Digital Shelf
Intelligence

In today's quickly changing landscape, eCom players need to seize every opportunity to stay ahead of the curve. Yet when resources are limited, navigating and cutting through the "noise" in order to act upon opportunities and inefficiencies can be a challenge.

Market Beyond's digital shelf intelligence provides actionable insights that help you avoid inefficiencies and harness opportunities. The example below demonstrates how the right insights can help retailers focus where it matters and understand how to quickly correct business inefficiencies.

When your best-selling products run out of stock Amazon is waiting to fill demand

In mid April this year, while most of the world was at home, coffee makers saw a dramatic increase in popularity. One of the more popular products, the Keurig 2.0 K200 Brewing System, was being sold by both Walmart and Amazon. Amazon recognized that the popular coffee maker had just run out of stock at Walmart and quickly seized the opportunity to boost its own margins by increasing the product price by over $50 USD (25%), while it remained unavailable for 10 consecutive days on the competing site.

This example shows that demand remains after a product runs out of stock. Because Walmart did not restock or replace the out of stock item with a similar SKU for over a week, consumers shopped elsewhere and Walmart lost revenue.

Walmart ⋆

Keurig 2.0 K200 Brewing System

Brand: Keurig   **Price**: $199.95

SKU: 43197890   **Listed**: Yes

MPN	UPC	EAN
117644	649645202907	0649645202907

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amazon

Keurig 2.0 Brewer, K200, Black (117644)
SKU: B00WWEAXPY

Home&Kitchen>Kitchen&Dining Small part appliance Parts&Accesorries>Coffee&Espresso Machine Parts&Accesories>Coffee Machine Accessories>Coffeemaker Pots
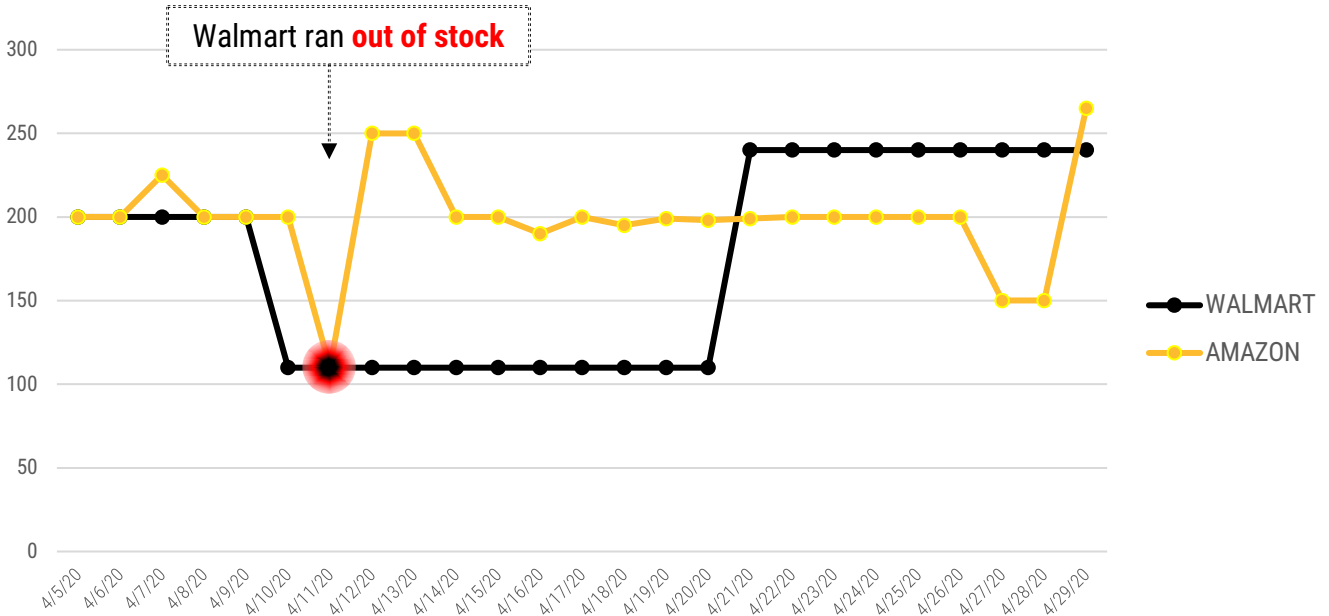
Unit Rank	Unit Rank Diff.	Price	Brand
1	0	$199.99	**Keurig**

Keurig 2.0 K200
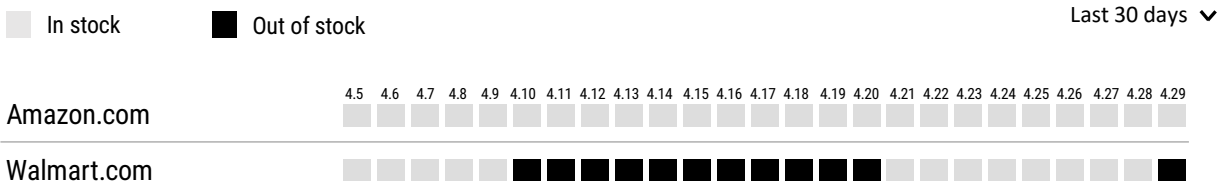
The Market Beyond dashboard below shows when Walmart ran out of stock, and how Amazon identified and exploited revenue-boosting opportunities for thousands of SKUs. Our Digital Shelf Intelligence Platform will help you figure out inefficiencies and opportunities. Our use cases include the ability to identify exactly when your competitor is running out of stock, thereby enabling you to easily generate revenue while gaining market share.

Price comparison:

Walmart ran **out of stock**

— WALMART
— AMAZON

Product availability comparison:

☐ In stock ■ Out of stock

Last 30 days ⌄

	4.5	4.6	4.7	4.8	4.9	4.10	4.11	4.12	4.13	4.14	4.15	4.16	4.17	4.18	4.19	4.20	4.21	4.22	4.23	4.24	4.25	4.26	4.27	4.28	4.29
Amazon.com	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Walmart.com	☐	☐	☐	☐	☐	■	■	■	■	■	■	■	■	■	■	■	☐	☐	☐	☐	☐	☐	☐	☐	■

*04/05/2020-04/30/2020 Inventory screen - Market Beyond **Digital Shelf Intelligence Platform***

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Real-Time SKU Level Intelligence

Insights on pricing, discoverability, inventory, product attributes and description, to name a few, can be a challenge to identify without a dedicated technology that offers actionable insights.

The use of advanced Machine Learning models help retailers quickly recognize their lowest hanging fruits, identify fast changes in the market, and adjust their sales strategy on a daily basis. With retail and eCommerce margins as tight as they are, actionable insights on SKU level inventory changes for products carried by the competition are absolutely essential.

Additional Digital Shelf Intelligence use cases:

- Search performance and discoverability
- Product availability and stock opportunities
- Content strategy
- Pricing comparison
- Attribute comparison
- Identify shifts in market demand in real-time

Market Beyond provides mass merchants and retailers with the ability to identify crucial gaps in their eCommerce offering and sales execution, allowing retailers to make intelligent merchandising decisions with up-to-date competitive insights in order to drive profitable growth.

BEST BUY   ebay   Coca-Cola   facebook   Mercedes-Benz   P&G

Retailers seeking AI based digital shelf intelligence turn to Market Beyond to inform their merchandising decision-making processes, while optimizing sales and driving a competitive assortment strategy to grow their online business.