

Digital shelf capabilities checklist

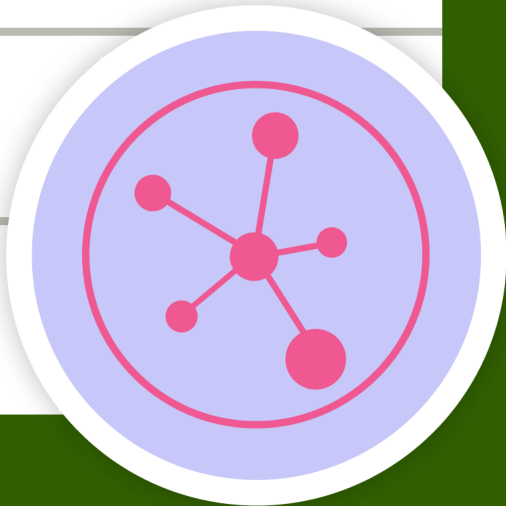


Data collection

✓	Geo-complete scraping (points of sale) - all locations/ postcode scraping
✓	Apps coverage
✓	Access to competitor data
✓	Quick commerce retailers
✓	Time to launch new retailers (under 2 months)
✓	Scraping continuity (no blockages/interruption)
✓	Amazon & Retailers.com category-wide scraping

Connectivity

✓	Connectivity to PIM for content
✓	Connectivity with media automation vendors
✓	API to extract data and feed internal database



Standard features

✓	Availability (OOS) including all locations for omnichannel
✓	Search (paid and organic)
✓	Content: compliance (images, titles, descriptions)
✓	Content: count (images, titles, descriptions)
✓	Content: benchmarking
✓	Price & promo
✓	Customizable scorecards and platform
✓	Ratings and reviews
✓	Alerts
✓	Image matching and grading
✓	Hero image detection and comparison



Advanced features

✓	Secondary images
✓	Content guidelines for SEO optimization
✓	Geo-complete analytics (availability, price & promo)
✓	Amazon sales and share estimates
✓	Linking sales data with digital shelf data
✓	Sentiment analysis (reviews)
✓	Eretail media tracking (displays, banners and sponsored)
✓	Recommendations



Portfolio maintenance

✓	Automatic updating of URLs (new product listings detected automatically without manual URL updating)
✓	Access to competitors data (full category)
✓	Categorization of the data (IRI/Nielsen product hierarchy)
✓	EAN/UPC coverage of entire portfolio

Support

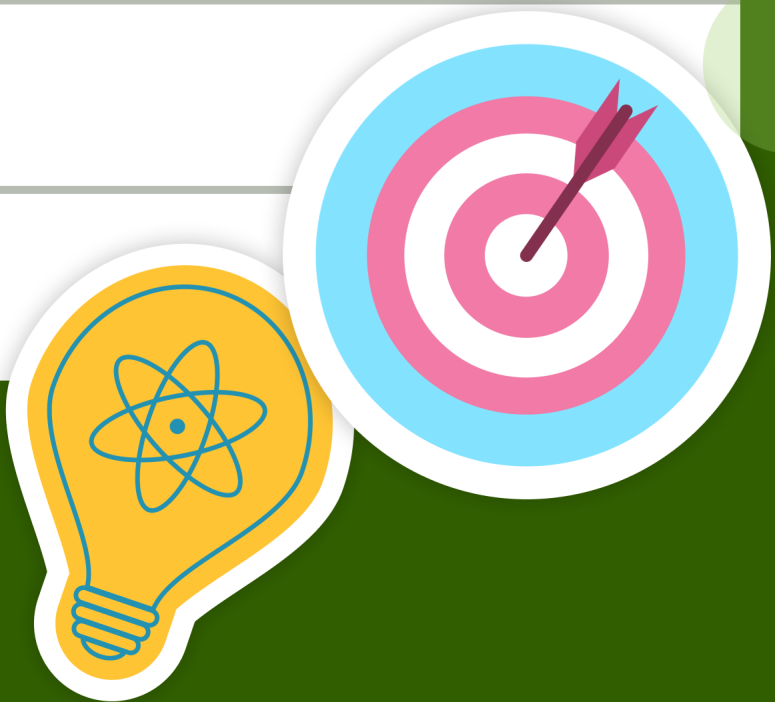


✓	Dedicated consulting support
✓	Insight preparation for retailers meetings
✓	Insight preparation for internal meetings
✓	Regional support (within time zone)



General satisfaction

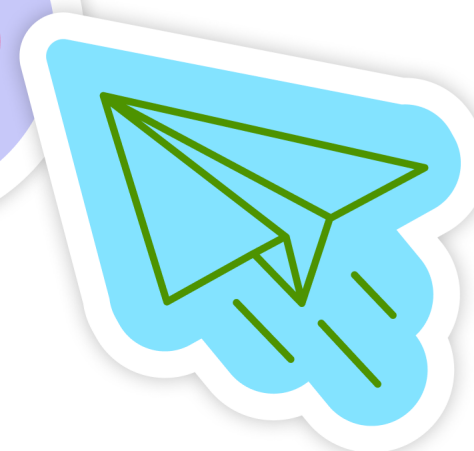
✓	Data accuracy
✓	Data actionability
✓	Portfolio maintenance
✓	Innovation
✓	Quality and volume of support
✓	Coverage of KPIs (media, search,...)
✓	Tool UX



Does your digital provider tick all the boxes?

It should. 🧐

contact@dataimpact.io



If you'd like to have a brief discussion
about it, just let us know!
We'd be pleased to hear from you.