



Leveraging the Power of Product Experience Management: **How ShurTech Improved Sales Rank by 15% on Amazon**

Chances are if you've ever had to tape boxes or paint a wall, you've used a tape product manufactured by Shurtape Technologies. ShurTech Brands, LLC, markets DIY (Do It Yourself), Eiy (Express It Yourself) and Home & Office consumer products under the Duck®, FrogTape®, T-Rex® Tape, Painter's Mate Green® and Shurtape® brands. The company is a subsidiary of Shurtape Technologies, LLC, Hickory, N.C., an industry-leading producer of pressure-sensitive masking, duct, packaging and specialty tape products, with facilities in the United States, Canada, United Kingdom, Germany, Mexico, Peru, United Arab Emirates and China.

Top Line Results

+ OPPORTUNITY	Drive a new strategy to optimize sales performance on the digital shelf
+ STRATEGY	Create a streamlined, integrated, iterative process across sales, ecommerce and marketing
+ TECHNOLOGY	Salsify's Product Experience Management (PXM) platform combines the power of product content management, a broad commerce ecosystem, and actionable analytics
+ PROOF	15% average sales rank improvement on Amazon across 70 important products

In 2014, Scott Sommers became ShurTech Brands' first Director of Ecommerce Strategy. He needed a way to enable his team to continually optimize and deliver impactful content to drive discovery and sales conversion across their B2B and B2C retailers. Their critical partners include online retailers such as Amazon and existing customers in home center, mass, and other key channels (including The Home Depot, Walmart, Essendant, and others) with a focus on growing online sales Amazon, Google Manufacturer Center, The Home Depot, and Essendant. They began by focusing on driving sales success on Amazon, and turned to Salsify to power their strategy.

The Opportunity: Build a closed-loop capability for continuously optimizing the performance of ShurTech's product experiences online

Opportunity #1: Build a centralized, consistent, accessible source of product information

Inside ShurTech, product content meant different things to everybody and there was "no standard vocabulary to define things across product lines," said Scott. Faced with spreadsheets and an inconsistent structure for product information, ShurTech needed a strong singular repository to store content for their wide range of products as well as a process for managing content as it launched into the market.

Scott led educational efforts to standardize the definition of product content across the organization. As part of the effort, ShurTech needed a "singular point of truth for our marketing and branding content for the digital shelf," explained Scott.

With business divisions spread across the country and the world, a singular point of content truth was needed to develop unified sales material for syndication, simplified digital distribution, and global expansion. Scott knew a standard vocabulary would help the organization grow across channels and allow them to focus on profit, rather than on correcting product

information throughout the organization.

Opportunity #2: Meet and optimize for each retailers' requirements

To win on the digital shelf, Scott knew that they had to syndicate content to every endpoint as efficiently as possible. That content also needed to meet each retailer's requirements to speed go-to market time without errors. Ideally, it should be optimized to provide the most effective product experience possible.

Opportunity #3: Know what to do next to drive discovery and sales on each channel

Content created and content delivered is no good without content improved. Scott's team is in hand-to-hand combat every day on the digital shelf to create product experiences that deliver higher conversion rates and brand loyalty. They needed insights to tell them exactly where to focus their content optimization efforts to earn their way to the top of the search results and sales rankings.

Approach: Invest in Product Experience Management

As an organization with multiple sales divisions and target markets, Scott looked for an all-in-one solution to streamline processes, ensure product consistency, speed syndication, and provide the insights they needed to drive sales performance. In 2015, they chose the Salsify Product Experience Management platform to help the team manage product information and content, and deliver that content to Shurtape.com, retailer partners, and leverage it for sales enablement.

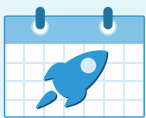
Scott understood that if ShurTech wanted to succeed on the digital shelf and grow profits, they required not just strong content, but a seamless delivery method to get that content where it's needed. Additionally, they needed actionable insights to tell them where their content experts should focus their efforts to drive measurable results.

“ You need to both be able to create, generate, and optimize great content, and then deliver it to your customers in an efficient and effective way. And that's what I feel like Salsify has done for us - it's given us that simple point of truth, the ability to manage and measure it, optimize it, and iterate. ”

- Scott Sommers, Director of Ecommerce Strategy

Process improvement: Driving speed to market

The ShurTech ecommerce team adopted a disciplined system to tackle their extensive product inventory. They needed to prepare content to go live on Amazon, Walmart, and other digital channels. Every product launch involves two departments:



Product Managers manage the launch schedule:

Product Managers are responsible for knowing when a new product will be launched, and how it fits into ShurTech's overall product catalog. The onus is on this group to manage the timeline of the launch, and to create launch briefs and content requirements on the front end.



Ecommerce team optimizes content for the Web:

Once a product launch is scheduled, the ecommerce team does keyword review and tests the searchability of the product by reviewing bullet points and other content items. They use WorkFlows, a feature that allows users to assign tasks to team members within Salsify, to simplify this process.



Ecommerce team ensures successful syndication:

The last step is to syndicate the products on Amazon, Walmart, and to distributors for their B2B products on Essendant and The Home Depot. The ShurTech team uses Salsify Readiness Reports that tell them how complete product information is and if it is ready to be published. If there are holes or missing components, they assign tasks to each other to publish consistent product content through WorkFlows. Once content is 100% ready as dictated by the Readiness reports, they quickly syndicate it across their retail partners.

Growing business efficiency across a global footprint

Following the ShurTech ecommerce team's implementation with Salsify in the United States, it grew its usage of the platform to other business divisions, including their European operations and the North Carolina-based B2B unit, Shurtape. Partnering with a platform that is flexible and adaptable for the broader organization to leverage, and not just a singular division, was an important criteria for ShurTech as they look to expand their digital presence globally. Salsify's capabilities matched this vision and ShurTech continues to expand their usage of the platform across the organization as the market and ShurTech's mastery of crafting product experiences across ecosystems evolved.

“ You need to always think of the broader organization on the topic of ecommerce to understand how you can leverage the tools you're trying to implement across the borders of your own company, as opposed to just thinking within your own division. ”

- Scott Sommers, Director of Ecommerce Strategy

Improving sales performance with actionable analytics

After developing a streamlined system for syndication, ShurTech wanted to take control of the next critical aspect of owning the digital shelf: continual optimization of published products across channels so that they could increase sales revenue.

For example, it would take ShurTech ecommerce Content Manager Kelsey Slater eight hours, or a full work day, to review their top 100 products for incorrect information on Amazon. Focusing on only 14% of their catalog was not providing ShurTech the opportunity to optimize across their product catalog and meant missing opportunities to improve performance on the other 86% of their products.

In 2018, ShurTech invested in Salsify Insights, which applies machine learning to data across more than 30 million products with deep retailer-specific insights. Salsify Insights provides the ShurTech team with actionable reports they can use to improve their performance. These reports provide specific opportunities for improvement in SEO ranking, product page performance, and brand compliance.

“ Salsify Insights helped the ecommerce team encourage our departments to participate in updating content. We show the product marketers Salsify's Amazon content scorecard. Then, they would ask us how we can improve our content and when we can update it. ”










- Kelsey Slater, Ecommerce Content Manager










Salsify Insights quickly identified which of ShurTech's 700 products on Amazon were performing best. Insights also pinpointed the roughly 70 products that needed to be optimized, with specific actions that could be taken to drive improvement. The ShurTech content team swung into action.

They focused on taking the recommended steps to improve their target product pages from C and D grades on the scorecard to A and B grades.

Results

Within four months of using Salsify Insights to highlight those 70 products that needed extra attention, **ShurTech's Amazon sales rank improved by an average of 15% across those same products.**

December 2017				
Product Page Report				
# of Products: 68		Generated: 12/7/17		
Product Information				Salesrank
Score	Image	Amazon Product Name		Salesrank
C		Advanced Strength Duct Tape- Silver		22
D		Advanced Strength Duct Tape- Yellow		37
D		Advanced Strength Duct Tape- Green		39
C		Advanced Strength Duct Tape- Blue		50

April 2018				
Product Page Report				
# of Products: 68		Date Generated: 4/7/18		
Product Information				Salesrank
Score	Image	Amazon Product Name		Salesrank
A		Advanced Strength Duct Tape- Silver		14
B		Advanced Strength Duct Tape- Yellow		30
B		Advanced Strength Duct Tape- Green		27
A		Advanced Strength Duct Tape- Silver		22

Example of 4 month improvement with Salsify Insights and Readiness Reports

“ Had we not had all these capabilities in one place, we would not have been able to connect the dots to quickly improve our content and achieve these performance improvements. Salsify has helped my team drive results that directly impact our bottom line. ”

- Scott Sommers, Director of Ecommerce Strategy