



Intelligent Search

Our third-party data & AI-powered keyword research model leverages the power of technology & human ingenuity to develop a sophisticated bank of keywords backed by shopper intent, evolving needs & competitor strategies. With this intelligence, we help brands prioritize keywords for their eCommerce listings to drive organic brand awareness , traffic and help them win on eCommerce

1
Country

2
Marketplaces

2
Categories

2
Segments

14
Brands

400+
SKUs

500+
Social posts,
Blogs

100+
Search Queries

Get Started



Segment Lens

What are the various keyword themes & topics used to describe products within my segment?



Brand Lens

What are the relevant keyword themes & topics to describe my Brand's products?



Keyword Bank

Which keywords should I prioritize & where should I include them to improve my brand's eCommerce listings?



FILTER BY



Country

Indonesia ▼

Region

National ▼

Platform

Shopee ▼

Category

MakeUp ▼

Sub-Category

All ▼

Brand

All ▼

Product

All ▼

DECISION MAKING GUIDE

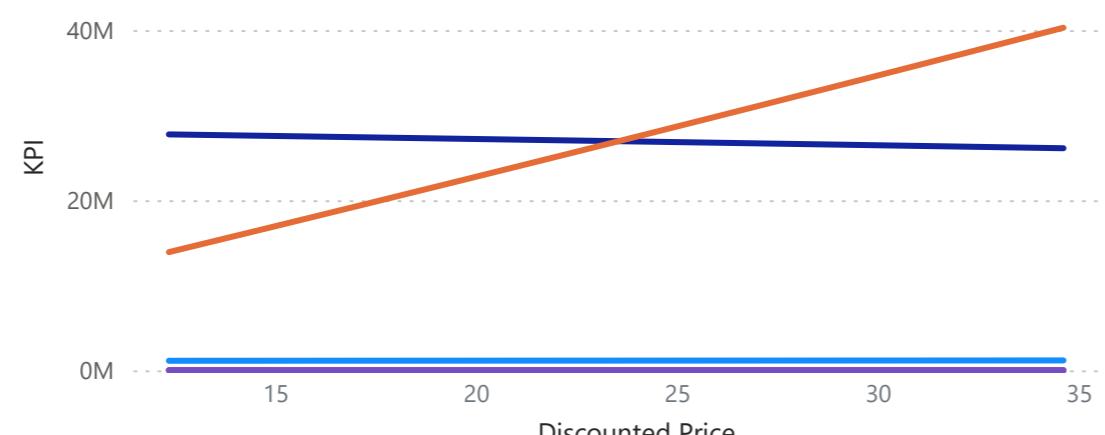
SCENARIO INPUT

COMPARATIVE SCENARIO ASSESSMENT

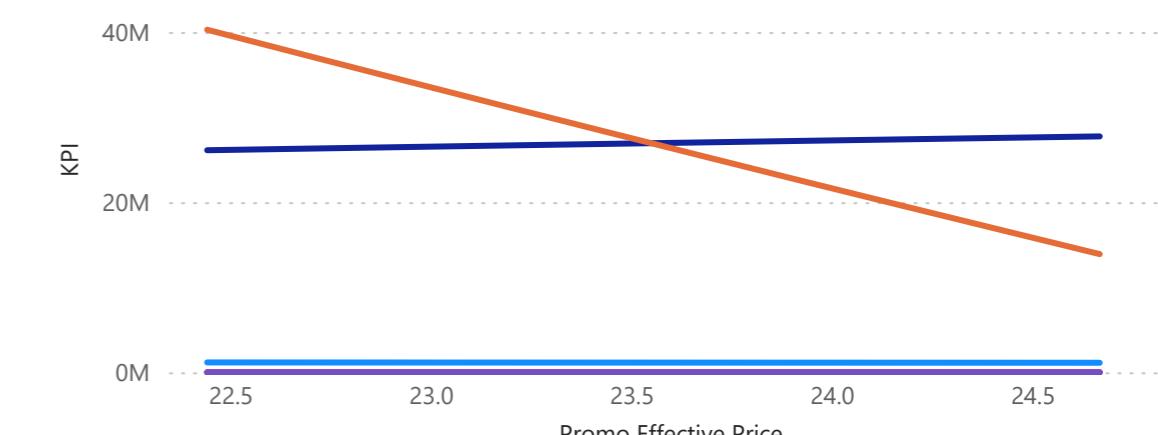
COMPREHENSIVE SCENARIO ASSESSMENT

Price, Sales, and Profitability Dynamics ⓘ

● Units ● GMV ● Gross Sales ● Net Sales ● Gross Margin ● Operating Profit



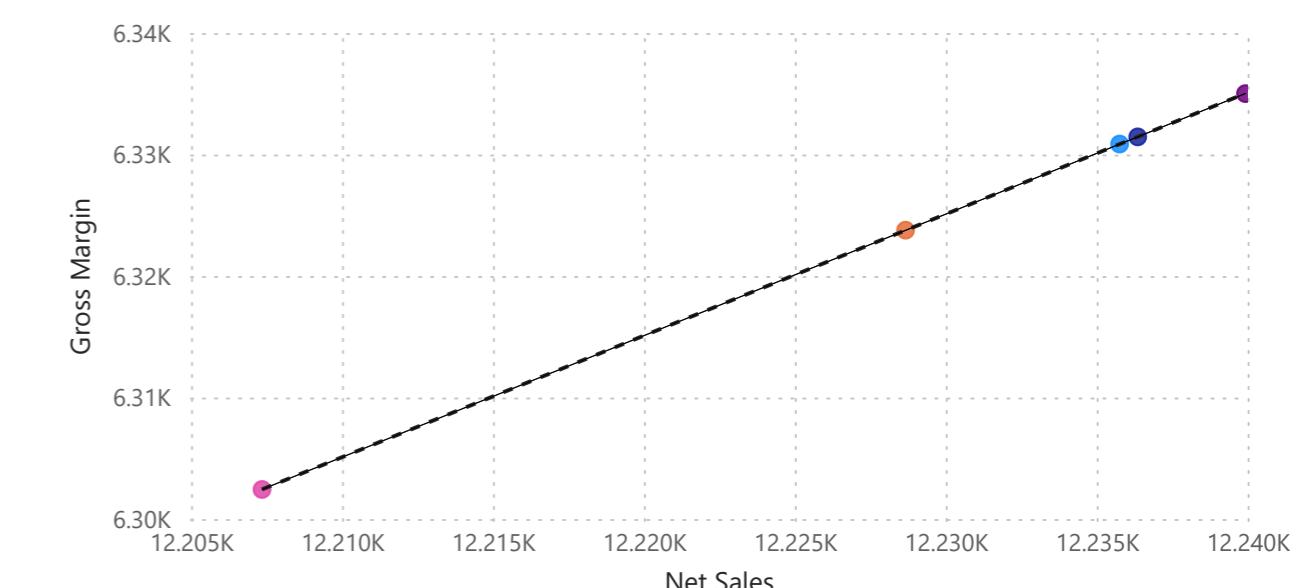
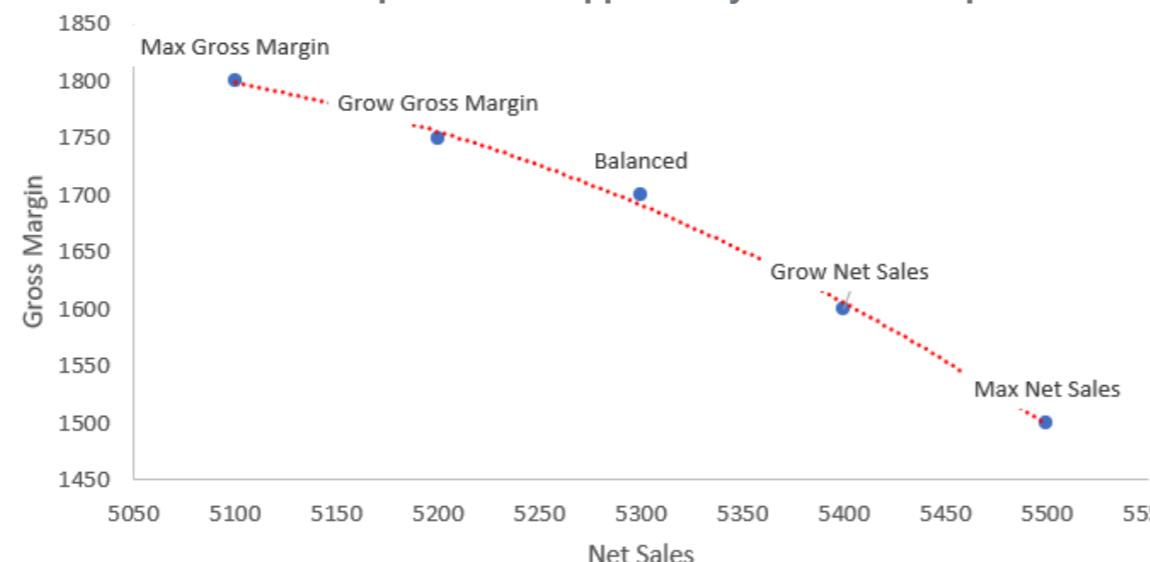
● Units ● GMV ● Gross Sales ● Net Sales ● Gross Margin ● Operating Profit



Decision - Making Opportunity Frontier ⓘ

Optimization Opportunity Frontier Example

● Maximize Gross Margin ● Grow Gross Margin ● Balanced ● Grow Net Sales ● Maximize Net Sales



Country

Indonesia ▼

Region

National ▼

Platform

Shopee ▼

Category

All ▼

Sub-Category

All ▼

Note: All the visuals are for own products only.



FILTER BY



Country

All

Region

All

Platform

All

Category

MakeUp

Sub-Category

All

Month

March

Scenario Type

Simulation

Scenario Name

All

Visual Filters

Manufacturer

All

Brand

All

Product

All

Simulation Parameters

Platform

Sub-Category

Time Frame

Scenario Name

National

Shopee

eye makeup

3/1/2022 - 3/31/2022

Sim_Scenario1

DECISION MAKING GUIDE

SCENARIO INPUT

COMPARATIVE SCENARIO ASSESSMENT

COMPREHENSIVE SCENARIO ASSESSMENT

What-If Scenario Input

Decision Optimization Input

What-If Scenario Input ⓘ

Collapse All

Mar 01 Mar 02 Mar 03 Mar 04 Mar 05 Mar 06 Mar 07 Mar 08 Mar 09 Mar 10 Mar 11 Mar 12 Mar 13 Mar 14 Mar 15 Mar 16 Mar 17 Mar 18 Mar 19 Mar 20 Ma

Maybelline Volum Express Hypercurl...

1 - Scenario Discounted Price	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240	8240
2 - % Delta for Discounted Price	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
3 - Base Promo Discount %	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4 - Scenario Promo Discount %	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15	5.15
5 - Scenario Promo Effective Price	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815	7815
6 - % Delta for Promo Effective Price	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76	2.76

Note: Page Granularity at Simulation Scenario x Product x Month Level | % Delta for each KPI is compared to the Base scenario.



FILTER BY



Country

All

Region

All

Platform

All

Category

MakeUp

Sub-Category

All

Month

March

Scenario Type

Optimization

Scenario Name

Other

Visual Filters

Manufacturer

All

Brand

All

Product

All

Optimization Parameters

Region

National

Platform

Shopee

Sub-Category

eye makeup

Time Frame

3/1/2022 - 3/31/2022

Optimization KPI

Sellout Volume

Scenario Name

Other

DECISION MAKING GUIDE

SCENARIO INPUT

COMPARATIVE SCENARIO ASSESSMENT

COMPREHENSIVE SCENARIO ASSESSMENT

What-If Scenario Input

Decision Optimization Input

Product and Timeline Constraints

Portfolio Constraints

Price & Product Family Constraints ⓘ

Category	Sub-Category	Brand	Product	Min Price Change	Max Price Change	Product Family ID	Product Family Lead	Price Gap Family ID	Price Gap Family Lead	Price Gap Family Price Ratio
MakeUp	face makeup	Make Over	Make Over Ultra Cover Liquid Matt Foundation 33 ml	-5.00%	5.00%	0	0	0	0	0.00%
MakeUp	lip makeup	Maybelline	Maybelline Superstay Matte Ink Liquid Matte Lipstick Make Up [Tahan Lama Hingga 24 Jam]	-5.00%	5.00%	0	0	0	0	0.00%
MakeUp	eye makeup	Maybelline	Maybelline Volum Express Hypercurl Waterproof Mascara Make Up - Very Black	-5.00%	5.00%	1	Yes	1	Yes	0.00%

Maximum number of products on promotion

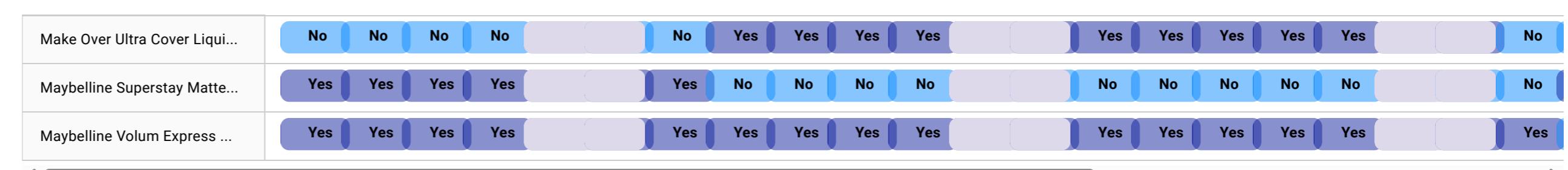
23

Maximum number of days on promotion (for all products)

18

Promotion Plan ⓘ

Mar 01 Mar 02 Mar 03 Mar 04 Mar 05 Mar 06 Mar 07 Mar 08 Mar 09 Mar 10 Mar 11 Mar 12 Mar 13 Mar 14 Mar 15 Mar 16 Mar 17 Mar 18 Mar 19 Mar 20 Mar 21 Ma



Note: Page Granularity at Optimization Scenario x Product x Month Level | All the visuals are for own products only | Product Family and Price Family is defined based on Discounted Price only.



FILTER BY



Country

All

Region

All

Platform

All

Category

MakeUp

Sub-Category

All

Month

March

Scenario Type

Optimization

Scenario Name

Other

Visual Filters

Manufacturer

All

Brand

All

Product

All

Optimization Parameters

Region	Platform	Sub-Category	Time Frame	Optimization KPI	Scenario Name
National	Shopee	eye makeup	3/1/2022 - 3/31/2022	Sellout Volume	Other

DECISION MAKING GUIDE

SCENARIO INPUT

COMPARATIVE SCENARIO ASSESSMENT

COMPREHENSIVE SCENARIO ASSESSMENT

What-If Scenario Input

Decision Optimization Input

Product and Timeline Constraints

Portfolio Constraints

Market Share Stoploss Constraints ⓘ

Market Share Metric	Market Share Stoploss
Sellout Value	0

KPI Stoploss Constraints ⓘ

Volume Stoploss	Units Stoploss	GMV Stoploss	Net Revenue Stoploss	Gross Margin Stoploss
0.10	0.10	0.10	0.10	0.10

Maximum Promotion Budget ⓘ

Value \$

4.65

% Delta vs Base

4.65

Ending Price Rule ⓘ

None

Notes: Page Granularity at Optimization Scenario x Product x Month Level | All the visuals are for own products only.



FILTER BY



Country

All

Region

All

Platform

All

Category

MakeUp

Sub-Category

All

Month

March

Scenario Type

Multiple selections

Scenario Name

Multiple selections

Visual Filters

Manufacturer

All

Brand

All

Product

All

Units
Base: **4.64K**

Net Sales
Base: **-906.88M**

Gross Margin
Base: **-14.63M**

Operating Profit
Base: **-743.64M**

Promotion Investment
Base: **24.80K**

DECISION MAKING GUIDE

SCENARIO INPUT

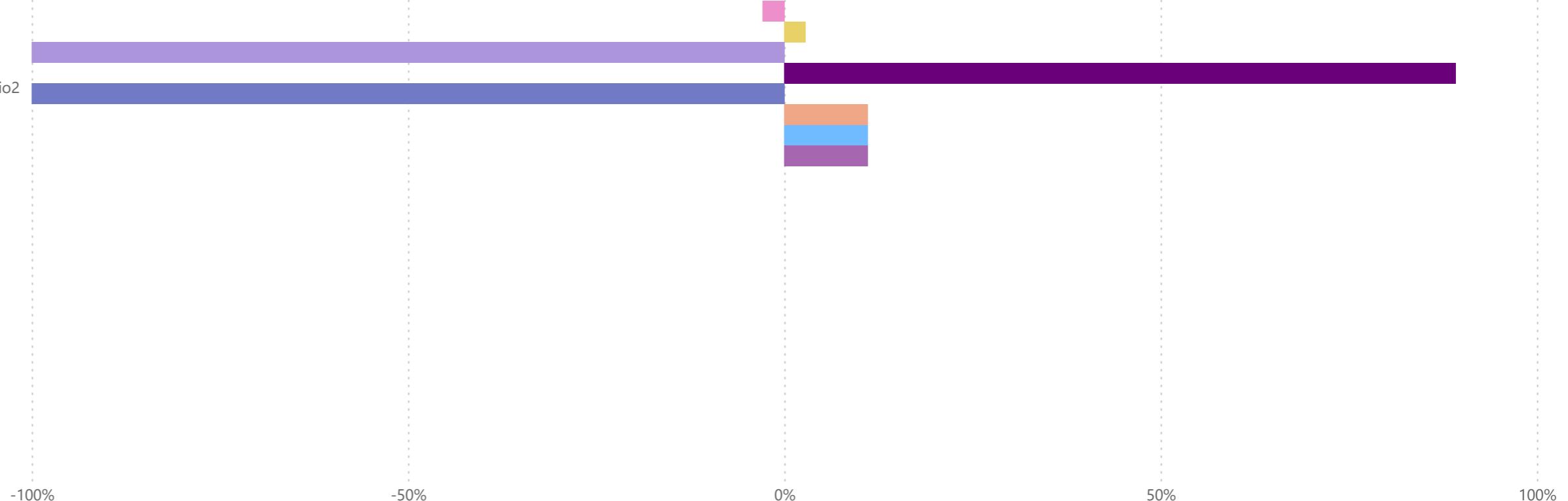
COMPARATIVE SCENARIO ASSESSMENT

COMPREHENSIVE SCENARIO ASSESSMENT

Comparative Sales and Profitability Assessment ⓘ

● % Delta Discounted Price ● % Delta Promo Effective Price ● % Delta Units ● % Delta GMV ● % Delta Gross Sales ● % Delta Net sales ● % Delta Gross Margin ● % Delta Operating Profits

Opt_Scenario2



Notes: Page Granularity at Sub-Category x Scenario x Product x Month Level | All the visuals are for own products only| % Delta for each KPI is compared to the Base scenario.



Historical Performance Overview

Consumer Responsiveness

Pricing & Promotion Strategy

Last Updated
13-Apr-2023

FILTER BY



Country

Region

Platform

Category

Sub-Category

Month

Scenario Type

Scenario Name

Visual Filters

Manufacturer

Brand

Product

Units

0

▼ -100.00%

Base: 2.32K

Net Sales

-503.89M

▲ 11%

Base: -453.44M

Gross Margin

-16.25M

▲ 11%

Base: -14.63M

Operating Profit

-413.19M

▲ 11%

Base: -371.82M

Promotion Investment

13.16K

▲ 6%

Base: 12.40K

DECISION MAKING GUIDE

SCENARIO INPUT

COMPARATIVE SCENARIO ASSESSMENT

COMPREHENSIVE SCENARIO ASSESSMENT

Scenario Overall

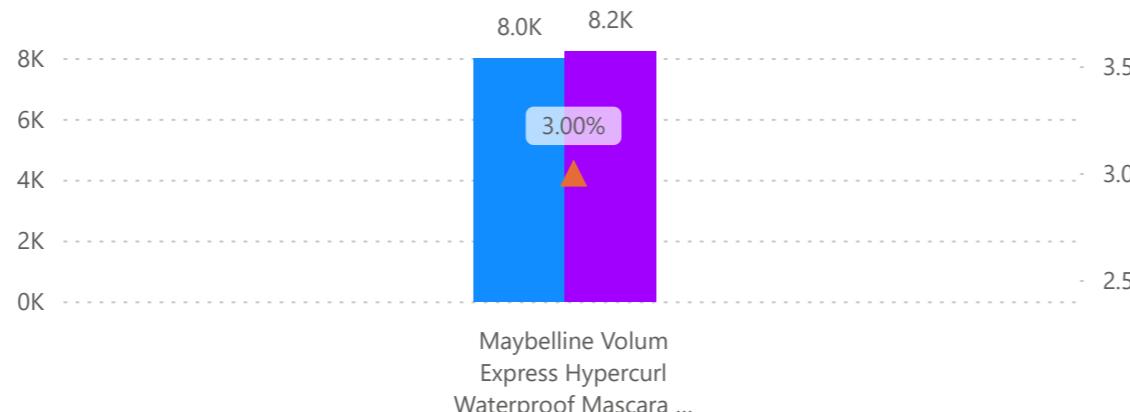
Financial Outcome

Price & Promo Strategy

Price Indexing i

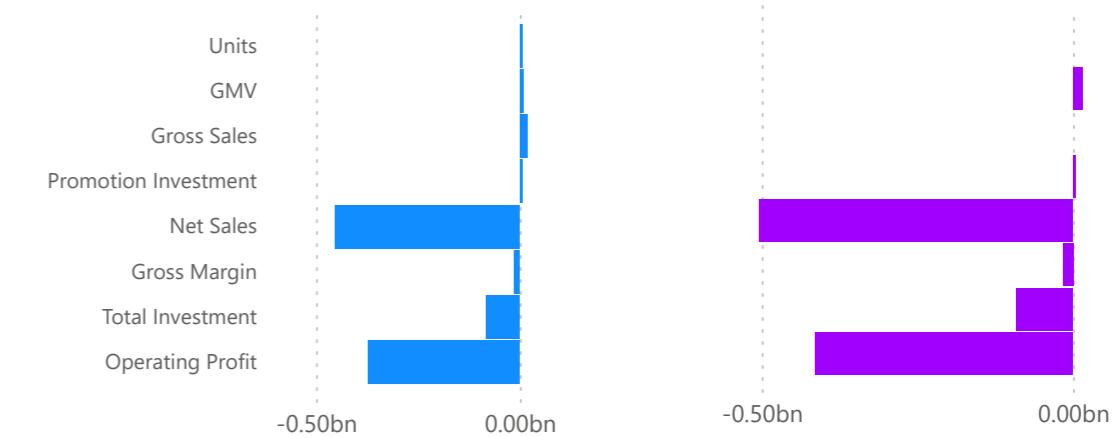
Promo Effective Price

● Discounted Price Base ● Discounted Price Scenario ▲ % Delta



Sales and Profitability Comparison i

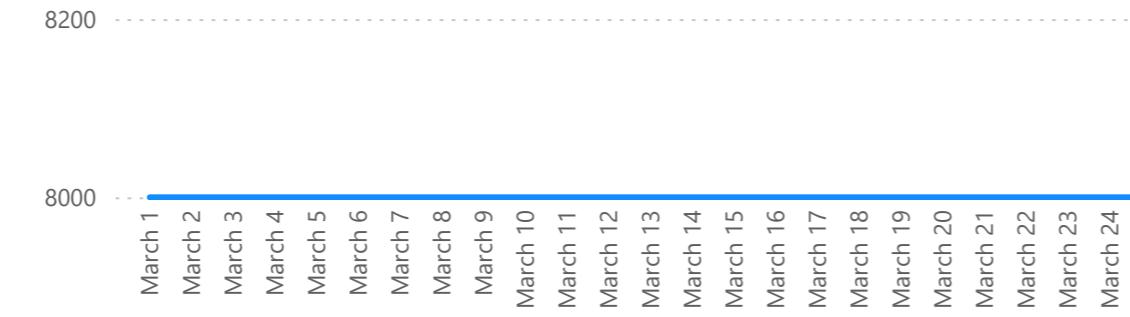
Base Scenario



Price Series i

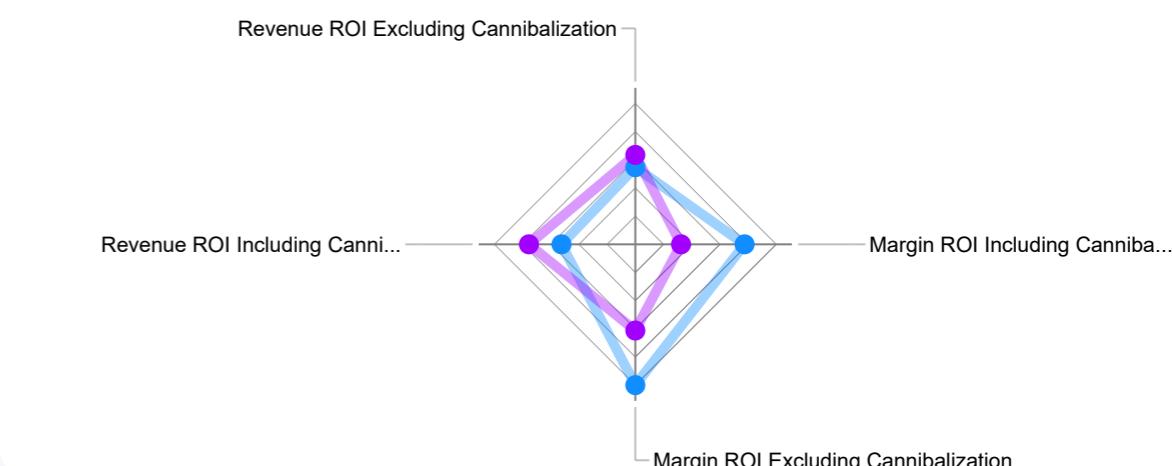
Promo Effective Price

● Discounted Price Base ● Discounted Price Scenario



ROI Comparison i

Axis ● Base (%) ● Scenario (%)



Notes: Page Granularity at Scenario x Product x Month Level | % Delta for each KPI is compared to the Base scenario.



Historical Performance Overview

Consumer Responsiveness

Pricing & Promotion Strategy

Last Updated
13-Apr-2023

FILTER BY



Country

Region

Platform

Category

Sub-Category

Month

Scenario Type

Scenario Name

Visual Filters

Manufacturer

Brand

Product

Units

0

▼ -100.00%

Base: 2.32K

Net Sales

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DECISION MAKING GUIDE

SCENARIO INPUT

MULTI - SCENARIO COMPARISON

SCENARIO REVIEW

Scenario Overall

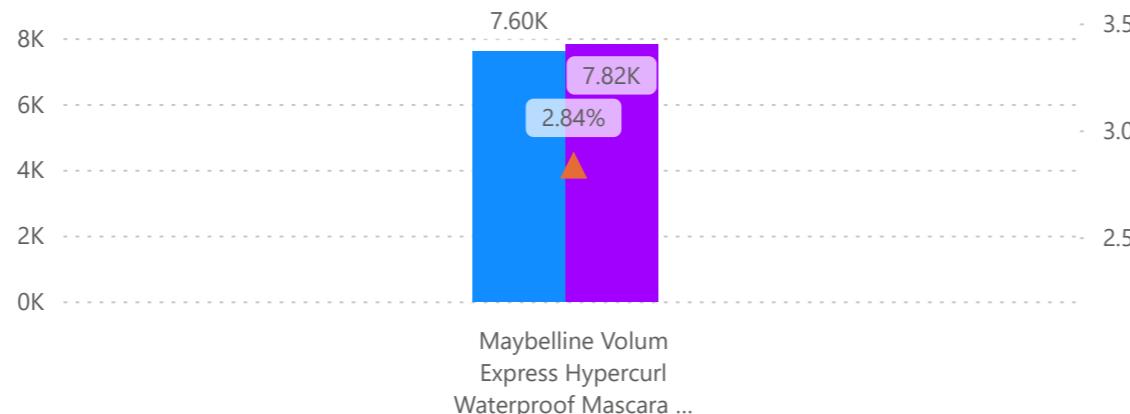
Financial Outcome

Price & Promo Strategy

Price Indexing i

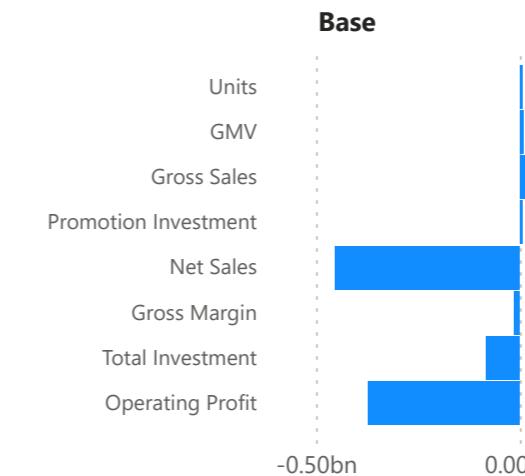
○ Promo Effective Price

● Promo Effective Price Base ● Promo Effective Price Scenario ▲ % Delta

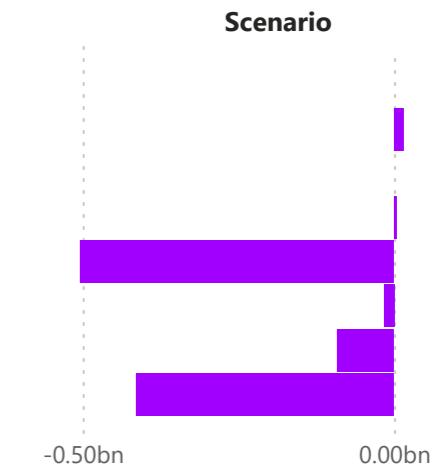


Sales and Profitability Comparison i

Base



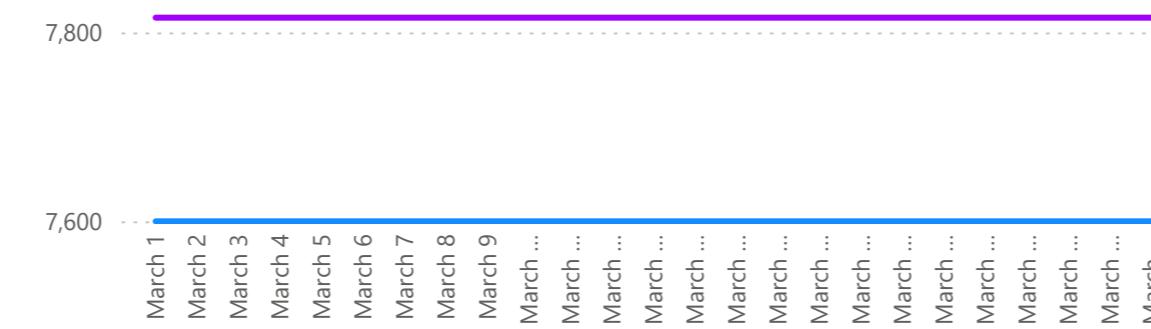
Scenario



Price Series i

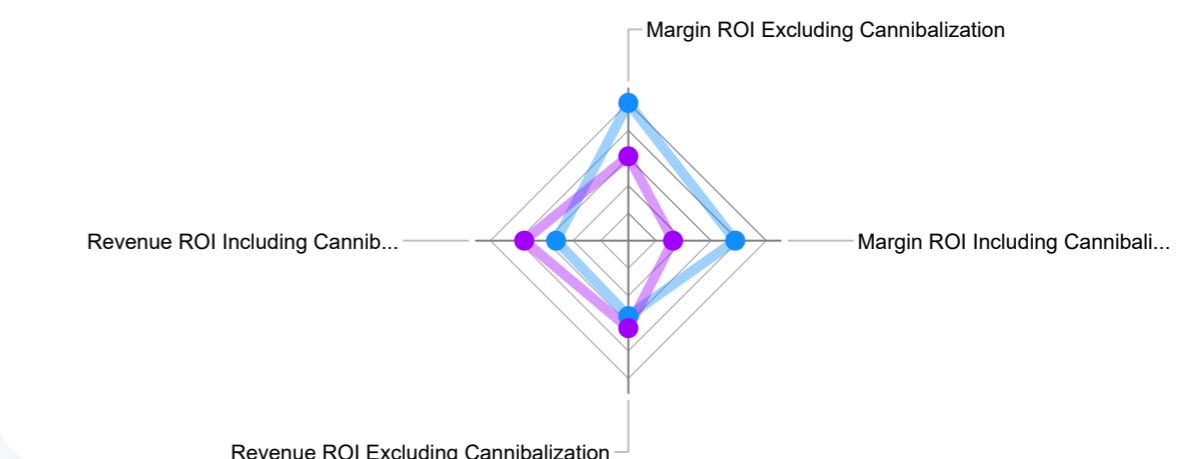
○ Promo Effective Price

● Promo Effective Price Base ● Promo Effective Price Scenario



ROI Comparison i

Axis ● Base (%) ● Scenario (%)



Notes: Page Granularity at Scenario x Product x Month Level | % Delta for each KPI is compared to the Base scenario.



Historical Performance Overview

Consumer Responsiveness

Pricing & Promotion Strategy

Last Updated
13-Apr-2023

FILTER BY



Country

Region

Platform

Category

Sub-Category

Month

Scenario Type

Scenario Name

Visual Filters

Manufacturer

Brand

Product

Units

0

▼ -100.00%

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-503.89M

▲ 11%

Base: -453.44M

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-16.25M

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-413.19M

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13.16K

▲ 6%

Base: 12.40K

DECISION MAKING GUIDE

SCENARIO INPUT

MULTI - SCENARIO COMPARISON

SCENARIO REVIEW

Scenario Overall

Financial Outcome

Price & Promo Strategy

Base Scenario ⓘ

Per Unit

31.80% 322.58% 2542.00%

G2N%

Gross Margin %

Operating Profit %

● Increase ● Decrease

0.02bn

0.00bn

-0.45bn

0.00bn

-0.01bn

-0.37bn

Gross Sales

G2N

Net Sales

Cost

Gross Margin

Marketing Expense

Operating Profit

Selected Scenario ⓘ

Per Unit

14294554902. 322.58% 2542.00%

G2N%

Gross Margin %

Operating Profit %

● Increase ● Decrease

4.28E-188

0.00bn

-0.50bn

0.00bn

-0.02bn

-0.41bn

Gross Sales

G2N

Net Sales

Cost

Gross Margin

Marketing Expense

Operating Profit

Manufacturer P&L Tabular View ⓘ

Product	Discounted Price	% Delta of Discounted Price	Promo Effective Price	% Delta of Promo Effective Price	Gross Sales	% Delta of Gross Sales
Maybelline Volum Express Hypercurl Waterproof Mascara Make Up - Very Black	8,240.00	3.00%	7,815.64	2.84%	0.00	-1%

Notes: Page Granularity at Scenario x Product x Month Level | All the visuals are for own products only | % Delta for each KPI is compared to the Base scenario.



Historical Performance Overview

Consumer Responsiveness

Pricing & Promotion Strategy

Last Updated
13-Apr-2023

FILTER BY



Country

Region

Platform

Category

Sub-Category

Month

Scenario Type

Scenario Name

Visual Filters

Manufacturer

Brand

Product

Units

0

▼ -100.00%

Base: 2.32K

Net Sales

-503.89M

▲ 11%

Base: -453.44M

Gross Margin

-16.25M

▲ 11%

Base: -14.63M

Operating Profit

-413.19M

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Promotion Investment

13.16K

▲ 6%

Base: 12.40K

DECISION MAKING GUIDE

SCENARIO INPUT

MULTI - SCENARIO COMPARISON

SCENARIO REVIEW

Scenario Overall

Financial Outcome

Price & Promo Strategy

Base Scenario ⓘ

Per Unit

31.80% 322.58% 2542.00%

G2N%

Gross Margin %

Operating Profit %

● Increase ● Decrease

40M

20M

0M

0M 0M 0M 0M 0M

Gross Sales

G2N

Net Sales

Cost

Gross Margin

Marketing Expense

Operating Profit

45M

0M

Selected Scenario ⓘ

Per Unit

14294554902. 322.58% 2542.00%

G2N%

Gross Margin %

Operating Profit %

● Increase ● Decrease

0T

-1E+196

-1E+200

-2E+200

8E+198

-3E+191

-3E+198

-8E+199

Gross Sales

G2N

Net Sales

Cost

Gross Margin

Marketing Expense

Operating Profit

Manufacturer P&L Tabular View ⓘ

Product	Discounted Price	% Delta of Discounted Price	Promo Effective Price	% Delta of Promo Effective Price	Gross Sales	% Delta of Gross Sales
Maybelline Volum Express Hypercurl Waterproof Mascara Make Up - Very Black	8,240.00	3.00%	7,815.64	2.84%	0.00	-1%

Notes: Page Granularity at Scenario x Product x Month Level | All the visuals are for own products only | % Delta for each KPI is compared to the Base scenario.



Historical Performance Overview

Consumer Responsiveness

Pricing & Promotion Strategy

Last Updated
13-Apr-2023

FILTER BY



Country

Region

Platform

Category

Sub-Category

Month

Scenario Type

Scenario Name

Visual Filters

Manufacturer

Brand

Product

Units

0

▼ -100.00%

Base: 2.32K

Net Sales

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Promotion Investment

13.16K

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DECISION MAKING GUIDE

SCENARIO INPUT

MULTI - SCENARIO COMPARISON

SCENARIO REVIEW

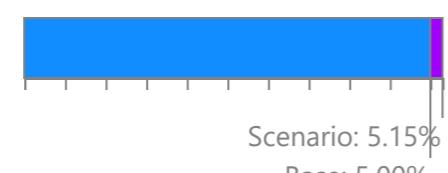
Scenario Overall

Financial Outcome

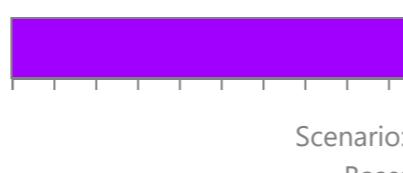
Price & Promo Strategy

Promotion Profiling

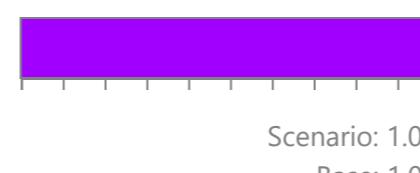
Depth of Discount



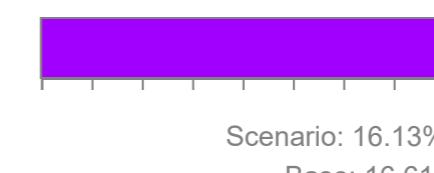
Frequency of Promotion



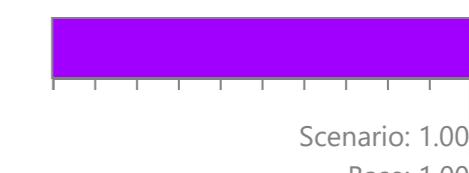
Average Duration of Promotion



Promotion Intensity



% Volume Sold on Promotion



Price & Promo Calendar

Collapse All

Mar 01 Mar 02 Mar 03 Mar 04 Mar 05 Mar 06 Mar 07 Mar 08 Mar 09 Mar 10 Mar 11 Mar 12 Mar 13 Mar 14 Mar 15 Mar 16 Mar 17 Mar 18 Mar 19 Mar 20 Mar 21

Maybelline Volum Express Hyper...

1 - Scenario Discounted Price

8240 8240

2 - Scenario Promo Discount %

5 5

3 - Scenario Promo Effective Price

7816 7816

Notes: Page Granularity at Scenario x Product x Month Level | All the visuals are for own products only | % Delta for each KPI is compared to the Base scenario.