Achieving Higher **Share-of-Shelf** on Competitor's **Sponsored Keywords** On eCom Platforms

**CASE STUDY**
SUMMARY

A global oral care brand with an exponential presence across South-East Asia wanted to know the digital Share-of-Shelf (SOS) of its brand's toothpaste product on the competitor's sponsored keyword listings.

Higher SOS directly correlates with higher click-through rates, viewability, add-to-cart actions, conversions, and revenue. Unfortunately, the brand could not determine SOS for its top keywords across the top three pages and top ten listings on eCom platforms like Lazada, Shopee, Tokopedia, etc.

Using mScanIt, powered by mFilterIt, the brand could determine the SOS of its listings as well as the competitor at variant, sub-category, platform, pin code, and other levels. Such in-depth analysis through our solution proved useful in creating and enhancing the marketing and advertising strategies.

CHALLENGES

The brand required a solution for monitoring the real-time SOS of the competitor's sponsored keywords across eCommerce platforms.

The brand needed a solution to enhance its digital SOS on competitor's sponsored keywords by finding the products or SKUs with the highest number of search results.

The brand wanted to review the change in the digital SOS after detecting and bidding on competitor keywords.
Page & position analysis, a part of mScanIt’s discoverability, helped detect the search rank across pages. It also helped the brand to find the top ten brands on brand, competitor, and generic keywords. The insights helped the oral care brand to find the overall, average, keyword, and page-wise rank continuously, which dynamically changes based upon marketplace search algorithms. Furthermore, the client could also estimate the keyword bidding performance by slicing and dicing the data at various subgroups such as sub-category, brands, variants, SKUs etc. Actionable insights were generated which helped in understanding keyword behavior on location based demographics such as city and pin code. With this, the media manager could target the locations where there was a need to promote their products. mScanIt provided in-depth details about the competitor keywords with the highest and lowest SOS for the brand with an overview through a one-page dashboard. The insights helped identify the high performing competitor keywords, as targeting those would increase the probability of improving its SOS. Our solution also offered automated, exportable and customizable reports, which could easily be shared across multiple stakeholders of the brand.
ANALYSIS OUTPUT & ACTION

Identified the SOS of the Oral Care Brand on Competitor Keywords:

Post-analysis of competitor keywords through mScanIt, the brand discovered that it only had a 5% SOS among sponsored listings. The solution also revealed the segregated SOS of each competition brand across eCommerce platforms on the same keywords.

Segregated Keywords where competition SOS was high

mScanIt analyzed more than 5,000 competitor keywords belonging to 20+ product categories across eCommerce platforms. For each category, keywords with high SOS for competition brands were focused and campaign were run accordingly.

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Took Corrective Action

The brand discovered competitor keywords wherein it wasn't bidding but had an opportunity for sales and growth on eCommerce platforms. Consistent sponsored campaigns were run across retailer media to gain share of shelf for the brand, which resulted in increased visibility for brand over time.
**ACTION TAKEN & OUTCOME**

**VISIBILITY**

Incorporating competitor keywords as part of the sponsored listings helped to increase the ongoing 5% stake to more than 14% aggregate, with a maximum share of 10-12% in some months.

**SALES**

The client also observed in their CRM reports that there was a significant increment in offtake of the SKUs that were mapped to the specific keywords identified from this SOS sponsored analysis. While in January the total units sold across the categories were about 3,50,000. In March, the total units sold were over 4,25,000 across the locations analyzed above. It was also observed that in these locations, due to consistent promotions, the client had to revamp the stock availability at these pin codes specifically.

**In January, Total Unit sold** 3,50,000

**In March, Total Unit sold** 4,25,000
OUTCOME

Enhanced Brand Awareness

Increasing the SOS of the brand and competitor keywords enabled increased brand awareness and discoverability of sponsored listings on eCommerce platforms. With improved awareness, as a by-product, the organic SOS also improved for the brand during this period.

Increased Search Ranking and Positioning

Capturing more SOS by bidding on new competitor keywords increased the brand's search rank and page positioning of its sponsored listing. It most likely resulted in higher add-to-cart actions and conversions.

Engaged with a Wider Target Audience

Optimizing SOS on the sponsored listing of competitor keywords helped to reach a wider audience and decipher more buyer personas at micro levels like variants, SKUs, sub-categories, etc.
mFilterIt is a new age company that caters to protecting digital integrity across platforms.

We believe in the power deep tech and data science to create transformational growth in our customers.

Today we work with more than 500 clients across 15 countries in the globe.

mFilterIt provides a variety of innovative and comprehensive IT solutions. We deliver quality services in the most efficient way, and our experts will work collaboratively with you to customize our offerings to your particular needs. Book a meeting with one of our consultants to hear more about how we can assist your operation.

CONTACT US

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