

Case Study

Driving Retail Growth with eRetail Audit Marketplace at dosfarma.com

SUMMARY

A leading consumer goods company aimed to strengthen collaboration with one of its key retailers, **dosfarma.com** and drive mutual growth.

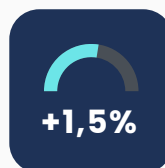
They needed a solution to demonstrate their brand's performance and create a measurable joint business plan.

The company recognized the potential of leveraging advanced data collaboration to enhance brand positioning and fuel category growth.



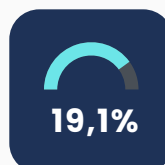
RETAILER COLLABORATION

Leverage daily key account data to understand category and product drivers



HIGHER CONVERSION RATES

Focus on brand positioning on top search terms and co-investment plan



HIGHER AVERAGE BASKET SPEND

Improve share of assortment and appear in top 5 positions as per the joint business plan agreement



Challenge

A leading consumer goods company embarked on a mission to **foster closer collaboration** with **dosfarma.com**.

They needed a powerful solution to prove, using data, that establishing a robust joint business plan would have significant benefits and **drive mutual growth** for both parties.

Under their current setup, they lacked visibility in:

- (1) Category sales drivers and key-account insights
- (2) Comprehensive basket behaviour data
- (3) Access to daily keyword and category trends



Solution

The company turned to eRetail Audit Marketplace, a leading data collaboration SaaS platform, to unlock insights that would help drive a successful joint business plan into action with dosfarma.com.

Building on the evidence derived from eRetail Audit Marketplace, the company successfully demonstrated the superior performance of its clients in dosfarma.com.

They showcased that their customers **achieved a buy rate of 4.2%**, surpassing the **market average buy rate of 2.7%** (+1,5% buy rate from the market average).

Moreover, the company clients consistently generated **higher-value baskets**, indicating **increased spending** across the retailer's platform.

Armed with this evidence, the company included measurable goals in their Joint Business Plan (JBP) to align with retailers.

Joint Business Plan (JBP) Goals and KPIs

- **Brand Positioning:** The company aimed to secure top positioning on relevant search terms within the retailer's platform.
- **Co-Investment Plan:** The company proposed a collaborative investment plan to drive category growth, benefitting both the brand and the retailer.
- **Enhanced Product Pages:** The company sought to improve product descriptions and page presentation by leveraging advanced solutions available through the eRetail Audit Marketplace.

Results

Focusing on the company's top-performing category, which accounted for **nearly 60%** of their sales during **Q1 2023**, the following outcomes were achieved:

- **Share of Assortment (SOA) Improvement:** The company successfully increased their presence on the **first page of search results by 30 percentage points (pp)**, meeting the predetermined JBP target.
- **Top 5 Placement Enhancement:** The company secured a **top 5 position** on search results, surpassing their JBP objective by **30 pp**.
- **Improved Buy Rate:** The company achieved a **0.5 pp** increase in their **buy rate** compared to the previous quarter, maintaining the highest **buy rate** in the **category**.

In addition to these accomplishments, the company experienced remarkable growth in **brand penetration, expanding its market share by 3 pp** compared to the **previous quarter**.

This growth, coupled with a consecutive **12% increase in sales value**, played a pivotal role in driving the overall category growth.

Conclusion

By leveraging the capabilities of the **eRetail Audit Marketplace** and structuring their JBP around actionable data insights, the company successfully fostered closer collaboration with **dosfarma.com**. It could better communicate using the same language and data.

Through their Joint Business Plan, the company achieved their set objectives, including improved brand positioning, co-investment plans, and enhanced product pages.

The tangible results demonstrated the company's **commitment to mutual growth** and solidified its position as a valuable partner for **dosfarma.com**.

Furthermore, the company's remarkable growth in **market penetration** and **sales value** contributed significantly to the **overall growth of their category**, showcasing the company's **strong influence** and **market leadership**.

The Problem

- ✗ Lack of visibility in key performance drivers
- ✗ Inability to structure a data driven JBP with dosfarma.com

The Solution

- ✓ Category performance, keyword trends and basket analytics
- ✓ Data collaboration platform with retailer "mirrored view"

Results



Achieving Share of Assortment target with dosfarma.com



Highest buy rate in the category



Sales Value growth compared with previous Q