

Whitepaper

20 critical questions every **E-Commerce Manager** should ask about their digital shelf



Managing your product presence across multiple online platforms isn't just about listing your products—it's about visibility, consistency, and optimization. You may rely on manual checks or get data from your retailer, but that's not enough. What you need is the consumer's view, a 360-degree, outside-in perspective to ensure your products are seen and presented in the best light, every day, on every platform.

Sitelucent is your solution: the ultimate online mystery shopper for eCommerce, providing accurate insights across all your products.

Here are 20 questions you should be asking to determine if your digital shelf is performing as it should and how Sitelucent helps you optimize every step of the way.

1

Are all your listings visible?

Hidden listings = lost sales

Insight: can you be sure your products are listed where they should be on every platform? Are they visible to consumers, or hidden in the depths of search results? Missing or hidden listings are missed opportunities for sales.

Solution: Sitelucient ensures your listings are visible

Are your products out of stock without you knowing?

Out of stock = missed sales

Insight: are you informed accurately when your products go out of stock across different platforms? If not, you're likely missing out on sales while remaining in the dark.

Solution: Sitelucient gives you immediate insights so you can restock fast, ensuring your products are available when consumers are ready to buy.



Are your product descriptions compelling enough?

Weak descriptions = lost conversions

Insight: you know what your product can do, but is that also clear to your consumers? Are your descriptions strong enough to convert browsers into buyers, or are they leaving something to be desired?

Solution: Sitelucient helps you optimize your descriptions and ensures your unique selling points (USPs) shine.

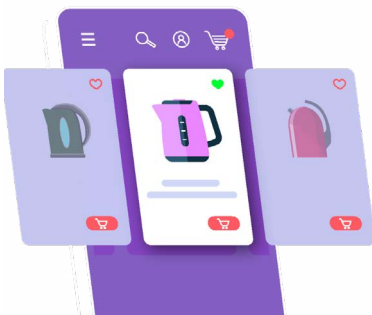
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Can consumers easily find your products?

Low visibility = low sales

Insight: are your products buried on page 3 of search results without you knowing? If consumers can't find your products, they can't buy them.

Solution: Sitelucient improves your search visibility, helping you move up the rankings and stand out on every digital shelf.



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Is your pricing competitive?

Outpriced = outsold

Insight: are your prices aligned with or better than your competitors'?
Or are you losing sales without even knowing it due to overpriced listings?

Solution: Sitelucent monitors your pricing against the competition, ensuring you stay competitive.

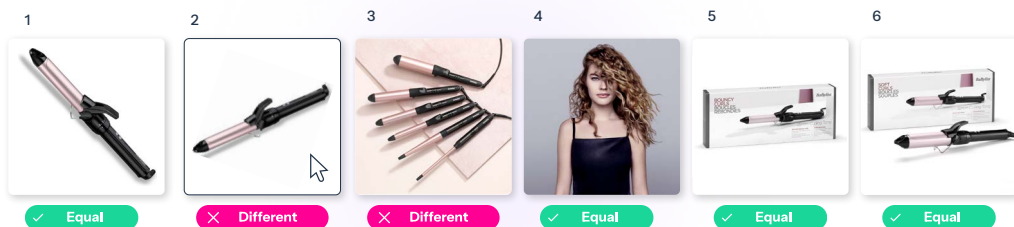
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Are your product images doing their job?

Poor images = lost interest

Insight: are your product images compelling enough to stop consumers from scrolling? Are they in the correct order and optimized to convert?

Solution: Sitelucient gives you the tools to ensure your visuals are aligned, complete, and compelling.



Are your promotions reaching consumers?

Invisible promotions = wasted marketing budget

Insight: you're spending valuable marketing dollars on promotions, but are your products positioned optimally on the digital shelf to maximize conversions? Without ensuring they stand out, all that effort might not pay off.

Solution: Sitelucient helps your products shine on every digital shelf, ensuring they're visible, compelling, and ready to convert. This also applies to product launches. If you're investing heavily in marketing, make sure your products are presented perfectly to maximize impact.



Are your USPs clearly communicated?

Hidden USPs = missed opportunities

Insight: your Unique Selling Points front and center? Or are they getting lost in a sea of unoptimized content?

Solution: Sitelucient gives you the insights to ensure your USPs are clear and compelling on every digital shelf.

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Is your content really converting?

Weak content = poor performance

Insight: does your content work to convert visitors into buyers, or is it holding your products back?

Solution: Sitelucient gives you the insights to optimize your content and increase conversions.

10

Is your product presentation hurting sales?

Poor presentation = lost revenue

Insight: even the best products won't sell if their presentation is lacking. Is your product presented in the most compelling way possible?

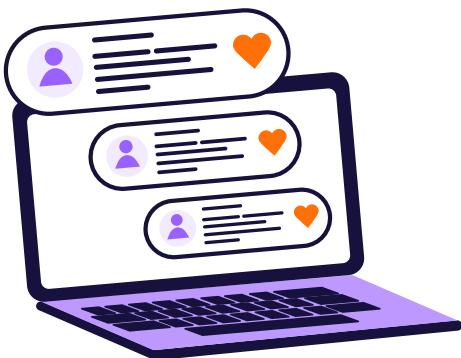
Solution: Sitelucent helps perfect your product presentation, ensuring your products stand out and attract buyers.

Do you know what your reviews are saying?

Ignored reviews = weak relations

Insight: are you actively monitoring your product reviews across platforms? Do you know what your customers are saying about your products, and are you acting on that feedback? Reviews can make or break your sales, but only if you know what they are saying.

Solution: tracks all your product reviews across every platform, giving you clear insights into customer sentiment. This allows you to quickly respond, improve your offerings, and build stronger relationships with your consumers.



Is your negotiating power with retailers strong enough?

Weak negotiation = missed opportunities

Insight: are you relying merely on your retailer's data to understand how your products are performing? Without clear insights into your product's visibility, stock levels, and performance, you're at a disadvantage when negotiating better terms.

Solution: with Sitelucient, you have all the data you need to strengthen your negotiating position. By monitoring all your products across every platform, you can provide retailers with the most accurate, consumer-driven insights, ensuring a win-win for both parties.

How are your products performing with Third-Party sellers?

Third-Party sellers = uncontrolled sales

Insight: are third-party sellers representing your products correctly? Do they use the right visuals, accurate descriptions, and competitive pricing? Without proper monitoring, your product's brand and performance could suffer.

Solution: with Sitelucient, you can keep a close eye on all your products sold by third-party sellers. Get insights into how your products are listed, priced, and presented to ensure consistency and maximize sales performance. consumer-driven insights, ensuring a win-win for both parties.

Is your product standing out online, even if most sales are offline?

Online presence = key for offline sales

Insight: even if your product is primarily sold offline, consumers are researching and comparing online. Is your product catching their attention?

Solution: ensures your product stands out on every digital shelf, with compelling listings, visuals, and accurate content. Maximize your online presence to drive both online and offline sales.

Launching a new product? Is it really visible and optimized online?

Insight: you've invested in marketing for a product launch, but is your product really ready to convert? Is it visible, compelling, competitively priced, and still in stock?

Solution: Sitelucient gives you the insights to optimize your content, pricing, stock levels, and visibility—ensuring your product stands out on every digital shelf and converts as it should.

Seasonal sales: are you really standing out when it matters?

Flu season, Black Friday, spring = key times to win

Insight: do you know for sure that your products are visible when it really counts?

Solution: Sitelucient provides the insights you need to ensure your products are perfectly positioned during crucial moments like flu season, Black Friday, or the spring DIY rush. Stand out on every digital shelf and make the most of your seasonal sales!



How can you boost eCommerce without the consumer's view?

Manual checks aren't enough = missed opportunities

Insight: with only an inside-out perspective, how can you really know if your products are performing at their best? Without seeing them from the consumer's view, it's hard to tell if they're optimally visible, compelling, and converting.

Solution: Sitelucient gives you the outside-in view you need, offering accurate insights to ensure your products are always optimized and performing at their peak across every platform.



Do you sell mostly offline, but is online essential?

Online research drives offline sales

Insight: if your main sales happen offline, customers research and compare products online first. Without a strong digital presence, you could lose buyers to competitors who are more visible.

Solution: Sitelucient ensures your products shine on every digital shelf, helping you drive offline sales by optimizing your online presence and keeping potential buyers from turning to competitors.



Do you think digital shelf analytics isn't affordable?

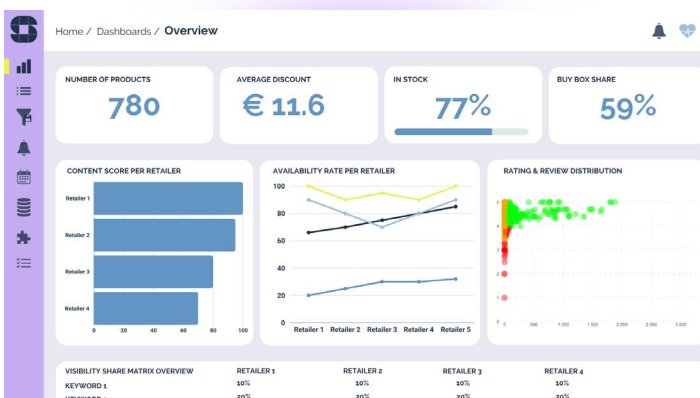
Insight: you might think that powerful digital shelf tools are only for the biggest players, but that's no longer the case.

Solution: Sitelucient makes digital shelf analytics accessible for every brand, no matter the size. You can ensure your product performance is optimized across all platforms, without breaking the bank.

Are your teams seeing the whole picture?

Insight: are your teams able to see how all your products are performing across all digital shelves? Do they have the data and insights they need to optimize product listings, pricing, and content?

Solution: Sitelucient provides your teams with complete visibility and data-driven insights, helping them easily manage your entire product presence across platforms. With these tools, they can ensure that every product is correctly listed, compelling, and stands out where it matters.



Conclusion: why you need the consumer's view

Relying on sporadic manual checks or incomplete retailer data isn't enough. To truly understand how your products are performing, you need to see things from the consumer's view. The outside-in perspective. This is where Sitelucient comes in. We monitor all your products on every platform, every day, effortlessly, giving you the data and insights needed to optimize your presence, stand out, and dominate on every digital shelf.

Key savings:

- **Tons of time and effort savings on manual checks**
- **Huge reduction in resource costs**
- **A boost in online sales, higher ROI, and stronger presence across every platform.**

No matter your challenge, we've got you covered

“I sell on multiple platforms, can you handle that?”

Sitelucent was built to simplify multi-platform sales. We track your products across every platform, giving you insights to optimize effortlessly. No matter how many platforms, we've got you covered.

“I only sell through my own webshop.”

Even if your main channel is your own webshop, your products still need to stand out. Sitelucent helps you effortlessly ensure your product information is complete, consistent, and compelling, driving better sales and a stronger customer experience.

“We manage everything with Excel.”

Sure, you've used Excel so far. But it's time-consuming, incomplete, and lacks the full picture.

With Sitelucent, you get an effortless, outside-in view of all your products. Save time, gain accurate insights, and optimize your eCommerce without the manual hassle.

“I sell online, but offline is my main channel.”

Even if you sell mostly offline, your products need to stand out online. Why? Because customers compare and research online before heading to the store.

We'd love to show you how it works!

Ready to elevate your eCommerce? Let's chat!

Book a Discovery Call to see how Sitelucient can transform your eCommerce performance.

[Visit discovery page](#)

Our mission: making digital shelf insights accessible and affordable

We are trusted by the world's leading brands. But we believe that every brand, big or small, deserves the same powerful insights. That's why we make digital shelf analytics accessible and affordable for everyone, while staying personal in our approach. All to help you **See, Sync, Smile.**

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