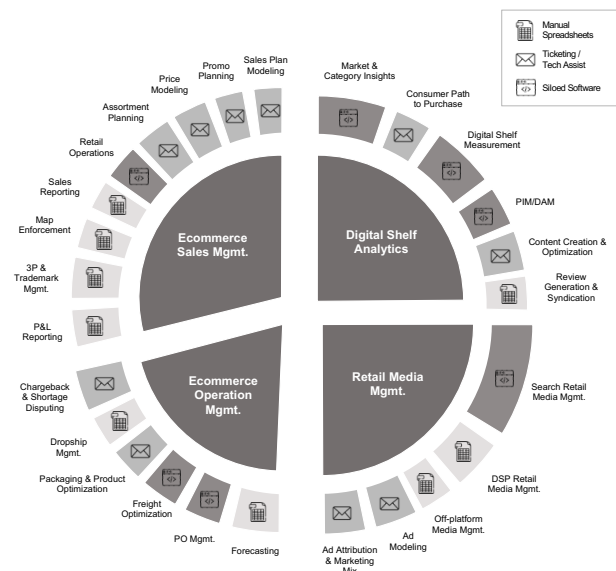


# Essential Technology Stack for Retail Ecommerce Management



It has never been a more exciting – and more challenging – time to lead your brand’s ecommerce business. Whether digital commerce makes up 80% or 20% of your sales there is little debate that it is a strategic and growing portion of your distribution strategy. Often it is easy to drive faster growth than in-store, but hard to lift contribution margins.

Winning in ecommerce requires mastering at least one of the two main business models: direct-to-consumer (DTC) or through retail ecommerce channels like Amazon, Walmart.com, Instacart, etc. Both models have their pros and cons, but here is the big problem for consumer brands: 85% of all ecommerce sales are through online retailers (source: eMarketer), yet nearly all the tech options to run ecommerce are dedicated to DTC.



## A Better Way to Manage the Retail Ecommerce Flywheel

Best-in-class consumer product brands have embraced the need for a technology stack that is purpose-built for powering the flywheel for their retail ecommerce business. They’ve moved beyond the collection of spreadsheets, retailer-specific manual ticketing systems, and loosely coupled software point-products.

Although the existing DTC platforms use technology and processes that are different than what retail ecommerce requires, the core technology goals are similar: **connect** all data sources into a single source of truth, **consolidate** tools and processes into an all-in-one software suite, and **automate** operations in real-time using machine-learning algorithms.

The key processes a Retail Ecommerce Management platform must support include capabilities to help brands:



- Plan and Learn
- Attract the Right Shoppers
- Win the Buy Box
- Stay in Stock
- Get Paid

### Plan and Learn

Setting the right plan, including assortment and mix, requires a holistic single-source-of-truth on each brand's performance, the category, and shopper behavior.

*Capabilities:* Digital shelf analytics, market share, share of voice, budget planning

*What to look for:* Retailer coverage, online and in-store inventory coverage, data accuracy and refresh rate, incrementality of paid media vs. organic

### Attract the Right Shoppers

Optimizing retail media and promotions requires the right tech, not just the right agency.

*Capabilities:* Ad campaign, promotion and budget planning, execution for display & search

*What to look for:* Retailer coverage, full-funnel campaigns, hourly dayparting, automated adjustments to optimize for profit and share of voice, flexibility for agency-assist or DIY

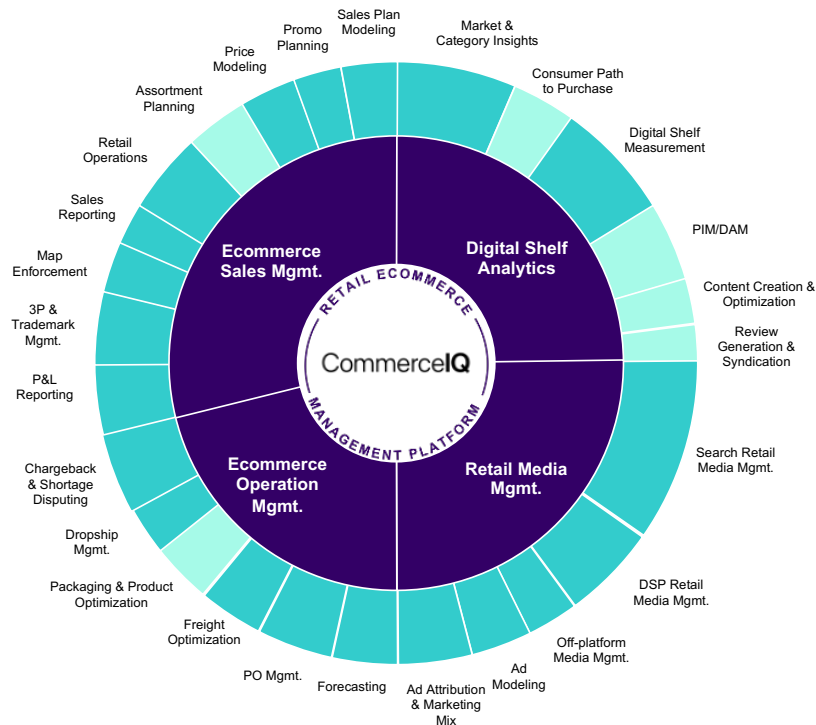
### Win the Buy Box

The buy box is where the magic happens. Using online retailers with 3P merchants requires focus beyond the shopper.

*Capabilities:* Content compliance, 3<sup>rd</sup>

party (3P) violation management, Andon Cord detection and remediation

*What to look for:* Depth of retailer knowledge and integration, flexibility of 'manage by exception' automation



## Stay in Stock

Out of stocks hurt immediate sales and organic search rankings.

*Capabilities:* Inventory-aware advertising, predictive out-of-stock forecasting and replenishment

*What to look for:* Connect consumer search and ordering trends with inventory, dynamic ad optimizations

## Get Paid

Resolving errant invoice mistakes from retailers immediately boosts your bottom line.

*Capabilities:* Retailer invoice dispute management

*What to look for:* Automated claims and recoveries for shortages and chargebacks

**+18%** Revenue

**+27%** Profit

**+95%** Share of Voice

Typical Benefits of an  
All-in-One Platform

## Where to Start

[Contact us](#) today for a complimentary audit of your ecommerce strategy and a free demo.

## About CommerceIQ

CommerceIQ is the leading Retail Ecommerce Management Platform, unlocking profitable online market share growth for consumer brands through intelligent automation. Its unified platform applies machine learning and automation across marketing, supply chain, and sales operations to help brands boost share of voice (SOV), minimize out of stock (OOS), and prevent revenue leakage. With worldwide retail ecommerce growth expected to reach \$7.4 trillion in 2025, mastering operational scale and unit economics through retail ecommerce channels is essential. Nestle, Colgate, Whirlpool, and more than 2,200 consumer goods leaders use CommerceIQ as the single source of truth for their retail ecommerce. CommerceIQ has raised \$200 million from venture investors including SoftBank, Insight Partners, and Madrona Venture Group.

For more information, visit [www.commerceiq.ai](http://www.commerceiq.ai)