HOW JOOLZ ELUCIDATES THE ONLINE BABY STROLLER SEGMENT

ABOUT JOOLZ

Joolz dominates the baby market with its stylish strollers. They want their customers to have the best possible experience across their eCommerce channels. Currently, the company tracks a significant part of its products at **30 retailer websites** in **the Netherlands** and **Germany** with SiteLucent.

Jurryt van Arend works at Joolz as Head of Global eCommerce. He and his team use SiteLucent to optimize product content, visibility, assortment completeness and offer correctness on the digital shelf.

CHALLENGES

Before using SiteLucent, Joolz had a **traditional relationship** with retailers: sales and marketing teams directly contacted buyers of retail sites.

They exchanged product content assets and guidelines on how to present products online. But there was no focus on retail search, and monitoring product content and prices manually on Product Detail Pages was time-consuming.

HOW SITELUCENT HELPS

With the so-called **eTail program,** Joolz focuses on improving its digital shelf presence. SiteLucents' tooling helps improve product pages on retailer sites by elucidating the whole picture.

For example, Joolz added product colors, dimensions, keywords, and unique selling points to a product list that is compared daily against the **content of the product pages** at their retailers. In this way, Jools can quickly identify gaps.

Read more about this and 2 other focus points on the next page.

COLOR	DIMENSIONS	RSP	SPECS	USP
Marvellous green | groen | grün	Dimensions | Afmetingen| Abmessungen	1049	Specifications | eigenschappen | Eigenschaften	Lifetime warranty | Levenslange garantie | Lebenslange Garantie
radiant grey | grijs | grau	Dimensions | Afmetingen| Abmessungen	1249	Specifications | eigenschappen | Eigenschaften	Lifetime warranty | Levenslange garantie | Lebenslange Garantie
brilliant black | zwart | schwartz	Dimensions | Afmetingen| Abmessungen	1249	Specifications | eigenschappen | Eigenschaften	Lifetime warranty | Levenslange garantie | Lebenslange Garantie
timeless taupe | taupe | taupe	Dimensions | Afmetingen| Abmessungen	769	Specifications | eigenschappen | Eigenschaften	Lifetime warranty | Levenslange garantie | Lebenslange Garantie
awesome anthracite | donker grijs | anthraciet | anthrazit	Dimensions | Afmetingen| Abmessungen	769	Specifications | eigenschappen | Eigenschaften	Lifetime warranty | Levenslange garantie | Lebenslange Garantie

THREE FOCUS POINTS

1 Product Listings
SiteLucent's Product Listing dashboard gives Joolz more knowledge about how retailers bundle multiple baby products, like a stroller and a car seat.
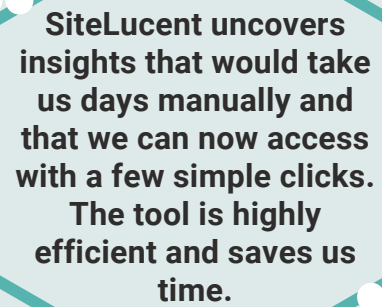
2 Product Page Content & Visibility
Joolz daily monitors product retail search placements for hundreds of retailer-specific keywords, such as 'kinderwagen' and 'aer buggy'.

SiteLucents' search dashboard is Jurryt's favorite: "**The dashboard easily uncovers Joolz' brand visibility on multi-brand eCommerce platforms.**'

3 Product Positioning
Joolz wants to know how the positioning of its products develops in the market. Monitoring product offers on the digital shelf allows Joolz to stay on top of market dynamics and discover new market opportunities.

> **SiteLucent uncovers insights that would take us days manually and that we can now access with a few simple clicks. The tool is highly efficient and saves us time.**

FROM A RETAILERS' PERSPECTIVE

Merchandizing brands online is a time-consuming task for multi-brand retailers. Joolz shares digital shelf data and insights obtained with SiteLucent, with resellers such as Babypark, helping them to optimize product pages with the common goal in mind: **Make and keep customers happy!**

VISIBILITY SHARE MATRIX OVERVIEW

	kindermaXX	Prenatal	Babyprofi
aer buggy	10%	100%	90%
aer joolz	44.4%	90%	90%
aer all terrain kinderwagen	0%	0%	0%
baby buggy kopen	-	0%	
babywagen	10%	-	0%
babywagen luxus	10%	-	-
buggy aer	-	100%	-
buggy joolz	-	80%	-
buggy joolz aer	100%	80%	80%
buggy kaufen	70%	70%	100%
buggy kind	0%	-	0%
buggy kinderwagen	-	0%	-
buggy kindrwagen	-	20%	10%
buggy klein opvouwbaar	0%	30%	20%

FIRST IMAGE PER RETAILER

GTIN	MPN Code	Brand	Product name	Baby-Dump	baby-walz	Baby's Trefpunt	Babyaisle.de	BabyOne	Joolz	kindermaXX	Kleine Fabriek
8715688044759	040110	Joolz	Joolz Geo² | Gorgeous grey								
8715688044674	040150	Joolz	Joolz Geo² | Radiant grey								
8715688044735	040120	Joolz	Joolz Geo² | Marvellous green								

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