

# Digital Deck 3 – E-Commerce

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**DRAFT**

**BAIN & COMPANY** 

# Target strong on organic brand discoverability but has scope to invest in sponsored / display ads and to add product videos to its popular SKUs

E-COMMERCE		CONSUMER JOURNEY / OPTIMIZATION						amazon / DIRECTIONAL	
Metric		Target	Peer 1	Peer 2	Peer 3	Peer 4	Peer 5	Explanation	
SEE (off-site)	Product Listing Ads (leading to Amazon)							For brand-name search on Google, all the brands except Peer 1 and Peer 5 have PLA (Google Shopping Ads) that links to the product page on Amazon.	
	Social media campaigns (Amazon co-branded)							Target, Peer 2, and Peer 4 have ads as a co-branding with Amazon on Facebook & Instagram in the last 12 months	
	Google search result leading to Amazon page of brand							For brand-name search on Google, all brands, except Peer 5, have a search result (either organic or paid) in top 10 that leads to their listings page on Amazon.	
SEE (on-site)	Brand Hub/Store							All brands have a dedicated store on Amazon. It helps a brand showcase all its hero products and highlight promotions, benefits, etc.	
	Display and video ads							Based on a sample of 5 high-volume keywords, Target has no media ads, while Peer 2 leads with brand display banners. Display and video ads capture immediate attention; help drive awareness & sales.	
FIND (on-site)	Sponsored listings							Target and Peer 5 have no sponsored SKU on any of the industry keywords analysed. Peer 2 and Peer 1 have ~5 sponsored listings each on 5 keywords analysed.	
	Appearance in featured brands / brand filter							Based on a sample of 5 high-volume keywords, Target makes an appearance in the list of brand filter 100% of the times, similar to Peer 2	
	Total listings & Amazon badges (overall pick/ best seller)							Target leads with ~40 listings (cumulative) on top 5 industry keywords analyzed, while Peer 2 follows next with ~30. Target is strong on "hair dryer" and "compact hair dryer" keywords (10 or more listings); its product appear as an 'overall pick' in 4 of the 5 keywords analyzed	
	% Appearance in top-20 spots							Target has a presence in top results (first 4 rows) for 100% of the sample 5 industry keywords followed by Peer 2 at 80%; limited presence in top results for the other four peers	
BUY (on-site)	Product title & description <sup>1</sup>							Target's hero SKUs have good product titles (using high-volume SEO keywords) and detailed product description points	
	Product images and videos <sup>1</sup>							Good use of multiple high-quality images and videos by Peer 4 and Peer 1; limited use of videos by Target	
	Price range distribution							On the results page for a brand, Peer 4 and Peer 5 have the widest price ranges available (>\$300); Target has a narrower SKUs range of ~\$200	
	Subscribe & Save option							~60% of the listings of Peer 3 have the option to "subscribe & save" – helpful for retaining customers and building brand loyalty; for Target, only 5% of the listings come with this option	
	Stock availability							Almost 100% of Target's SKU listings have no low stock or out of stock issues, similar to Peer 3	
	Ratings & Reviews <sup>1</sup>							Target and Peer 2 have strong customer advocacy with 4.4 overall average rating across their top 3 Hero SKUs, while Peer 1 leads with a 4.6 average rating	

Note: 1) Product-level metrics evaluated for top 3 'hero SKUs' of brands, in terms of their best-selling rank on Amazon; Hair accessories like scrunchies, hair clips etc. excluded from the analysis  
Source: Amazon.com (ZIP code of NYC), Meta Ads Library

# To better compete w/ Peer 4, Peer 1, Peer 2, Target could add high-quality media and run banner/video ads on popular keywords to generate more awareness / clicks



E-COMMERCE

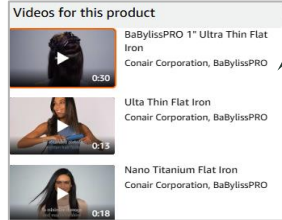
CONSUMER JOURNEY / OPTIMIZATION

## Product pictures and videos

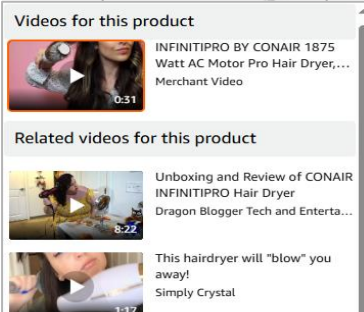


Peer 1 provides detailed information about **heat settings** and multiple videos showing **steps and tips to use products**

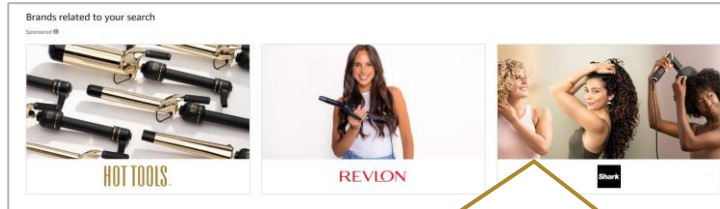
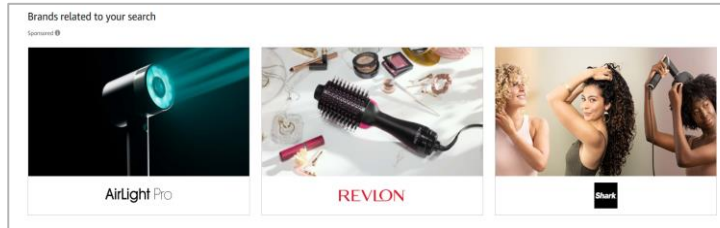
Target can publish more **videos** elaborating tips to use the products, key benefits etc.



Peer 4 shows **high quality** product images explaining / showcasing the products' use

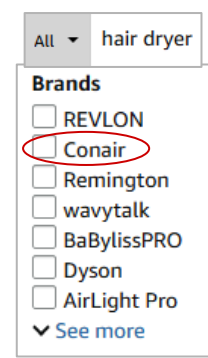
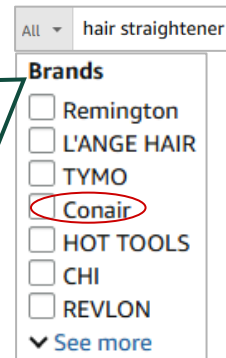


## Display & video ads & Brand filter



Peers like Peer 2 have **brand banners** for keywords such as "hair dryer" and "curling iron"; **scope for Target to run video ads and banners** which are more appealing to customers and drive higher user engagement

Target appears in brand filter for top keywords- 'hair dryer', 'curling iron', 'hair straightener', 'hair curling wand' and 'compact hair dryer'



## SKU title and description

INFINITIPRO BY CONAIR Hair Dryer with Diffuser | AC Motor Pro Hair Dryer with Ceramic Technology | Includes Diffuser and Concentrator | Black | Packaging May Vary



This dryer features an 1875 watt AC motor that delivers powerful airflow for faster drying and longer dryer life, with Ionic technology for smooth, shiny looking, frizz free hair

- Versatile Function: Titanium Ceramic technology provides infrared heat for faster drying and less hair damage; Features 3 heat and 2 speed settings plus a true cold shot button that locks in curls, waves, and styles
- Special Features: This blow dryer includes a diffuser for textured styles and concentrator for smooth styles; A removable lint filter allows for easy maintenance and longer motor life. No lubrication is needed
- Leader in Hair Dryers: From traditional bonnets to hi tech dryers equipped with cutting edge technology, Conair has a great selection of hair dryers for every hair type and every hair style
- Conair Hair Care: Since 1959, we have made innovative small appliances, hair styling tools, and more; Our hair care line includes high quality hair dryers, brushes, styling tools, and hair accessories

Target gains an edge in brand-discovery & provides ample info to consumers by **having detailed description** for its products, covering specifications, functionality & features, making the purchase an informed decision

REVLON Turbo Hair Dryer with Advanced Ionic Technology, Ceramic Coating | Turbo Heat and Cold Shot Features, 1875 Watts for Fast Drying and Shine (Silver)

Scope for Target to **improve conversions** from its product titles, by ensuring details as primary product specifications, expected results, are always included, as done by peers such as Peer 2



Source: Amazon.com (ZIP code of NYC)