over the task of manually checking Product Detail Pages (PDPs) one by one at all retailer sites.
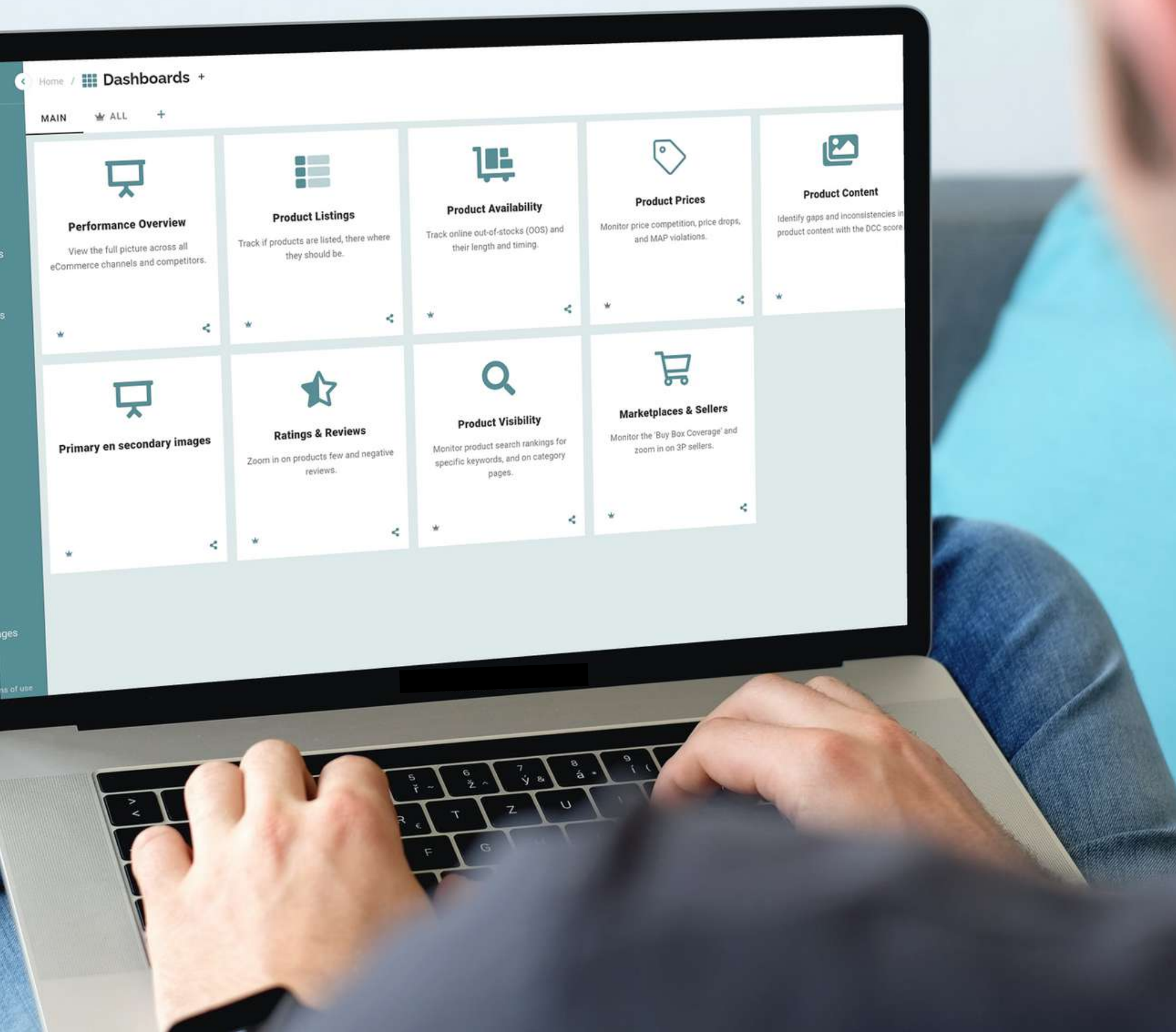
THE SOLUTION

Daily checking several data points on **+700 Product Detail Pages** appeared to be an impossible job. That's why SiteLucent eCommerce Monitoring software takes over the manual task of checking PDPs and gives a daily overview of TomTom's products' presence and presentation.

It allows Lars and Nick, the Marketing-, Sales- and Trade managers at TomTom, to spot and optimize underperforming products by controlling their brands' online presence. SiteLucents' digital shelf data tells them:

- Which products are listed, and by who
- If products are in stock
- How product prices evolve over time
- If product content (titles, descriptions, images, videos, etc.) is complete and correct on all eCommerce channels
- What people are saying about their products online
- Product search rankings for important keywords
- Who is winning/losing the buy box on marketplaces

ONE STEP AT A TIME!

It is challenging to figure out where to start optimizing multiple products on multiple channels. The SiteLucent tooling can uncover an **overwhelming amount of data** and insights. So how to turn this data into actions and results?

TomTom takes it one step at a time!

1 To discover which products are missing online, TomTom first defined a **core product portfolio** to start with, using SiteLucent's product list option. They decided to start with hardware products and focus on accessories later.

2 Not every retailer carries the same product range. That's why TomTom specified which of their products belong within which **retailer range**, using a Retailer Assortment Product List. Monitoring and optimizing **retailer search placement, stockouts, and price movements** became 'a piece of cake' this way!

3 TomTom started optimizing essential content elements on PDPs first. They used SiteLucent's DCC score, which measures three layers - Minimal, Basic, and Extended content quality. The score helps TomTom prioritize what to optimize first and bring their product content towards perfection level, step-by-step.

> "
> *To anyone starting with SiteLucent, I would advise: take it one step at a time. The possibilities are endless, and that can be overwhelming. But, if you start with a set of products, you can focus, see results quickly and scale up to the next level when ready.*
> "

Lars Wierda - Lead Operational Marketing & Trade at TomTom

THE RESULTS SO FAR

ON TOP OF STOCK AVAILABILITY

TomTom usually receives an availability overview from resellers on Mondays. During the week, Lars and Nick were unable to track product availability and managing inventory was complex. SiteLucents' **daily-updated availability overviews** per retailer, making act quickly with resellers and anticipate stockouts much easier.

CONTENT-COMPLIANCE

TomTom uses **content quality scorecards** to check for missing product titles, brand names, specs tables, hero images, and unique identifier codes on product pages. Once at the perfection level, they start looking at the basic content criteria, including additional images and customer ratings & reviews.

SEARCH RANKING

TomTom discovered with SiteLucent's 'Product Visibility Dashboard' that when shoppers search for the keyword 'Navigatie Auto' and 'TomTom' on Dutch retailers, competitor products showed up in the top-10 search results. A low search ranking directly leads to sales loss and can eventually harm TomTom's brand image. After **optimizing some crucial page content** and communicating the issue to the retailer, TomTom's visibility share in the top-10 search results went up **from 60% to 100%** within a week!
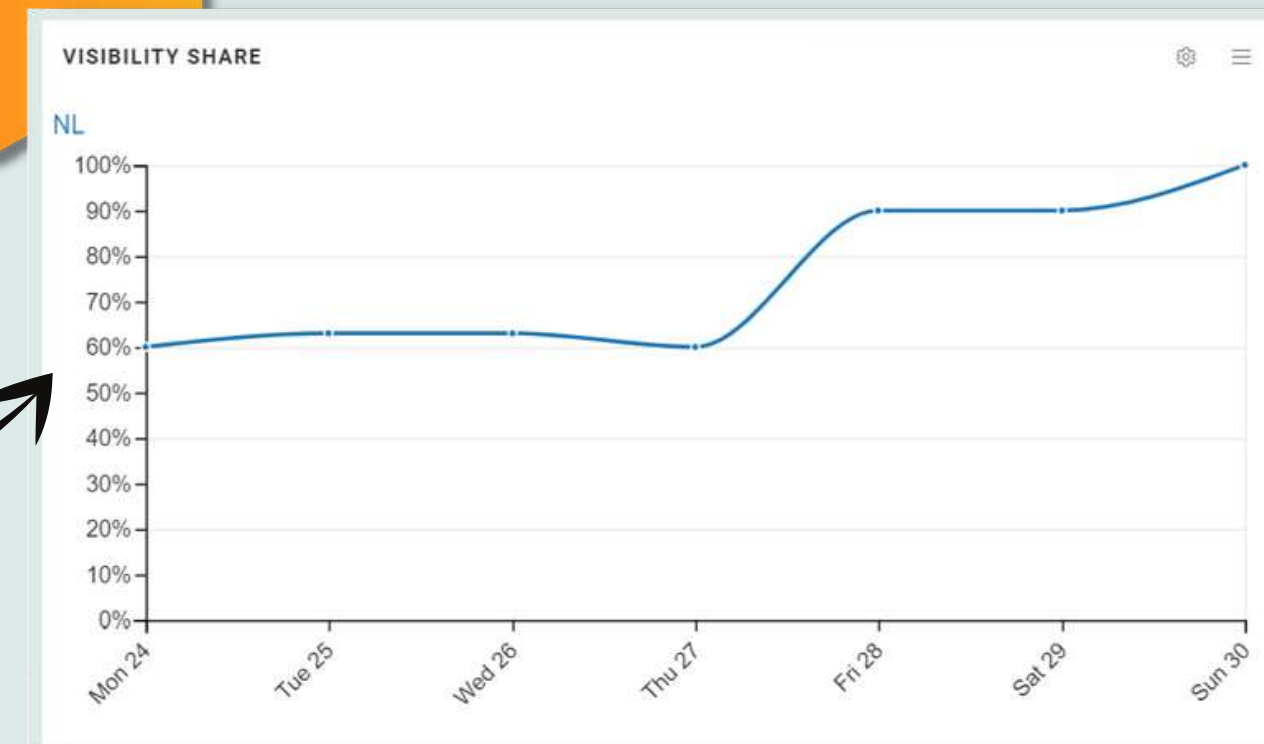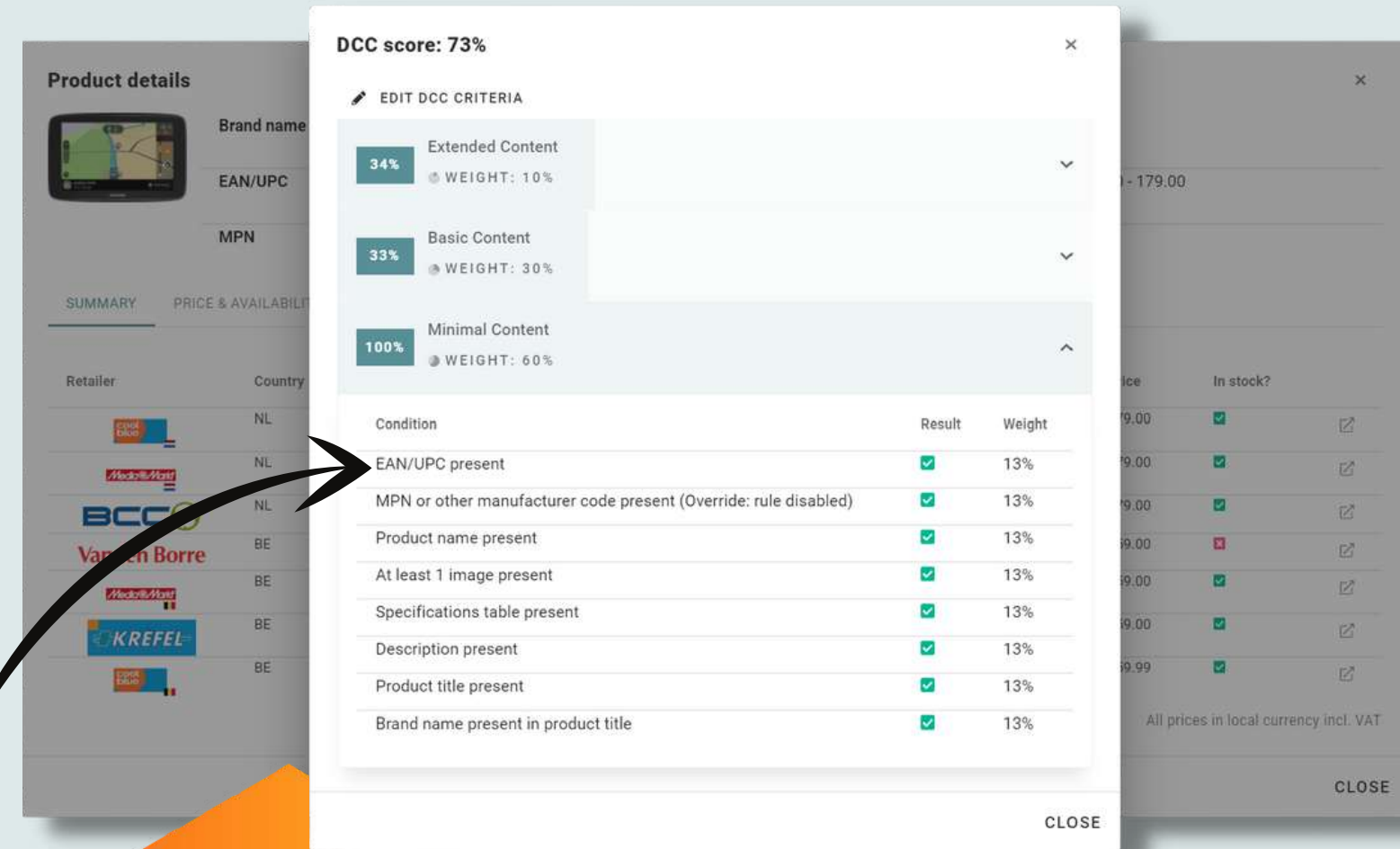
> *SiteLucent allows us to deep-dive into product information that's published online. This helps us dot the i's and cross the t's of content on all eCommerce channels. As a result, we are now able to take the next step and maintain our brand image.*

Lars Wierda - Lead Operational Marketing & Trade at TomTom

A BRAND IMAGE TO MAINTAIN

As a world-renowned technology company, TomTom uses SiteLucent to maintain their brand image and **optimize the buying experience** on all online channels by:

- Continuously monitoring product content, including customer reviews, ensuring that the message doesn't negate or stray from TomTom's core standards, values, and **visual identity**.
- Prevent Out-Of-Stock issues to avoid reduced customer satisfaction and lower **brand loyalty levels**.
- Tracking selling prices to understand how prices evolve in a competitive environment. Pricing data give insights into their products' life cycle stages, input for pricing new product introductions, and the overall **pricing strategy**.
- eCommerce data from SiteLucent help TomTom build strong **relationships with key retail partners** by working towards the same goal: To make everyone in the chain do better.

> " *Our key retail partners appreciate detailed feedback, backed by SiteLucents' pragmatic data. It enables them to meet the shoppers' expectations, resulting in more sales and a win-win for everyone in the channel.*
>
> *Nick van Tolij - Channel Sales Manager at TomTom* "

> *"SiteLucent gives us insights into price fluctuations in the market. We can keep an eye on who wins the buy-button and anticipate when necessary. It gives us a clear understanding of who is selling our products, where, and for what price.*
>
> *Nick van Tolij - Channel Sales Manager at TomTom"*

Our dedicated Customer Success Manager Mike helped us through the entire implementation. Whenever we had questions, the response was quick and clear. A lot is possible, but we got a solution that fit our needs and our company. Even though it's not a tool that can be set up in a single day, the whole process went smoothly because of the great support we received from SiteLucent.

Nick van Tolij - Channel Sales Manager at TomTom

CURIOUS HOW SITELUCENT CAN HELP YOUR BRAND?

For more information:
send us a message: www.sitelucent.com/contact
or visit: 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 info!

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