

3 Threats to Your Ecommerce Strategy



SALSIFY

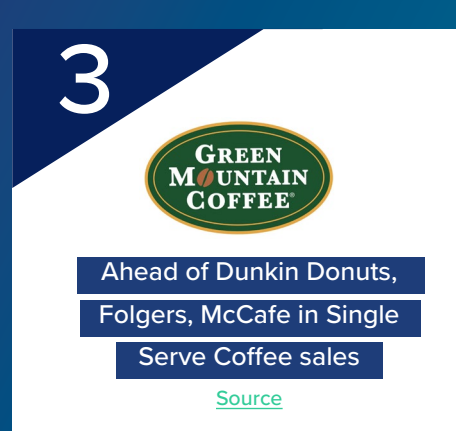
Brands are battling across multiple fronts to win the online shelf.

THERE IS A STARTUP BRAND THAT CAN SELL BETTER THAN YOU ONLINE

1

Upstarts are Outflanking Established Brands

Top 3 highest selling grocery and food brands on Amazon



Source: OneClick Retail, August 2017

YOUR CATEGORY COULD BE NEXT

2

Amazon is a Category Killer — Regardless of Industry

Search Term

AA Batteries

Office Chair

Baby Wipes



Amazon White Label Share of Activity | Everyone Else

YOU CAN'T SUCCEED BY GOING IT ALONE

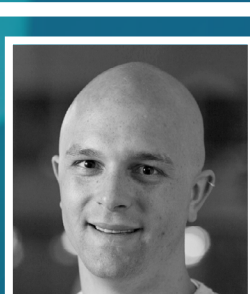
3

Retailers are Becoming your Best Advertising Channels



48% of P&G ad impressions on retailer sites (sept 2016 - sept 2017) vs. 37% (sept 2015 - sept 2016)

“



It's an undeniable fact - in order to win, brands must get 'scrappy'. You need to launch products faster, increase your agility with compelling product content, and compulsively analyze and iterate on marketing tactics.”

—Rob Gonzalez
Co-Founder, Salsify



To learn more about managing your product experiences across retailers, visit [Salsify.com](https://www.salsify.com)