



# Cheat Sheet: 7 Essential Insights Reports for Boosting Ecommerce Performance

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Understanding how product experiences impact conversion is key to increasing revenue. Every detail on your product pages is a data point that can deliver insights to help you optimize your brand content. However, even with all this data at your disposal, you have to develop a holistic view of your digital performance. Salsify offers seven essential reports that can help you boost your ecommerce performance and transform these insights into action.

## *Content Insights for Digital Shelf Optimization*

### **1. Brand Compliance Report**

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*How are third-party retailers representing my products online?*

**What is it?** An overview of your product content on retailer websites compared to your core data to ensure compliance. It can help you quickly compare the following attributes to ensure content consistency: price, name, main image, and product description.

**How do I use it?** This report can help you save time by avoiding time-consuming, manual content comparisons on every retailer site. It will give you a compliance score of product attribute accuracy, helping you take action quickly to ensure content consistency across the digital shelf. This consistency ensures your customers get accurate information that helps them make informed purchasing decisions about your products.

### **2. Product Page Report**

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*How can I optimize my product pages to boost performance?*

**What is it?** This report benchmarks your product content against data-based best practices and assigns a letter grade to each page that is calculated using insights from the most critical attributes. These attributes include title length, description length, number of feature bullets, number of images, and quality of images, as well as the average rating and number of reviews. Salsify generates this report for a wide range of retailers, including Amazon and Walmart. Salsify will also create workflow tasks for your ecommerce team within the platform to ensure listings are updated and optimized to improve customer experiences.

**How do I use it?** This report will highlight your content optimization opportunities, helping you gain a clear understanding of how your product pages compare to top-performing pages online. These insights can help you develop key performance indicators (KPIs) for your ecommerce team, prioritizing content health and success. Benchmarks are essential to know how your ecommerce performance fares against the competition.

### 3. Search Engine Optimization (SEO) Report

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*What keywords can I use to help shoppers find my products?*

**What is it?** Using machine learning technology, this report generates keyword suggestions for each of your product pages on Amazon. It also highlights how your competitors are using keywords within their product pages to help you gain a competitive advantage. Search results on retailer websites are critical for product discovery, but consumers won't find your products if your pages are missing SEO opportunities.

**How do I use it?** This report can help you increase the visibility of your products on Amazon by increasing search discovery opportunities. Adding the keyword suggestions to your product content can help you boost your search rankings, helping meet shoppers at the top of the search results. With this report, you can find new and not-so-obvious search placement opportunities that help more consumers discover your products. Although this report is Amazon-specific, you can also use these keywords to optimize product pages on other retailer websites.

### 4. Share of Search Report

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*How do I rank in search results against my competitors?*

**What is it?** This report identifies all of your relevant search terms and calculates your percentage of the search results compared to your competition. Sometimes, your competitors aren't outselling you based on quality or price, but because they've made their products easier for shoppers to find.

**How do I use it?** This report can help you improve your SEO strategy, decide how much to invest in demand generation, and better understand your competitor's strengths and weaknesses on the digital shelf. It will give you key insights to increase your search engine ranking and boost your ecommerce performance.

*Buy Box Insights to Defend Profitability*

### 5. Minimum Advertised Price (MAP) Violation Report

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*How do I protect my pricing and profit margins?*

**What is it?** This report compiles product pricing data and shows you if any retail partners of third-party sellers are listing products below your set MAP. It monitors buy box prices, current offers, and third-party front-page offers (FPOs) across top retail channels, including Amazon, Walmart, and Target. Salsify MAP violation workflows will also flag violations to the appropriate member of your team and help them take action.

**How do I use it?** This report enables you to streamline the process for identifying violations, helping you enforce product pricing and ensure that retailer partner or third-party seller websites aren't cutting into your profit margins. These capabilities can help you defend profitability and ensure compliance. With your products spread across so many online retailers and resellers, it can be challenging to track prices manually.

## 6. Buy Box and Availability Report

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*How do I monitor what shoppers see on my product pages?*

**What is it?** This report lets you monitor what shoppers see when they visit one of your product pages, enabling you to easily track product availability, whether you are the buy box seller, and buy box price. It also gives you insights into other sellers offering your products, as well as their listed prices for said products.

**How do I use it?** This report can help you quickly identify critical listing issues, such as out-of-stock products, lost buy boxes, third-party seller MAP violations, and potential counterfeit product listings. Having a consolidated view of these data points within Salsify can empower you to take action to combat issues with speed and agility.

## 7. Competitive Price Intelligence Report

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*How are third-party retailers pricing my products online?*

**What is it?** This report lets you see exactly where your products are being offered for lower prices and highlights the lowest current price and recent price increases and decreases. It also enables you to compare prices across a wide range of products and outlines the percentage of products by retailer with the current lowest price.

**How do I use it?** This report can help your ecommerce team determine which retailers may be affecting your profit margin, giving you the information you need to protect your margins and increase your revenue. As pricing is the top factor that determines online conversion, this report helps your team closely monitor product pricing so they can take action quickly.

## About Salsify

Salsify empowers brands to win on the digital shelf by delivering consistent and engaging product experiences — wherever customers shop. Our integrated platform helps brands improve business agility, achieve faster time to market, and increase sales and market share.