



5 PIVOTAL KPIs FOR YOUR DIGITAL SHELF

Heading Towards Growth of Your Digital Shelf

EXPLORE GUIDE



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Choosing the best KPIs for Digital Shelf?



While you choose the **KPIs** to track your business growth, there's one crucial question to answer.

How do you know that the KPIs you've chosen to track are **worth measuring**?

Here are some **key characteristics of KPIs** that would help you answer the above question:

1. Impact on bottom line
2. Real-time measurement and monitoring
3. Actionable for immediate changes
4. Organization-wide visibility
5. Realistic and achievable

It's crucial for an eCommerce business to choose the right KPIs to track their journey of **Digital Maturity** for growth.

Here are some questions you can answer to choose the right KPIs:

- Are the KPIs aligned with my business goals?
- Is my business maturing enough to track and measure the chosen KPIs?
- Does my team have the necessary resources and expertise for tracking the KPIs?
- Can my team measure the KPIs accurately and efficiently?
- Can my team influence the KPI outcomes through their actions and decisions?

5 Pivotal KPIs for Your Digital Shelf



1. Product Assortments

Product assortment refers to the range and variety of products or services offered by a business within a specific product category or line. It involves **carefully** selecting and organizing products to meet customer needs, preferences, and market demand.

A well-curated product assortment takes into account factors such as customer demographics, market trends, competitor offerings, and business objectives. It aims to provide customers with a diverse selection of products that cater to different tastes, requirements, and price points.

A study conducted by **Nielsen** found that brands offering a comprehensive product assortment online experience a significant **50% increase** in customer conversion rates compared to those with limited offerings. However, achieving the right balance in product selection can be challenging as holding a wide product range can lead to excess inventory and dead stock, while a narrow selection

may fail to meet customer demand and result in lost opportunities.

Retailers need to consider **different** assortment strategies based on their target market, such as wider assortments that offer extensive choices, deep assortments that focus on specific product categories, and localized assortments that cater to regional preferences.

2. Optimised PDPs

PDPs are directly linked to **conversion rates** and share of voice. Hence, it's essential to optimise PDPs as customers convert when they are fully satisfied with the product details you provide them.

The **Digital shelf** is all about everything online where the customers cannot touch and feel the products and hence rely solely upon the details you provide them. Rich product content with images or videos helps customers understand the products better.



Here's how you can optimise your product detail pages:

Using High Quality images and videos: Offer immersive experiences to your customers with a complete view of the product from all angles.

Optimized Content: Make sure to mention clear and accurate descriptions along with features, benefits, and specifications. According to a survey, [73% of consumers](#) believe that having detailed product content is essential in making an informed purchasing decision.

Include Customer Reviews and Rating: While Reviews and ratings provide social proof and build trust with potential buyers, according to a survey, [67% consumers](#) consider online reviews to make an informed purchasing decision.

Optimise for Mobile: Increasing number of customers shop using their mobile phones. Make sure the page loads quickly and all elements are easily viewable on a small screen.

Include Call-To-Action: A clear CTA to encourage customers to make a purchase and place it above the fold for maximum visibility.

3. Search Placement

Just how a buyer looks at your physical shelf and the placement of products, it's similar with the digital shelf so optimising where your products appear on the search result pages is important as it directly impacts a website's visibility and traffic.

Optimal search placement can be achieved by purchasing headline banner advertisements or by sponsoring top-ranking spots in search results. Another effective tactic is to focus on improving organic search results through search engine optimization techniques.

This involves incorporating relevant keywords into product descriptions and ensuring that all necessary content components are included.



You can monitor it by taking note that how many of your products appear on page number one of the search results. While it's important to analyse the current share of search, continuously trying to improve can give the desired results.

4. Product Availability

Product availability is crucial when there are peak retail periods and hence one of the pivotal KPI is product availability.

Tracking OOS rates can help brands or retailers to manage the supply accordingly and restock the inventory before anything goes out-of-stock and can bridge the gap between the demand and supply of their products. Hence it makes it very important to track stock data elaborately.

If a customer cannot find a product needed in your store, they are highly likely to go to our competitor. Hence all your investments to get customers to a step before conversion would go futile.

According to [Statista](#), 56% of online shoppers were unable to purchase products due to out-of-stock as of June 2022 which implies either these shoppers left the buying journey disappointed or turned to the competitors to buy similar products.

According to a report by [McKinsey](#) more than 60% of US consumers faced issues of out-of-stock products during the months of July-September in 2021.

Most customers, 39%, opted to switch brands or products, while 32% decided to switch retailers entirely.

These statistics suggest that product availability and inventory management are crucial factors for businesses to consider when trying to retain their customer base and avoid sales loss.

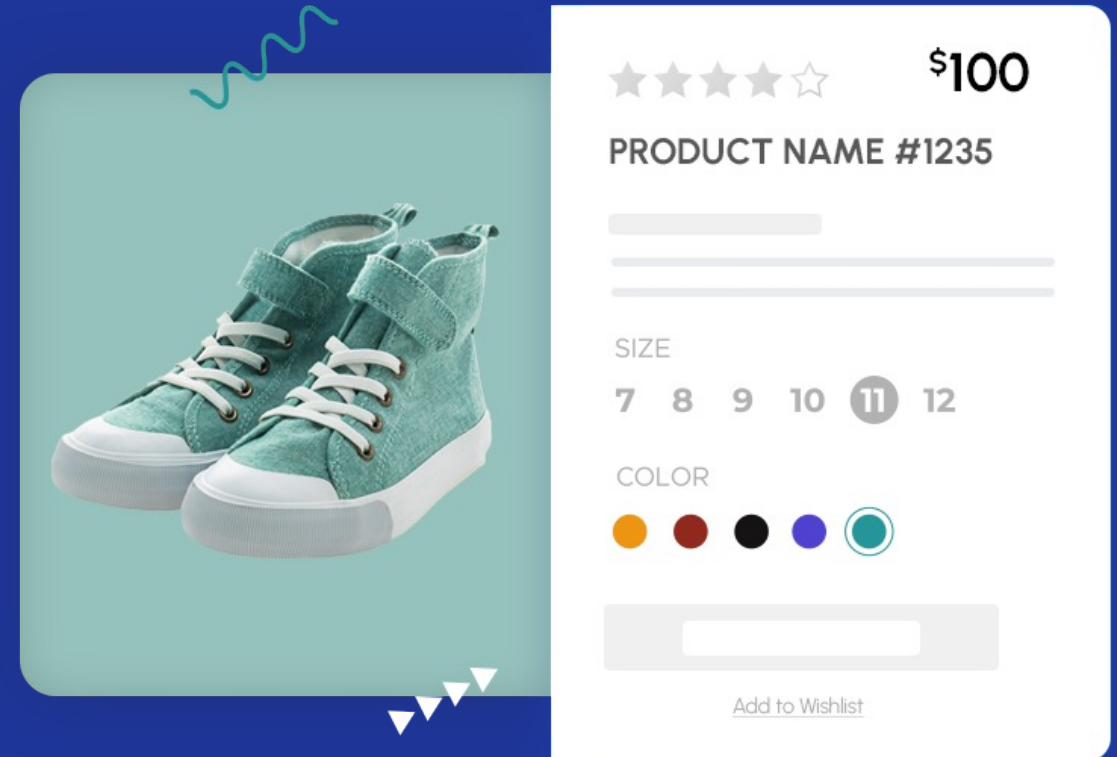


4. Abandoned Cart Rate

Cart Abandonment Rate is one of the key performance indicators (KPI) for the digital shelf because it provides insights into customer behaviour and helps identify potential barriers or issues in the purchasing process.

The average cart abandonment rate is 69.99% (average of around 48 shopping cart abandonment studies), as reported by the [Baymard Institute](#).

This means that only around three out of ten customers who add items to their shopping carts complete their purchase, highlighting the challenge of optimizing the customer journey for improved conversions.



Outcomes of Effectively Managing these KPIs



Outcomes of effectively managing these KPIs Managing the above-mentioned KPI's can have a significant impact on your Digital Shelf by improving various metrics.

Product Assortment

By providing a wider range of complementary products or product variations, you can encourage customers to add more items to their shopping carts, thus increasing the Average Order Value. Moreover, optimizing product assortment ensures that inventory matches customer demand, reducing the likelihood of excess stock, hence, lowering **Dead Stock**.

Impact of optimising PDPs

Well-optimised PDPs can enhance the likelihood of conversions by providing clear product information, appealing visuals and persuasive product descriptions for the users and hence increasing the Conversion Rate. A better user experience with the optimised PDPs also reduces Bounce Rate indicating more engagement.

Search Placement





A higher search placement increases the visibility of your digital shelf products leading to more organic search traffic.

More organic traffic is directly proportional to potential customers. It also results in an increased Click Through Rate as buyers are highly likely to click on the products displayed prominently on the search pages.

Product Availability

Minimizing out-of-stock occurrences can prevent potential sales losses and ensure more revenue generation. This has a major impact on the sales revenue. Also, it allows customers to purchase the desired products without any disappointments, hence increasing customer satisfaction.



Id	Image	Name	Action
#2329		Blue Shoes	...
#2331		Yellow Shoes	
#2441		Red Shoes	
#2436		Brown Shoes	



Abandoned Cart Rates

The abandoned cart rate reflects User Experience on your digital shelf, indicating potential hurdles like a complicated checkout process, unexpected costs, or technical issues.

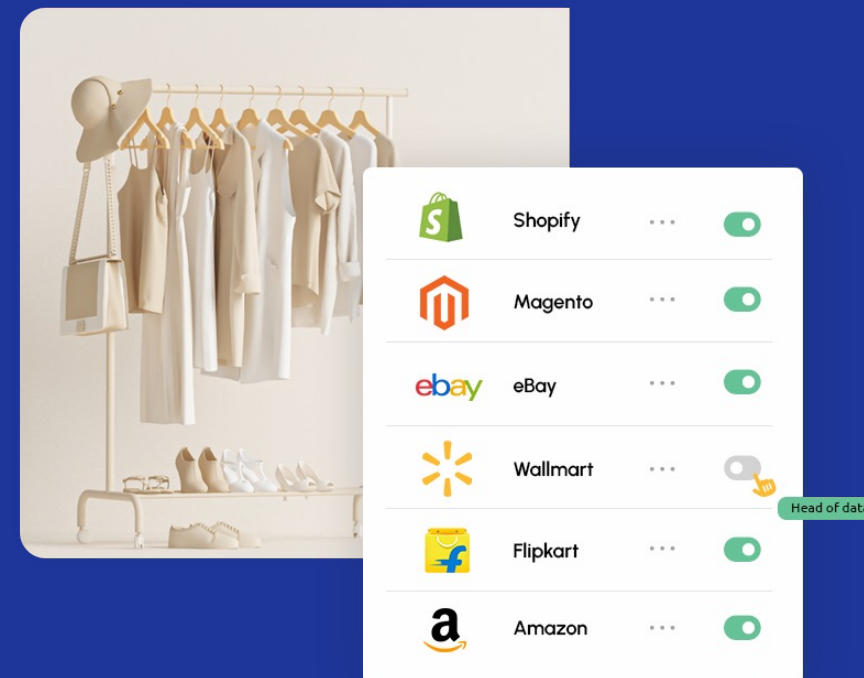
Optimizing the user experience reduces cart abandonment and improves the purchasing journey. Also, tracking the abandoned cart rate helps assess customer engagement and loyalty, allowing you to address concerns and enhance customer satisfaction.

Evolving your Digital Shelf

Mentioned in the Guide are some of the most crucial KPIs to measure for the growth of your Digital Shelf and ultimately its success. There are many KPIs one can measure but understanding the outcomes and choosing the right ones makes all the difference. Too many KPIs can hamper growth in the long run because they become dreamy goals to achieve.

BetterCommerce PIM

Develop a comprehensive understanding of your digital shelf performance with BetterCommerce PIM and enhance your overall performance. Request a guided demo of BetterCommerce PIM and see first-hand how it can help your eCommerce team, to develop a winning strategy. Make data-driven decisions that will drive scalability for your business.



Talk to us today for a customised demo
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