



NielsenIQ E-commerce Accelerator

Unlocking online growth
opportunities



E-commerce is on hyperdrive

Are your results granular enough to develop a winning e-commerce strategy?

Total sales / market share review

In today's fragmented online market, the need for a holistic overview of the industry, total sales and growth across product categories, manufacturers and geographies is vital to the success of your e-commerce business. Speed and granularity empower you to make better and agile business decisions.

Sales conversion rate

Measuring the total number of visitors against the final check-out numbers is key to understanding how many customers are finally buying a product online vs. keeping track of abandon carts. To win, you also need to understand what happens on your competitors' end.

Website traffic

While capabilities of tracking web visitors and their behaviour across platforms is readily available and used, do you have a granular view of these capabilities including what keywords are used for search? Who are your unique visitors, what have they watched, browsed and bought, and how they are reaching your site are now becoming increasingly critical data.

Your own revenues by channel

With revenue data from the marketplace and from your own social assets like the website, you are positioned with a macro viewpoint on framing a successful e-commerce strategy.



Up your game with more granular and complete measurement

4 additional features are bolt-on to help you drive success in your e-commerce business

Product placement in digital shelf

With over 1.5 million items on a digital product shelf, the need to analyse products placement at SKU level with brand and manufacturer level inputs becomes more important. Online brand performance can be boosted with data on digital share of shelf and analytics.

Sales conversion rate

Daily price and promo monitoring

Accurate, trustworthy daily online data is key to plan for the future. The focus on collecting daily high-quality granular data and verified against your own data can greatly prevent insight gaps.

Total sales / market share review



Customers reviews / ratings

Everyday millions of customers are looking and reviewing products across platforms. Reviews are important to understand the impact it has on sales and product performance. How brands are performing against reviews or ratings is critical to moving ahead in the online world.

Website traffic

Competitors performance review

Looking beyond your own performance, understand the whole competition landscape and how the industry is evolving. With additional information on sellers, you can now make strategic and tactical decisions.

Your own revenues by channel



NielsenIQ E-commerce Accelerator

Key to solving 4 business needs in today's ever changing e-commerce environment



Accuracy

Data harmonization that you can trust to make strategic business decisions



Speed to insights

Daily data report to support a nimble response to rapidly evolving market dynamics



Depth of data

Detailed data (eg. price, units, share of voice, share of shelf) are aligned to support analysis and custom views



Performance optimization

Metrics to optimize price elasticity, promotion effectiveness and digital shelf placement

E-commerce Accelerator covers 4 key touch points



Market

- **By retailer x market:** Kick-starting with Lazada and Shopee in Indonesia, Philippines, Singapore and Thailand (*coming soon in 2022: Malaysia & Vietnam*)
- **By seller:** With the split of 'Official' vs. 'Non-Official', down to individual sellers



Facts

- **Sales measure:** Value, unit, price
- **Causal:** Customer ratings, share of display, promo mechanics, discount rate
- **Analysis (on demand):** Price elasticity, promo effectiveness, display effectiveness, events impact review (eg. Black Friday, 10-10, 9-9, 7-7, etc.)



Product

- **Top e-commerce growing categories:** Baby products, personal care, beauty & wellness, grocery, household care
- Manufacturer - Brand - SKU level reporting with itemization
- Syndicated collection with data harmonization

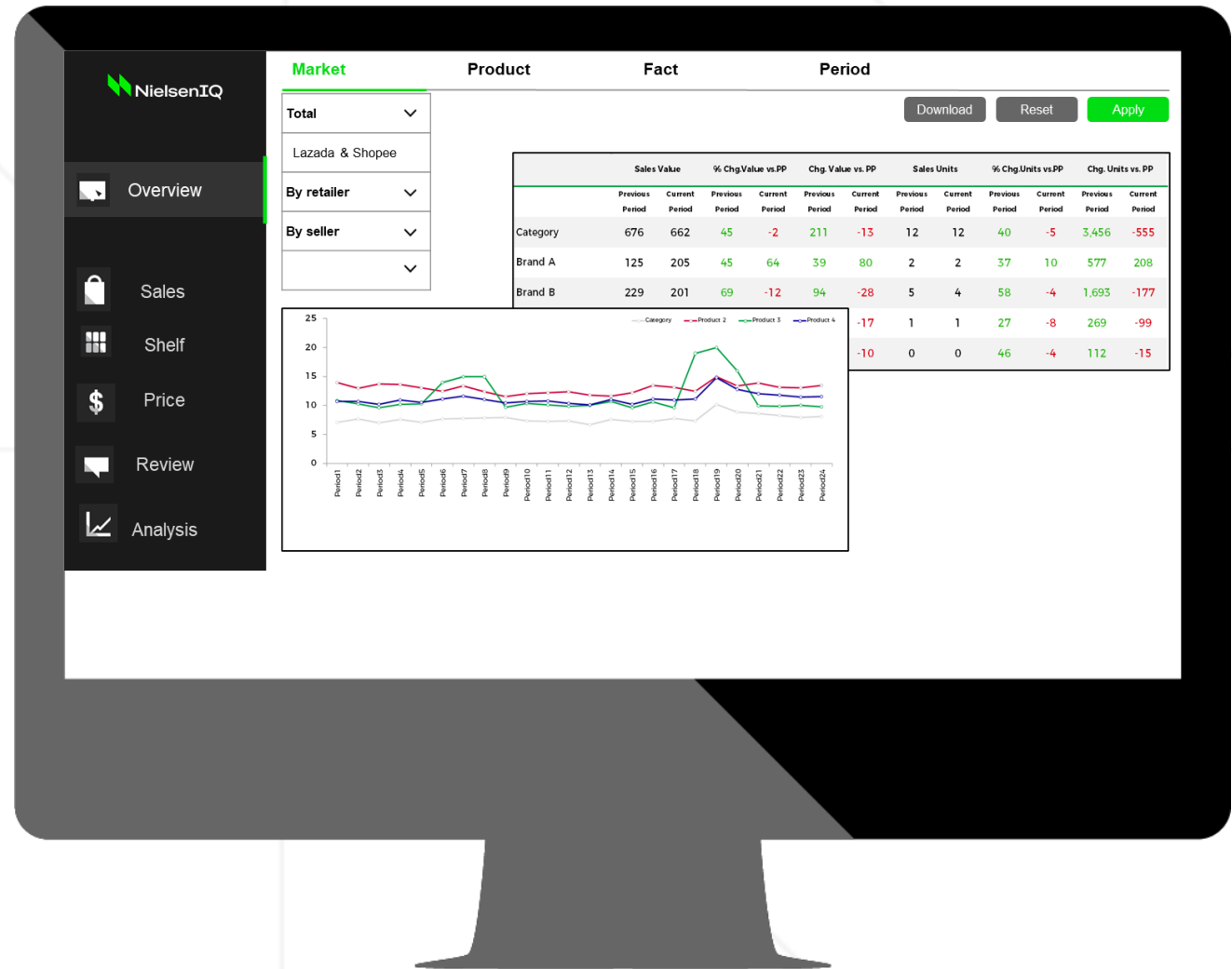


Delivery

- Weekly delivery / D+10 to D+15 days (*bi-weekly for initial quarter deliverable*)
- Daily / weekly data update (*point forward data*)
- Weekly delivery with dashboard (*web-based*)
- **Q1 Y21:** Build, **Q2 Y21:** Deploy, July live

A one-stop portal for a 360 view of your e-commerce business

- A simple to navigate overview dashboard that enables you to review your online business performance vs. your competitors and total industry
- At a click of a button, sales performance review can be viewed right down to SKU level for each sellers; both 'Official' and 'Non-official'
- Sales review data can also easily be updated daily so you'll have a complete understanding of the impact of special date promo events



*Online dashboard will be available before ending Q3 2021. Excel delivery will be utilized while waiting for the dashboard to go 'live'.

Ability to identify online assortment impacting sales

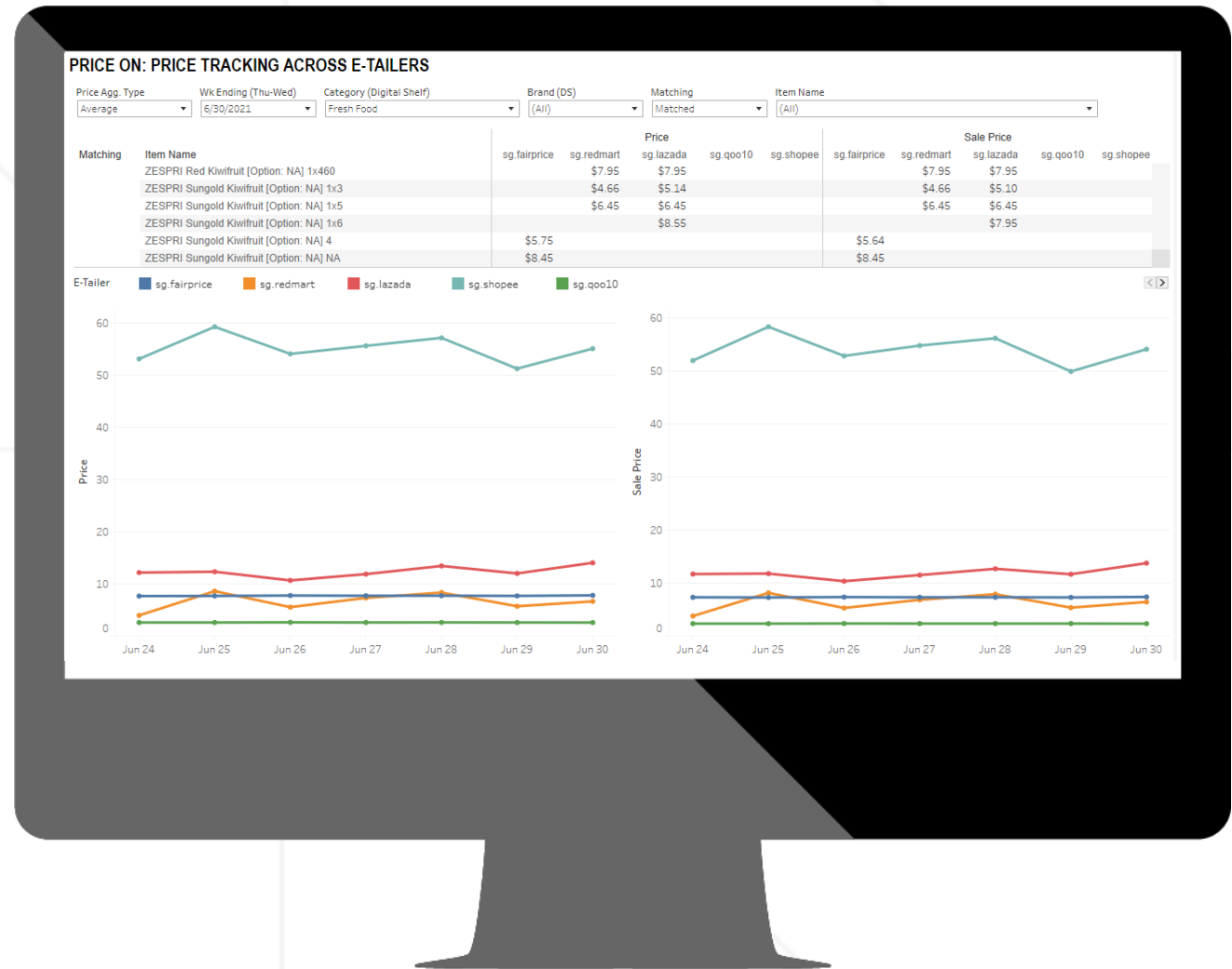
- E-commerce accelerator has the capability to monitor competitiveness within each platform
- The analysis can enable e-commerce businesses to **strategise** their **online assortment** offer to create the unique differentiation against their competitors
- With in-depth visibility of shelf share, you'll be able to quickly identify new and upcoming trends for the industry



*Online dashboard will be available before ending Q3 2021. Excel delivery will be utilized while waiting for the dashboard to go 'live'.

Stay ahead of your competition when it comes to pricing

- The ability to monitor price competitiveness on daily basis that captures daily promo events/flash deal means you can be one-step ahead of your competitors when it comes to pricing strategy in the online world
- With granular pricing data, you'll be able to evaluate your price positioning and strategy as well as evaluate any price promo effectiveness to ensure your optimal sales is reached



*Online dashboard will be available before ending Q3 2021. Excel delivery will be utilized while waiting for the dashboard to go 'live'.

Have the upperhand to think as a trendsetter not a follower

- With daily data reporting and data harmonization to support analysis and custom views, you can effortlessly strategise any online assortment offer to create differentiation
- The granular metrics would enable you to easily identify new and upcoming trend for the industry - placing you ahead of the competition
- To upscale sales, the detailed data will enable your business to evaluate different bundled/promo item(s)

TOP 100 ITEMS BY CATEGORY WEBPAGE

Date: June 30, 2021 | E-Tailer: sg.fairprice | Category (Digital Shelf): Fresh Food | Category ID: category/fruits-vegetables

Section Position	Item Description	Banner	Seller	Event	Promo Activity	Price (\$S)	Sale Price (\$S)
1	Pasar Prepacked C	NA	Fairprice	NA	Buy 2 for \$1.65, Save \$0.25	0.95	0.95
2	Gold Beijing Cabbas	NA	Fairprice	NA	NA	1.80	1.80
3	Sumifru Philippines	NA	Fairprice	NA	NA	2.35	2.35
4	Hokto Mushroom	NA	Fairprice	NA	Any 3 for \$3.55, Save \$0.95	1.50	1.50
5	Pasar Cherries [Option: NA] 250g	NA	Fairprice	NA	Buy 2 for \$9.95, Save \$9.95	9.95	9.95
6	Chef Shiitake Mushroom [Option: NA] 250g	NA	Fairprice	NA	Buy 1 Chef Shiitake Mushroom @ \$0.15 Off	2.40	2.25
7	Join Hing King Oyster Mushroom [Option: NA] 250g	NA	Fairprice	NA	Buy 1 Join Hing King Oyster Mushroom @ \$0.15 Off	2.05	1.90
8	Mor South Africa Sharon Persimmon [Option: NA] 900g	NA	Fairprice	NA	Buy 1 Mor South Africa Sharon Persimmon @ \$2.4...	7.95	5.50
9	China Premium Musk Melon [Option: NA] 1 per pack	NA	Fairprice	NA	Buy 1 China Premium Musk Melon @ \$2.00 Off	7.95	5.95
10	Berryfield Whole Frozen Blueberries [Option: NA] 1kg	NA	Fairprice	NA	Buy 1 Berryfield Whole Frozen Blueberries @ \$6.7...	19.50	12.80
11	Emborg Frozen Whole Leaf Spinach [Option: NA] 450g	NA	Fairprice	NA	Buy 1 Emborg Frozen Whole Leaf Spinach @ \$1.0...	3.95	2.95
12	Pasar Organic Chye Sim [Option: NA] 200g	NA	Fairprice	NA	NA	2.45	2.45
13	Asia Evergreen Frozen Vegetables - California Blend [Option: NA] 500g	NA	Fairprice	NA	Buy 1 Asia Evergreen Frozen Vegetables - Califom...	2.30	1.15
14	Pasar Kangkong [Option: NA] 400g	NA	Fairprice	NA	NA	2.20	2.20
15	Sustenir Spectacular Spinach [Option: NA] 100 G	NA	Fairprice	NA	NA	4.95	4.95
16	Sumifru Kamsookwang Pineapple [Option: NA] 1 per pack	NA	Fairprice	NA	NA	2.85	2.85
17	Korea King Oyster Mushroom [Option: NA] 200g	NA	Fairprice	NA	NA	2.15	2.15
18	Pasar Thailand Local Lettuce [Option: NA] 250g	NA	Fairprice	NA	NA	2.80	2.80
19	China Water Chestnut [Option: NA] 500g	NA	Fairprice	NA	Buy 1 China Water Chestnut @ \$0.15 Off	2.15	2.00
20	Asiagreen Frozen Vegetables - Cauliflower [Option: NA] 500g	NA	Fairprice	NA	Buy 1 Asiagreen Frozen Vegetables - Cauliflower ...	2.30	1.15
21	Sumifru Papaya - Solo [Option: NA] 1 per pack	NA	Fairprice	NA	NA	3.25	3.25
22	The Little Red Farm Thai Basil [Option: NA] 15 G	NA	Fairprice	NA	Any 3 for \$5.15, Save \$2.20	2.45	2.45
23	The Little Red Farm Sweet Italian Basil [Option: NA] 15 G	NA	Fairprice	NA	Any 3 for \$5.15, Save \$2.20	2.45	2.45
24	Korea Brown Beech Mushroom [Option: NA] 150 G	NA	Fairprice	NA	Any 2 for \$4.50, Save \$0.20	2.35	2.35

*Online dashboard will be available before ending Q3 2021. Excel delivery will be utilized while waiting for the dashboard to go 'live'.



About NielsenIQ

NielsenIQ is the leader in providing the most complete, unbiased view of consumer behavior, globally. Powered by a groundbreaking consumer data platform and fueled by rich analytic capabilities, NielsenIQ enables bold, confident decision-making for the world's leading consumer goods companies and retailers.

Using comprehensive data sets and measuring all transactions equally, NielsenIQ gives clients a forward-looking view into consumer behavior in order to optimize performance across all retail platforms. Our open philosophy on data integration enables the most influential consumer data sets on the planet. NielsenIQ delivers the complete truth.

NielsenIQ, an Advent International portfolio company, has operations in nearly 100 markets, covering more than 90% of the world's population. For more information, visit www.nielseniq.com.