

## CASE STUDY

E-commerce

# Managing brand compliance across online marketplaces for a large CPG brand



## About the client

One of the world's largest consumer goods companies. Its products include foods, beverages, cleaning agents, personal care products, and water purifiers.



**90+**  
year-old company



**400+**  
brands



**190+**  
countries

## Business Challenge

As a major consumer brand, maintaining its brand value requires providing a consistent and superior customer experience across online and offline channels. It wanted to ensure compliance to its brand standards for key product information, including price, product availability, visuals, and text. However, the lack of a cohesive view of its products sold online made the enforcement and monitoring of compliance difficult.


The client wanted a solution that offered visibility into how their products were represented on online marketplaces. Through this solution, they hoped to:

- Foster brand loyalty and trust by helping sellers adhere to its brand guidelines.
- Deliver continuous insights into price and inventory movements over time to higher management

## Solution

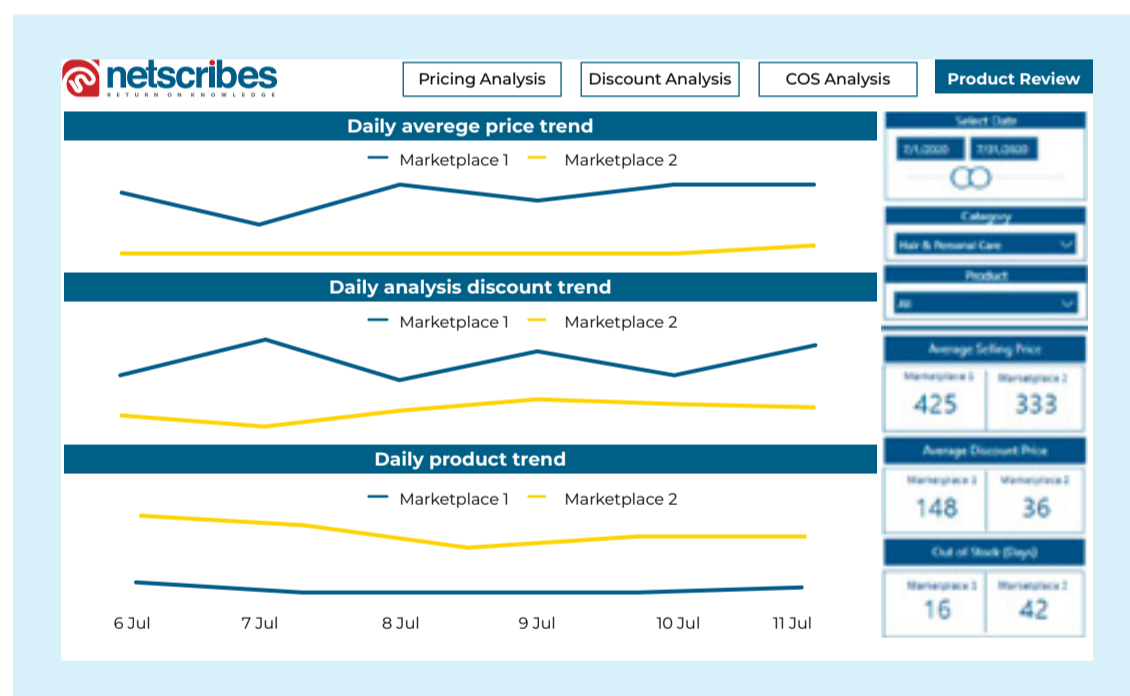
To track its products across online marketplaces, our client utilized Netscribes' digital shelf analytics expertise. Through the solution, it now has better control over how its products are represented online and can track over 22,000 SKUs across 16 leading marketplaces for 71 zip codes every day.

- **Identifying product content inaccuracies:** By comparing the marketplace content with the content on the client's website, our platform identifies inconsistencies in product content across categories including titles, images, descriptions, benefits and features, logos, and trademarks. By measuring the variance between the two, the platform automatically determines gaps in content quality, if any.

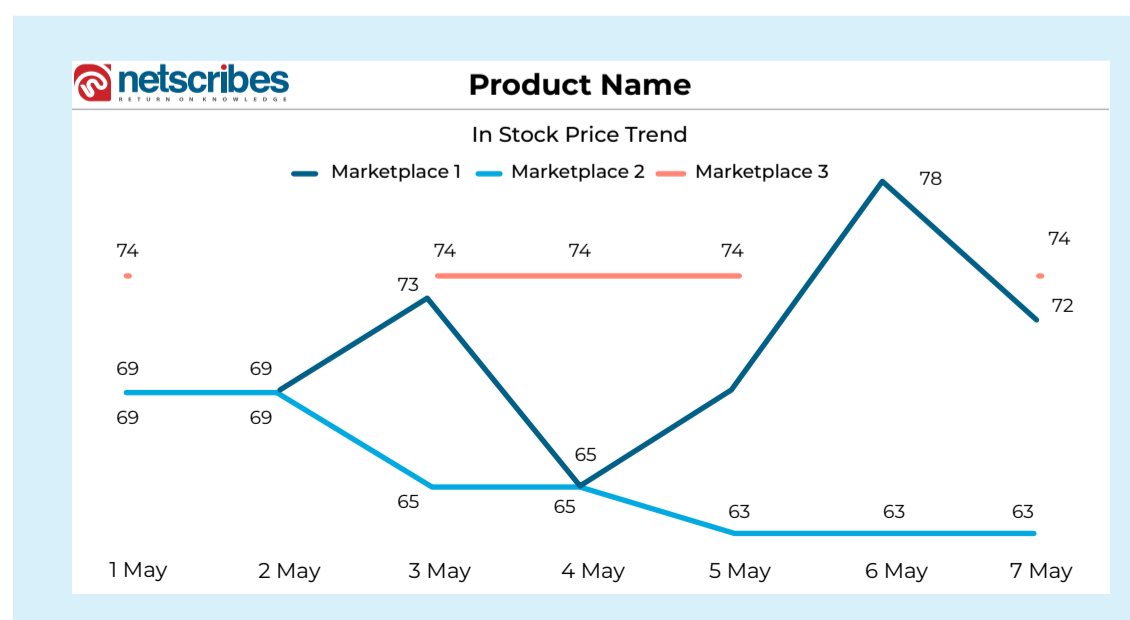


CATEGORY	SUB CATEGORY	PRODUCT TITLE ON MARKETPLACE	BRAND PROVIDED PRODUCT TITLE	TITLE VALIDATION	IMAGE VALIDATION	AVAILABILITY
HC	Premium Laundry	Full Size Wash	Full Size Wash	FAIL	PASS	TRUE
HC	Premium Laundry	Full Size Wash	Full Size Wash	PASS	PASS	TRUE
HC	Premium Laundry	Full Size Wash	Full Size Wash	PASS	PASS	TRUE
HC	Premium Laundry	Full Size Wash	Full Size Wash	FAIL	FAIL	TRUE
HC	Home Care	Full Size Wash	Full Size Wash	PASS	FAIL	TRUE
HC	Home Care	Full Size Wash	Full Size Wash	PASS	PASS	TRUE
HC	Premium Laundry	Full Size Wash	Full Size Wash	PASS	PASS	TRUE
HC	Home Care	Full Size Wash	Full Size Wash	FAIL	FAIL	TRUE
HC	Home Care	Full Size Wash	Full Size Wash	FAIL	PASS	TRUE
FNR	Beverages	Full Size Wash	Full Size Wash	FAIL	FAIL	FALSE

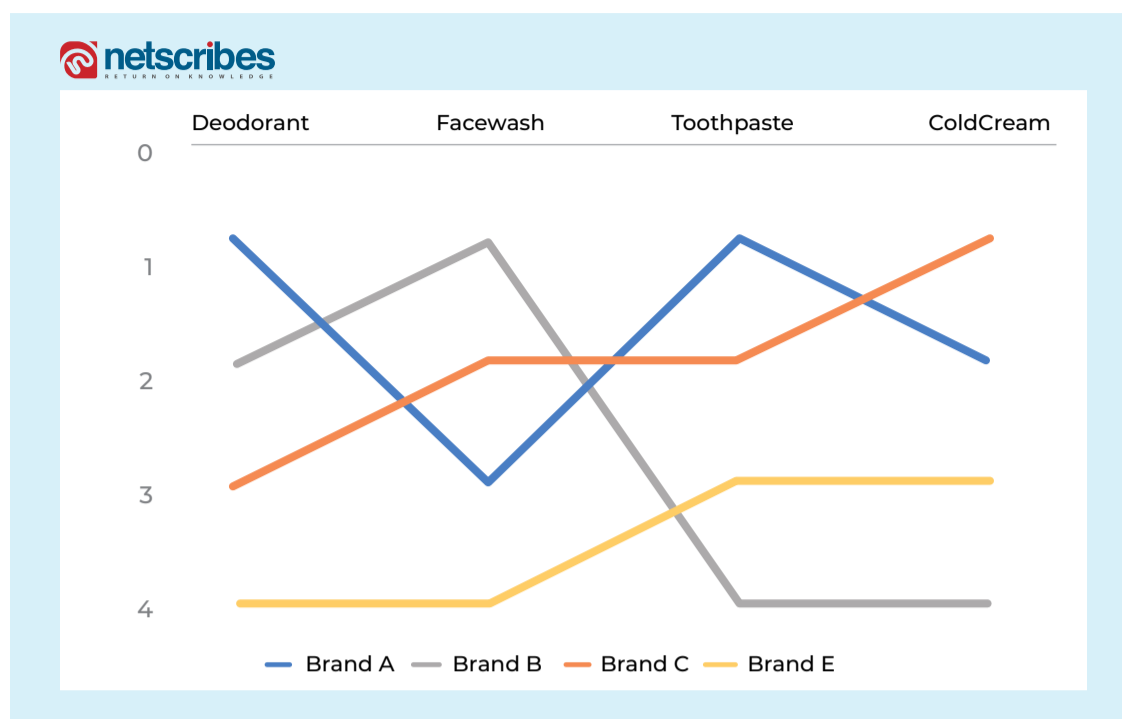
- **Tracking product pricing and availability over time:** Our client needed a holistic view of how the pricing and availability of specific products changed across marketplaces. A digital dashboard, accessible to the client from anywhere, helped meet this need. It captured multiple data points in real-time, including product and inventory information across several categories. This allowed our client to slice and dice the data to gain a deeper understanding of different viewpoints.



- **Tracking inventory levels across marketplaces:** In addition to tracking inventory levels, the client receives alerts when any of its products go out-of-stock across stores and locations. By analyzing this data over time, it now has better foresight into customer demands for better procurement and supply chain planning.



- **Monitor search position changes for multiple keywords:** As sales conversions on marketplaces largely depend on how easily customers can find your brand, tracking search position for relevant keywords is crucial. With Netscribes' digital shelf analytics solution, our client can determine how its products rank on marketplaces for popular keywords versus the competition in both organic and sponsored results.



## Benefits

- Our client utilized Netscribes' **digital shelf analytics solution** to build a robust online presence - one that delivered consistent pricing and product information across digital channels.
- With the ability to track and analyze inventory data across multiple stores and locations, it can now better predict customer demand and make better procurement decisions.
- All in all, Netscribes' digital shelf solution has streamlined the client's digital commerce operations with access to better and more actionable data.

Take control of your brand's digital customer experience and identify opportunities to win on the digital shelf

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