Gradient Insights: Digital Presence Deep Dive

How to unlock digital shelf strategy with Presence,
an intelligent SOV metric

**When you think of a digital shelf, what comes to your mind?
An endless page of products that populate a retailer website?**

**Now try imagining your brand's share of all those products.
You might be asking yourself:**

- What products matter on the digital shelf?
- What is my share of voice on the digital shelf?
- How do I figure all these things out when there's an endless aisle on the digital shelf?

Presence, a proprietary metric created by Gradient, can help you answer these questions. What exactly is presence?

Let's put our brick & mortar hats on and talk about the share of the physical shelf in a Target store in Minneapolis, MN. You walk into this Target and you're hankering for a bag of chips, so you find the snacks aisle and check out the physical chip shelf. Your eyes browse the vast assortment of chip brands, flavors, bag sizes, but the chips that grab your attention is a bag right at your eye level, front & center in the physical shelf.

Just as the physical shopper scans across the physical chips shelf, the digital shopper will browse through products in chips-related keyword results and product detail page carousels on their shopper journey, and the products that the online shopper sees along the shopper journey make up the digital shelf. Just as the physical shopper is more likely to purchase a product in the center of the aisle, the online shopper will more likely purchase SKUs that are at the top of keyword search results.

In brick & mortar analytics, brands will calculate their **share of physical shelf** - the number of facings their brand occupies out of the total number of facings on the shelf. **Presence** is your brand's **share of digital shelf**.

What makes presence the most intelligent and powerful metric in eCommerce analytics?

1 **Presence captures products in the dynamic online shopper journey in real-time**

Unlike share of voice, presence captures your brand's share of visibility along the **dynamic shopper journey**. Just as competing chips brands vy for shopper attention as shoppers scan the chips shelf in a Target in Minneapolis, on the digital shelf, brands compete for shopper attention in the same way. Gradient's advanced AI technology mirrors the shopper journey through the digital shelf - highly relevant keyword search results and PDP carousels - and captures these products while calculating presence.

2 **Presence weighs more valuable product placements along the shopper journey**

Not all digital placements are created equal. In fact, digital placements that shoppers see first - the top placing products in keyword search results & the most visible products in PDP carousels – have a higher likelihood of converting shoppers. In measuring your brand's presence, highly visible placements are counted more heavily by Gradient's algorithms, ensuring an intelligent measure of your brand's shopper visibility.

Presence captures shopper visibility across key areas of the online retailer

KW Search Results

Sticking again with our Target store analogy, when shoppers browse, they consider the products that they see throughout the **physical store**: products in the aisle, on the side cap, by the register, etc. Similarly, on Target.com shoppers are considering products in the many different areas of the **online store**.

Gradient's presence metric tracks product visibility across two important areas of product placements on the online retailer: KW search results and PDP carousels. Presence captures products visible earlier in the shopper journey: while the shopper is browsing the keyword search results page, and later in the shopper journey: when the shopper is about to purchase a product, representing a comprehensive metric of shopper visibility.
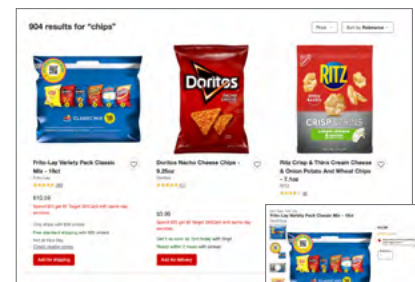
PDP Carousels
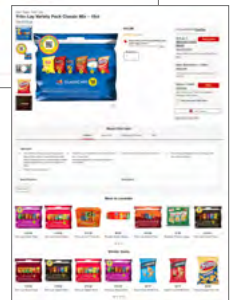
The three dimensions of presence: blended, paid, and organic

Whether or not shoppers see your brand's products on a retailer website is either due to your brand's product organically winning visible placements on the retailer or due to your brand's products winning paid placements on the retailer.
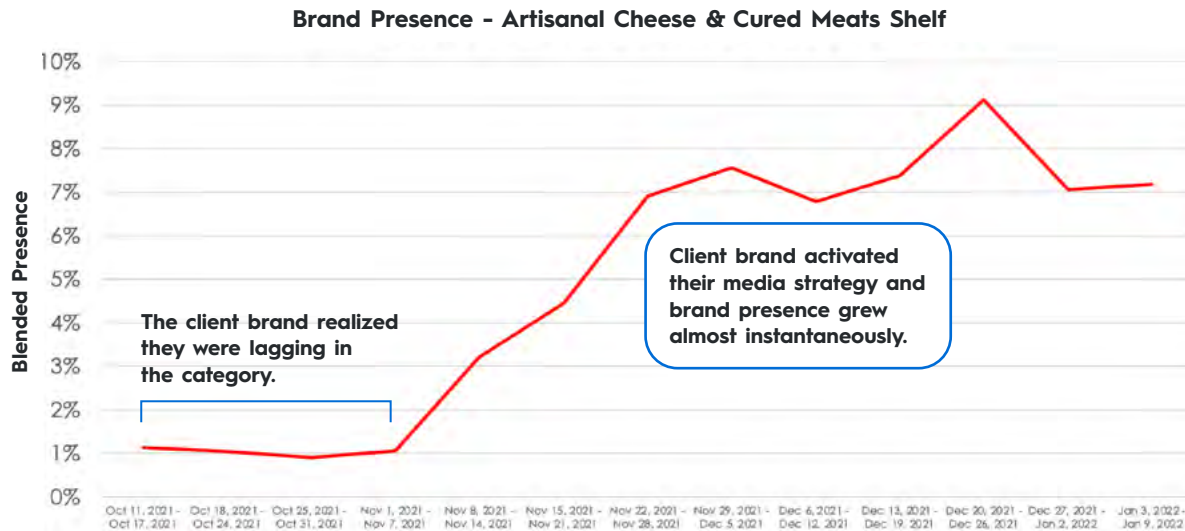
Gradient's analytics can show you your brand's **blended presence**, which will look at your brand's visibility across both paid and organic placements.

More excitingly, Gradient's analytics can parse out your brand's **paid presence** so that you can see your brand's share of shopper attention within paid inventory exclusively, unlocking insights to guide strategic budget allocation. And of course on the other side of the coin, Gradient analytics can also reveal your brand's share of organic placements by isolating your brand's **organic presence**.
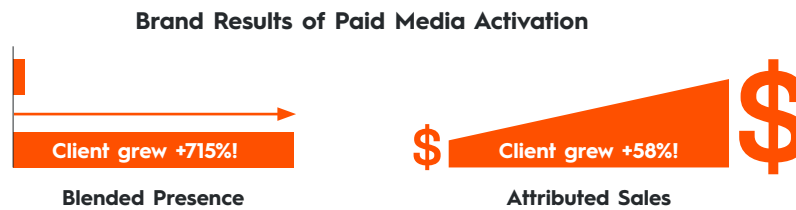
Blended Presence

Paid Presence

Organic Presence
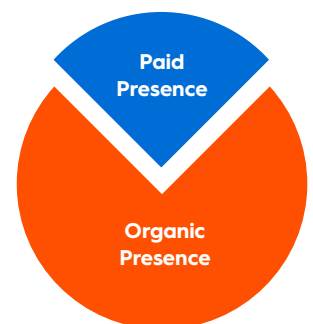
How brands have used presence to activate their digital strategy

Brand Presence - Artisanal Cheese & Cured Meats Shelf

> The client brand realized they were lagging in the category.

> Client brand activated their media strategy and brand presence grew almost instantaneously.

When this brand detected that they had **lagging presence** within the Artisan Cheese & Cured Meats Shelf, they made the decision to activate their paid media strategy. Almost immediately, this brand saw their brand presence skyrocket within the shelf.

Brand Results of Paid Media Activation

Client grew +715%!

Blended Presence

Client grew +58%!

Attributed Sales

The client brand measured its increase in blended presence as well as attributed sales to validate the successful paid media activation and strategic implementation of campaign optimizations.

Bridging it all together: presence is the strongest leading indicator to sales

SKU Sales Rank v. Blended Presence

time shift
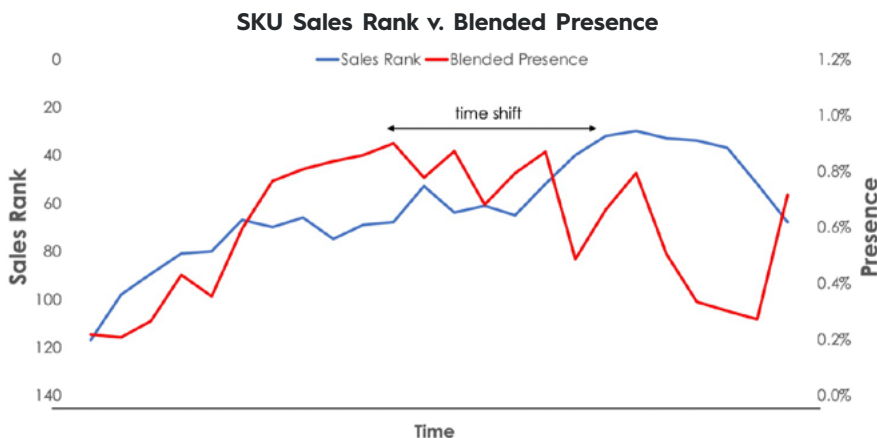
Presence growth is a leading indicator of sales performance - if you notice a swell in your product's presence on the digital shelf, it's very likely that your product's sales performance will see a similar pattern of growth!

Interested in growing your presence on the digital shelf?
Contact customersuccess@gradient.io for more information or visit us at www.gradient.io