CommerceIQ

CASE STUDY

Vitamins & Dietary Supplements Company

Generating And Maintaining Momentum In Share Of Voice



Calcium & Vitamin D by Nature's Bounty, Immune Support & Bone Health, 1200mg Calcium & 1000IU Vitamin D3, 120 Softgels (2-Pack)

240 Count (Pack of 1)

4.7 out of 5 stars 20,385

$17.92 ($0.07/Count) ~~$23.79~~

$17.02 with Subscribe & Save discount

Get it as soon as **Tomorrow, Aug 12**

FREE Shipping on orders over $25 shipped by Amazon

More Buying Choices

$15.29 (7 new offers)



Nature's Bounty Optimal Solutions Extra Strength, 150 Count

Softgels · 150 Count

4.5 out of 5 stars 30,172

$11.21 ~~$18.19~~

$10.65 with Subscribe & Save discount

Get it as soon as **Tomorrow, Aug 12**

FREE Shipping on orders over $25 shipped by Amazon

More Buying Choices

$10.35 (18 new offers)



Biotin, Keratin & Collagen Pills – Fish Collagen & Biotin Vitamins for Hair, Skin, and Nails - Made in The USA - Collagen Peptides, Keratin & Biotin...

60 Count (Pack of 1)

4.5 out of 5 stars 4,672

$20.89 ($0.35/Count) ~~$29.95~~

Save more with Subscribe & Save

Get it as soon as **Tomorrow, Aug 12**

FREE Shipping on orders over $25 shipped by Amazon



Glucosamine with Chondroitin Turmeric MSM Boswellia. Supports Occasional Joint Discomfort Relief. Helps Inflammatory Response,...

90 Count (Pack of 1)

4.5 out of 5 stars 21,343

$26.87 ($0.30/Count)

$25.53 with Subscribe & Save discount

Get it as soon as **Tomorrow, Aug 12**

FREE Shipping by Amazon









The COVID-19 pandemic created a surge in demand for vitamins and supplements as consumers prioritized their health, with estimates of **12%** to **22%** growth in sales in 2020. Not surprisingly, most of this growth took place online, leading the Nutrition Business Journal to predict that e-commerce sales would grow from 10% of the vitamins and supplements market in 2019 to **20% by 2023.**

Recent survey data indicates that demand will keep growing as consumers continue to focus on health and wellness, even as COVID cases decline.

For vitamins and supplements manufacturers, more demand has naturally led to more sales. But it has also led to increasing competition for advertising space, as this market leader of wellness products recently discovered.



The Challenge



As the first New Year's period of the COVID-19 era approached, this large household brand wanted to take advantage of seasonal demand for health and wellness products to take its business to another level. It recognized that it was working in an increasingly competitive space, the company set a goal of winning market share by appearing at the top of Amazon's search results page.

Specifically, it prioritized:

1. **Improving Top 3 Share of Voice in Q1.**
   Like most players in the health and wellness space, they spend more on advertising in Q1 than at any other time of year. Instead of just serving ads anywhere on Amazon, their products would be competing with everyone else, they wanted to improve their position in the top 3 — despite the high cost of doing so.

2. **Maintaining momentum through organic SOV.**
   Aware that advertising spend would drop in Q2, our customer wanted to create lasting momentum to carry it through that period. They understood that increasing the presence of their products in the top 3 search results would trickle down to an increase in organic SOV in the long run.

The Solution

CIQ Unified, a combined advertising and sales module from CommercelQ that applies machine learning and scalable automations to optimize e-commerce business outcomes. **CIQ Managed Services** to grow SOV and increase advertising efficiency.

Key benefits included:

- **Top-of-search bidding.**
  Customized rules around top-of-search advertising, bidding up whenever SOV falls below a certain threshold for important keywords. Supported by thousands of automations targeting search terms where ad spend could be allocated most efficiently.

- **Retail-aware advertising.**
  Automations paused advertising on SKUs that were unavailable or had extended ship windows.

- **Continuous usage of automations.**
  Tools such as Hourly Bidder, Campaign Optimizer, and Budget Optimizer helped improve strong performing keywords and campaigns through daily performance optimizations, created more efficient spend to open opportunities to invest on more targets and products, and ensured that monthly pacing was consistent across all brands.

Measuring the Results of Automation

Example I: Increasing Share of Voice

Share of Voice rules were applied to tracked keywords. If Share of Voice for specific keyword sets was under a certain paid SOV threshold (e.g. under 20%) while also performing well (2+ ROAS) over the last 14 days, the bid was increased by 10%. These rules kept running for the company's main categories across around 10 brands to continue increasing paid SOV, with the goal of accelerating organic ranking improvement.

Result: Total Top 3 SOV on generic vitamin keywords increased to 0.82% with 2% less spend (Jan-Mar)

Example II: Reducing cost per click

CommercelQ designed approximately six to eight ROAS improvement strategies aimed at decreasing bids for underperforming keywords, which helped keep efficiency in check while simultaneously improving ad relevance for the keywords being targeted. Over time, as the company continued to increase sales against priority keywords, it was able to reduce CPC due to better ranking on those keywords.

Result: 12.27% decrease in CPC in Q1 2021 compared to the previous quarter

Example III: Utilizing Hourly Bidder to Improve Ad Engagement

CommercelQ used an extensive day parting strategy designed to maximize spend throughout the day by increasing and decreasing bids and budgets on an hourly basis; these automations even varied depending on day of the week. By ensuring that campaigns were most active during the highest trafficked and converting times of the day for the category, their products were able to achieve higher CTR and Conversion in the two months following implementation of this strategy.

Result: CTR +0.06%, 1-Day Conversion +2.73%, 7-Day Conversion +3.02%, 14-Day Conversion +0.11% (Jun-Jul 2021 vs Apr-May 2021)





Problem

- Improving Share of Voice to capture market share
- Increasing the efficiency of advertising spend

Solution

- CIQ Unified (advertising and sales) with Managed Services

Results

(Q1 2021 vs Q4 2020)

↑ 0.82% Top 3 SOV on generic vitamin KWs with 2% less spend

↑ 6.93% Improvement in return on ad spend

↓ 12.27% Decrease in cost per click

> **"CommerceIQ has enabled my team to operate at the pace needed to win in the market. Issues that would take weeks to identify are now being flagged and resolved on the same day."**

Stephen Mischel,
E-commerce Sales Team Lead

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About CommerceIQ

CommerceIQ is the leading Retail Ecommerce Management Platform, powering profitable market share growth for consumer brands across 450 global online retailers in 41 countries. CommerceIQ's all-in-one platform applies machine learning across sales, supply chain, and retail media automations, along with digital shelf analytics, to create a single source of truth that empowers brands to boost share-of-voice (SOV), minimize out-of-stock (OOS), optimize assortment and inventory, and prevent revenue leakage. More than 2,200 brands globally, including Nestle, Colgate, and Whirlpool, trust CommerceIQ to manage and grow their retail ecommerce businesses across global retailers including Amazon, Walmart, and Instacart. CommerceIQ has raised $200 million from venture investors including Softbank, Insight Partners, and Madrona Venture Group.

Trusted by

Johnson & Johnson · Bayer · Spectrum Brands · Mars · Mondelēz International · Nature's Bounty · Nestlé · Colgate · Hill's · Hamilton Beach · Kimberly-Clark · Duracell · Whirlpool · Ferrara · Henkel · Georgia-Pacific · greenworks · Hallmark



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