

Agencies Need Unified Marketing Intelligence to Give Brands an Edge

Technology, COVID-19, and a sophisticated consumer have changed eCommerce forever, and for the better. The convergence of these dynamics calls for more intelligent and improved marketing, since consumers control how they interact with brands. Agencies sit at the crossroads of the consumer and the brand as the driver of how consumers find, buy, and determine the availability of products. However, agencies have limited insights through search intelligence, the sparse data that Google provides, or sometimes incomplete first party data from brands.

This limited visibility that agencies have is hindering, not improving, the shopper journey. Today, a shopper within minutes can search for the best products and the best deals across Google, Amazon, Walmart and multiple marketplaces, making buying decisions based on price, reviews, ratings, video, competing ads, special offers, shipping and other criteria. The agency does not have a holistic view of the shopper journey or the digital shelf.

AGENCIES MUST TAKE THE LEAD

Agencies must think of themselves as part of the orchestration of the shopper journey and the digital shelf. To get there, agencies need marketing intelligence that provides unified insights. That means getting additional, better insights and putting them to action more than ever before.

Using Marketing Intelligence to analyze the shopper journey must be the backbone of your business. You must leverage information about shoppers to craft tactics for your client's brand. As search engines, marketplaces and consumer preferences evolve, your marketing strategies and tactics must be constantly updated, to open up new opportunities for the brands you service.

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WHAT IS MARKETING INTELLIGENCE?

Marketing Intelligence enables a deep understanding of the meandering shopper's journey, across the digital shelf. Executives at agencies must gain insight to help your brands thrive. This involves gathering day-to-day information about your and your competitive brands' activities across the digital shelf, while analyzing that data to uncover demand trends. This data can be used to formulate your agency's marketing plans to boost brand awareness, increase sales, and proactively avoid emerging threats.

There are 3 types of marketing intelligence:



SEARCH INTELLIGENCE

This gives you holistic and granular visibility across Google and Bing for all ad formats, not just paid and organic. By staying abreast of changes in Search Engine Results Pages (SERPs) on keywords searched by billions of users, you will have a current pulse on your Share of Voice, as seen by the digital shopper.

Hyper-target consumers in your clients' core markets through these dimensions:

Holistic SERP Analysis

Understand how Google is changing what it is displaying above the fold. Understand how your client's Share of Voice changes every day. Get insight into your client's SERP depth by understanding strength in each SERP component - text ads, display ads, shopping, local ads, People Also Ask, Twitter, Videos, Knowledge Panel, Featured Snippets and others. Detect competitors encroaching on your brand keywords' SERP page. Laser focus on SERP page dominance on strategic keywords that drive 80% of traffic.

Ad Intelligence

Understand your client's brand visibility on ads in near-real time across geographies and devices. Understand and improve your ad's performance across PLA, Showcase and text. Understand adoption of shopping ad extensions by your clients, versus the competition. This has a major impact on clicks. Track across categories, brand vs. non brand, keyword types and lots more, for your cohort of competitors and emerging brands. This multi-dimensional visibility is invaluable to your ad team to improve ad attractiveness to the shopper.

Broad SEO Intelligence

Increase your organic visibility by understanding presence across organic, People Also Ask (PAA), images, videos, Twitter and others. Craft a strategy to improve visibility above the fold across seed, mid tail and long tail keywords along with keyword volume. Understand how to get into People Also Ask and videos with other gateway products to skyrocket to the top of the first page.

Despite the tremendous power of holistic search intelligence, agencies aren't maximizing this new paradigm. Today, search intelligence, which is readily available to agencies, is limited in the visibility it provides of the shopper journey. Agencies must demand holistic, evolving visibility, which goes beyond search intelligence, to boost performance and win the attention of your digital shopper.

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MARKETPLACE INTELLIGENCE

Shoppers don't just do a Google search and decide which product to buy. Many check the product on Amazon, then they may look at Walmart, Target or their favorite marketplaces like eBay, Best Buy and more. Thus, it is key to understand whether your brand has strong Share of Voice on marketplaces and looks attractive when a shopper does click.

You must gain visibility into your vs. your competition's strengths across Amazon, Walmart, Target, eBay, Best Buy and others. You must understand how shoppers perceive the brand. For example, do the 3rd party sellers have poor customer service reviews, are prices generally in line with prices of competitors, are resellers violating MAP, are unauthorized sellers selling, are products sold in inferior channels, do the products have bad reviews, are favorable shipping options available, are promotions competitive, are videos and photos compelling, and so on? Focus on key marketplaces like Amazon and understand whether your brands are achieving "Amazon Best Seller", are on top of the page through ads and organic positions, have adequate reviews, and have right price and the right fulfillment.

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Leveraging this, you can strengthen your clients' in-marketplace presence. You can analyze your competitors' popular products to understand what resonates with consumers. You can push clients to have the right pricing and availability by geography. Your shoppers in high demand areas must see your products, must be impressed and must be able to purchase across geographies.

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PRODUCT INTELLIGENCE

Finally, assuming shoppers see your product, they click and experience your and your competitors' brands. Product intelligence offers visibility into the ingredients that tempt a shopper to click and purchase your client's products. To wow the shopper and have him or her purchase your product, your products must shine along the following dimensions:

Content

Product titles, description, categorizations, GTIN/ASIN, product images, videos and others must shine over the competition. As formats such as video gain popularity, you must push your client to add videos to popular products that don't have a video. Rich product titles are vital. You can enrich product title with brand, title, color, size, gender and others.

Quality

You must understand product quality and boost credibility through additional positive reviews and ratings. If your client's products have bad reviews, are they due to bad service from the reseller? If the latter, you want to nudge your client to stop selling through such resellers and add higher quality sellers. Or, are your client's products suffering from bad quality? If so, you can advise the client to retire those products.

Demand and delivery

You must assess promotions, inventory, shipping, returns, and availability to tempt the shopper – especially if your top competitors are offering them. If your popular products are out of stock, or don't offer free shipping, or free returns, or aren't available for curbside pickup, or don't offer attractive pricing through sale tags or promotions, you can lose the shopper to a competitor offering these.

Shoppers interact with brands across multiple marketplaces. Even within their favorite marketplace, they go through the process of searching, to browsing the product, to adding it to the cart, to quitting and searching somewhere else, then reading, searching it, holding it a few days, and then coming back and restarting once again. This is the meandering shopper journey. To gain the sale in this messy middle of the shopper journey, unified search, marketplace and product visibility is vital to get 360-degree views across digital shelves.

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BRINGING IT FULL CIRCLE

Holistic marketing intelligence, across the meandering shopper journey, empowers agencies to service brands within this evolving shopping paradigm. This information must also be actionable at a granular level to the marketing manager running day-to-day campaigns.

That's why we believe agencies require three forms of marketing intelligence to gain a competitive advantage:

- 1. Unified Search, Product, and Marketplace Intelligence**
- 2. Enriched shopper attributes across Search, Product, and Marketplace Intelligence**
- 3. Custom insights specific to your brand across Search, Product, and Marketplace Intelligence**

Delivering all three at the necessary granularity, or through flexible visualizations, gives agencies the insights they need to give their brands a new level of eCommerce performance – one that is much more aligned to the shopper journey and how brands, retailers, and sellers expect to create an experience on the digital shelf.



Talk to an expert today by contacting info@growbydata.com or visit us at growbydata.com