



Platform Overview

All the Digital Shelf Analytics to
Succeed at Speed and Scale

Introduction

All the Digital Shelf Analytics you need to Succeed at Speed and Scale.

World-leading companies use e.fundamentals software to help analyze, mobilize and optimize their brands' performance accross thousands of online stores around the world.

Let us take you through our platform's unique featrure set and show you the benefits of using our service. It's been designed by front-line sales and marketing people to help pepole like you implement significant sales and profit improvements quickly and at scale.



4X
ROI
COMMITMENT

8X
ROI
AVERAGE

Your Digital Shelf Scorecard

93%

↑9%



Contents

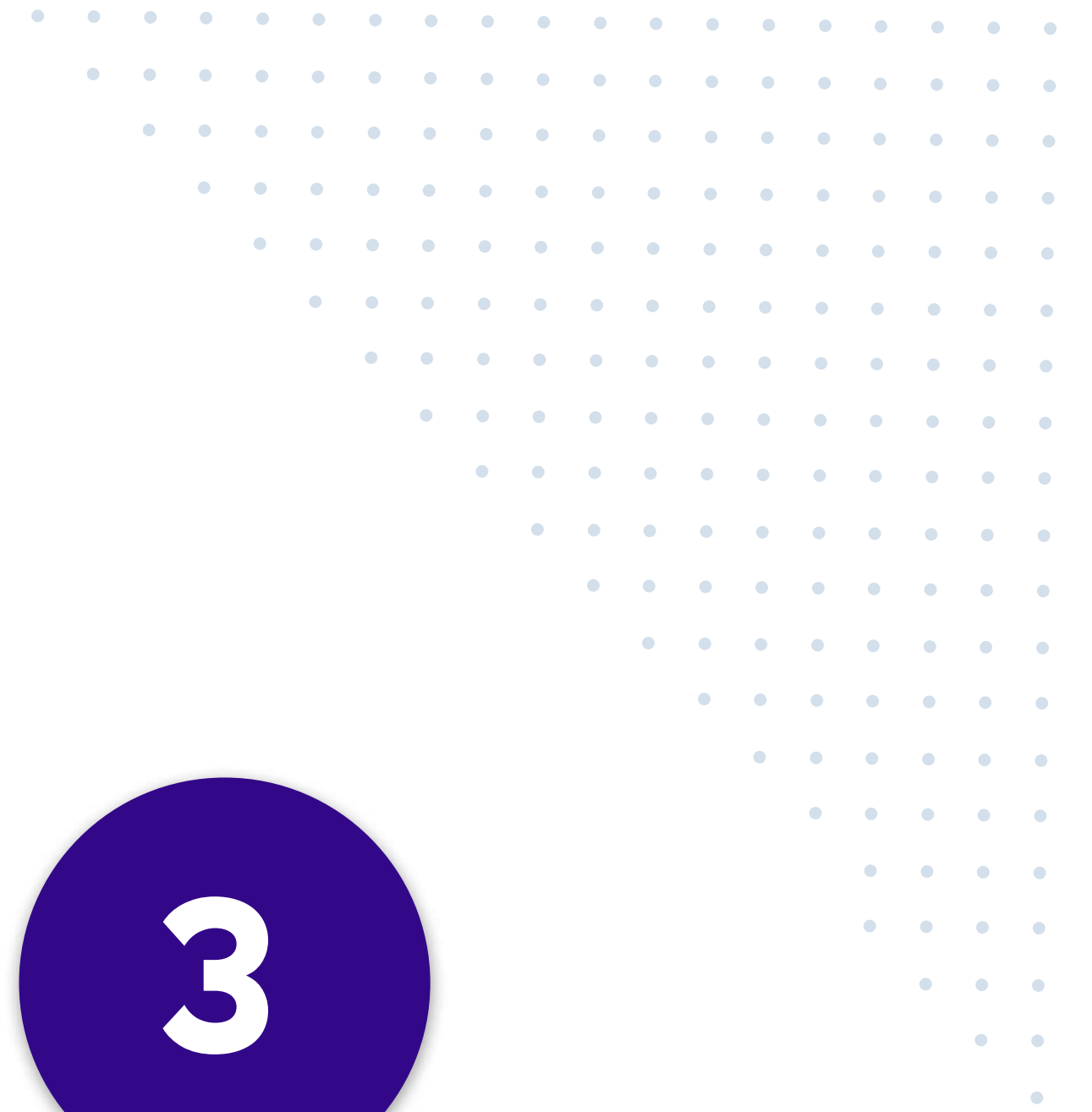
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A photograph of three people sitting around a wooden table in a meeting. A woman on the left is seen from the back, wearing a white sweater and looking at a laptop. A woman in the center is smiling broadly, looking towards the man on the right. The man is wearing glasses and a denim jacket, also smiling and looking at the woman in the center. There are two laptops on the table, a notebook, and glasses of water. The background is a blurred office setting with plants.

3 commitments to our clients

Our commitments



Every insight is a **profit opportunity**



Everything is tailored to your **teams needs**



Every opportunity **can be actioned**



8 fundamentals

Our platform focuses on 8 key areas we believe, if executed correctly, will drive your online sales performance.

The 8 fundamentals are designed to meet the needs of Key Account Management, Brand Management, Category Management, Shopper Marketing, Revenue Growth Management and Senior Management.

Each fundamental ensures you have insights that are relevant, valuable and actionable across your eCommerce teams.



Key benefits

Our solution gathers product data from the online retailers and markets you need.

Our 8 fundamentals present this data to you in a structured way to align to your teams roles and responsibilities. Directing you to the work to be done.

Global coverage

We tackle your data needs by providing actionable CPG retail analytics that provide comprehensive category insight across your retailers, your products, competitor activity, and more. It's a complete view for better, faster decision making with a framework to upskill and scale fast.

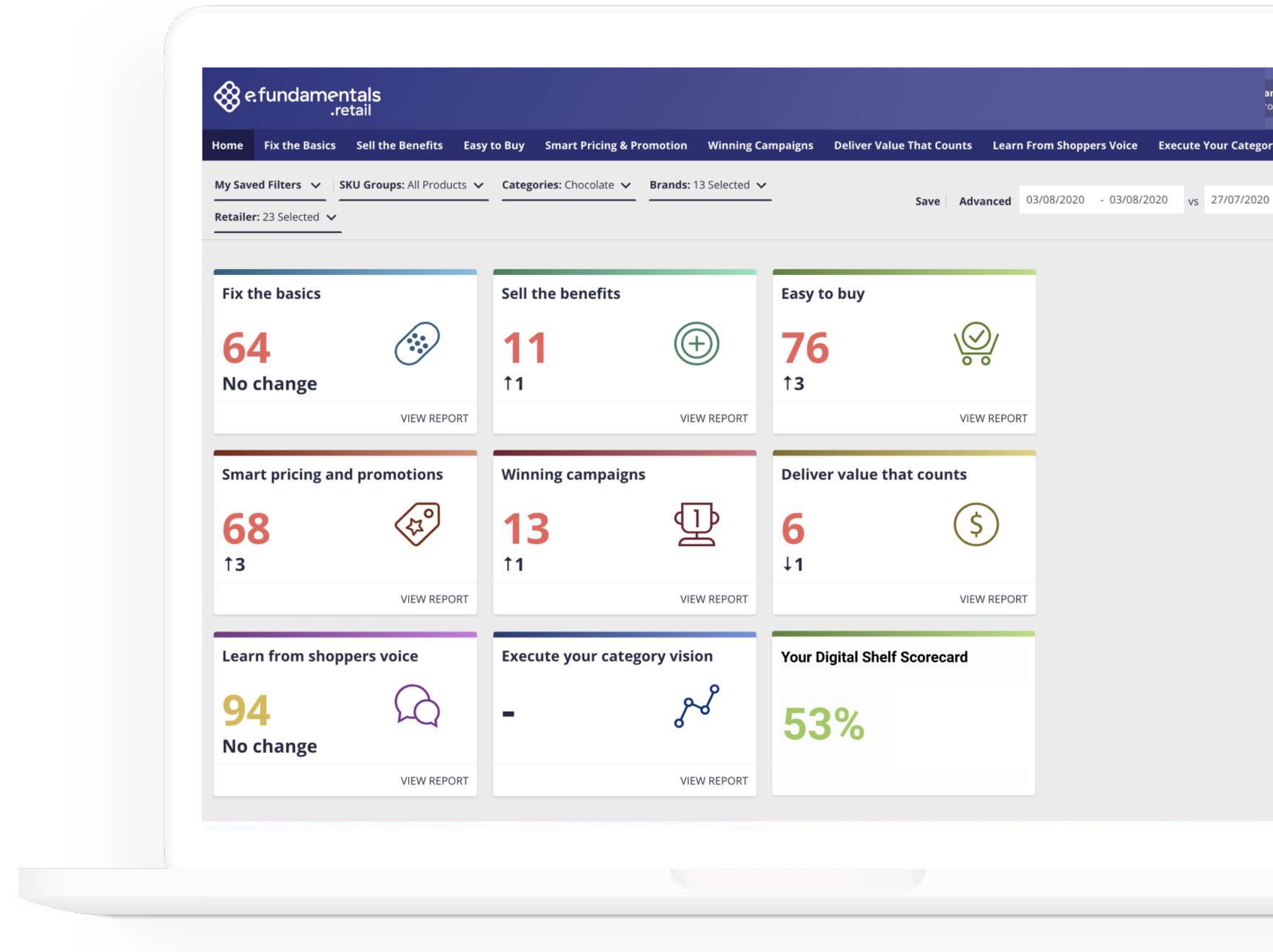


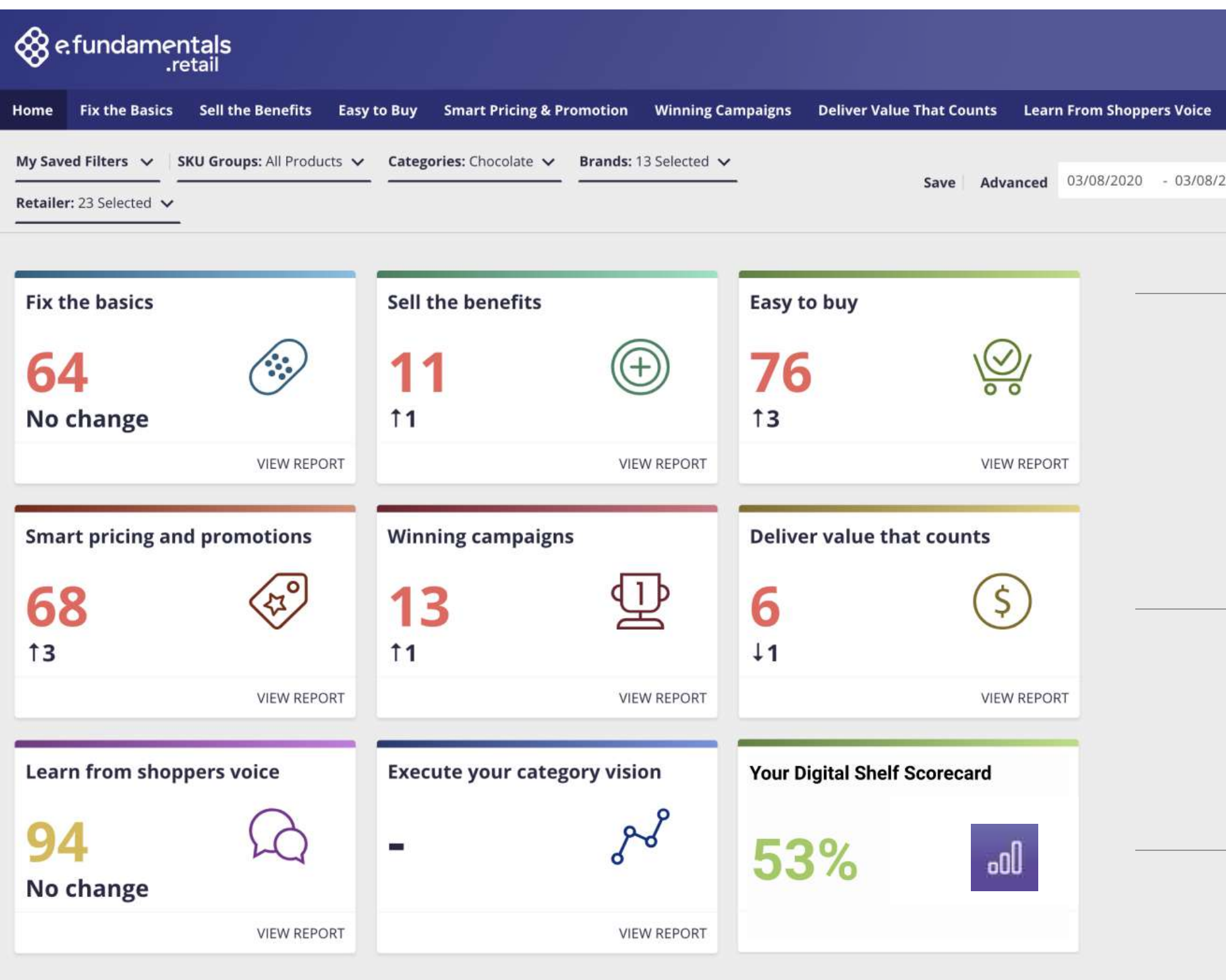
Easy, Visual, Intuitive

Fully executed, the e.fundamentals service will play an important role in securing competitive advantage for your brands online.

To help your teams make sense of the vast array of available data, our interface is designed to collect the required data using our powerful gather, extract and analysis engines and then generate this through a simple and easy to navigate interface.

For your teams this means individuals with different responsibilities will know immediately where to find the insights and actions relevant to their role.





See the big picture at a glance

Maximize presence and win in search

The top row fundamentals reflect the work to be done on product and brand compliance (Fix the Basics and Sell the Benefits). Easy to buy helps you optimize for retail search engines where over 60% of add to baskets occur.

Price promote & range effectively

The middle row fundamentals cover price (Smart Pricing and Promotions), promotional activity (Winning Campaigns) and ranging (Deliver Value That Counts).

Getting beyond the basics

The bottom row fundamentals allow you to discover and understand shopper feedback and retailer alignment to your category vision & strategies. The last fundamental would be tailored to your occasion led strategy, but we have put in some placeholder category drivers for this demo account.

The first is typically used by the Brand and Shopper marketing teams. The last fundamental is additionally used by senior leadership within the organisation who want to understand performance vs strategy.

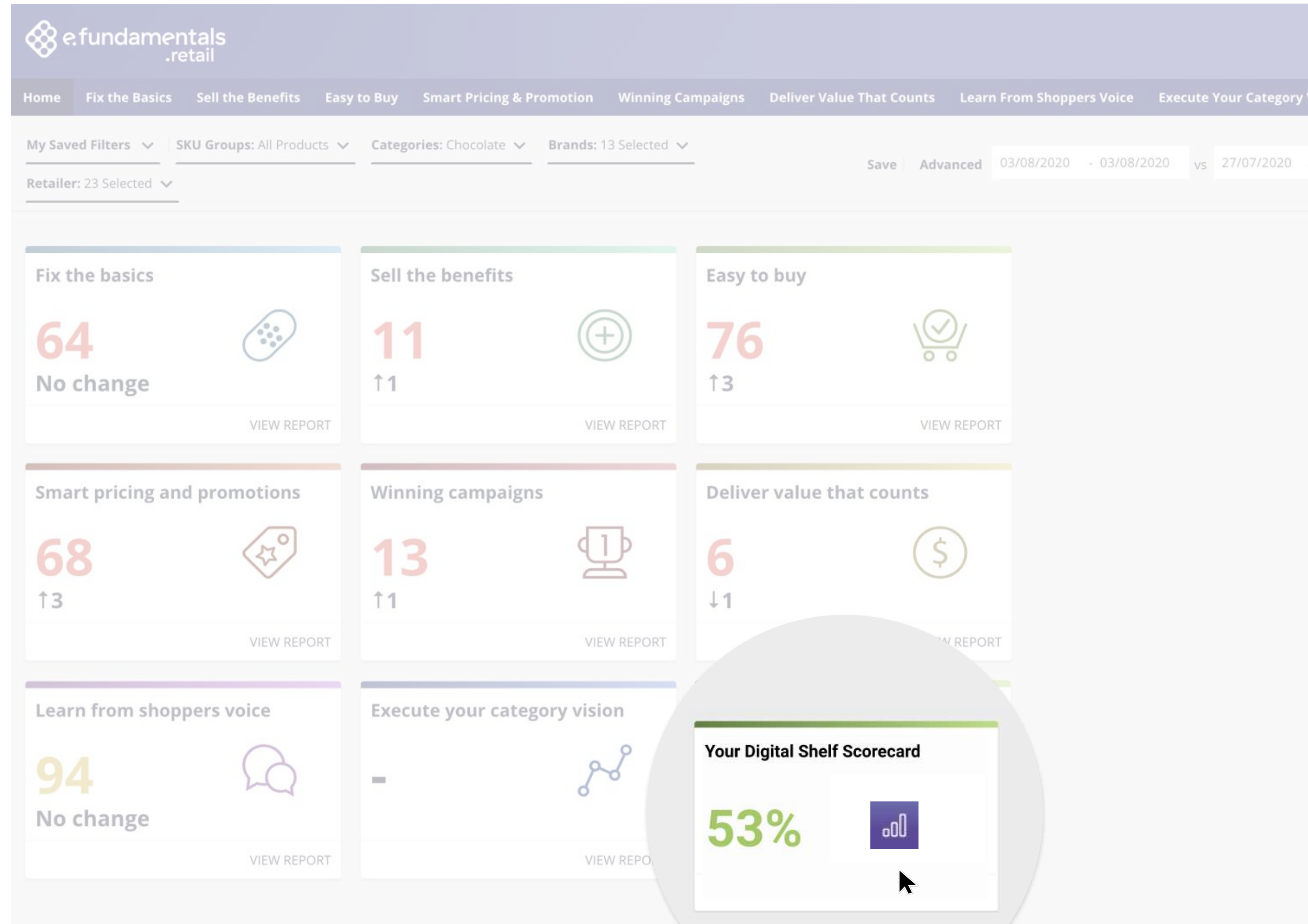


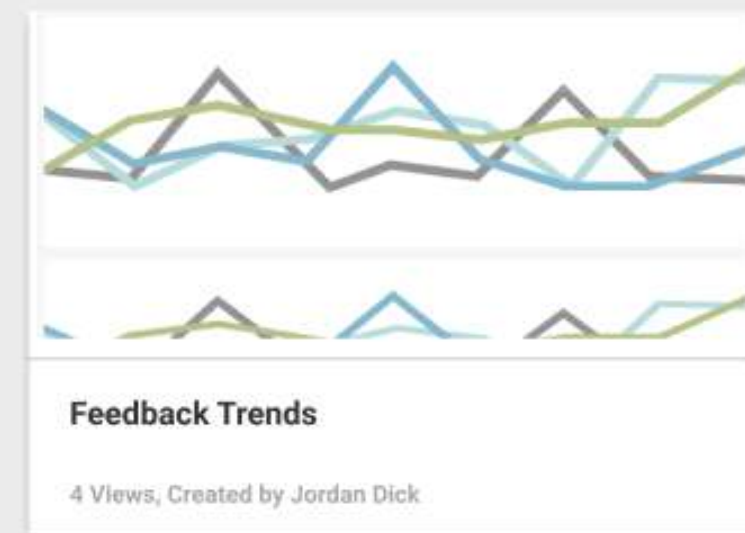
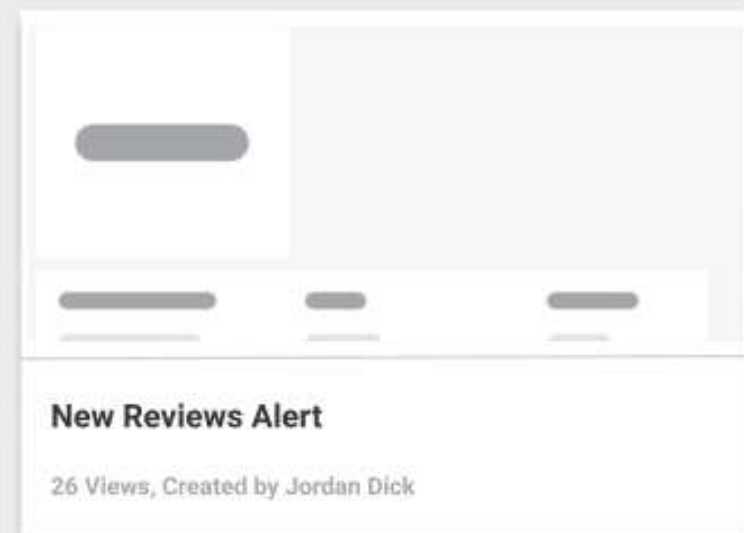
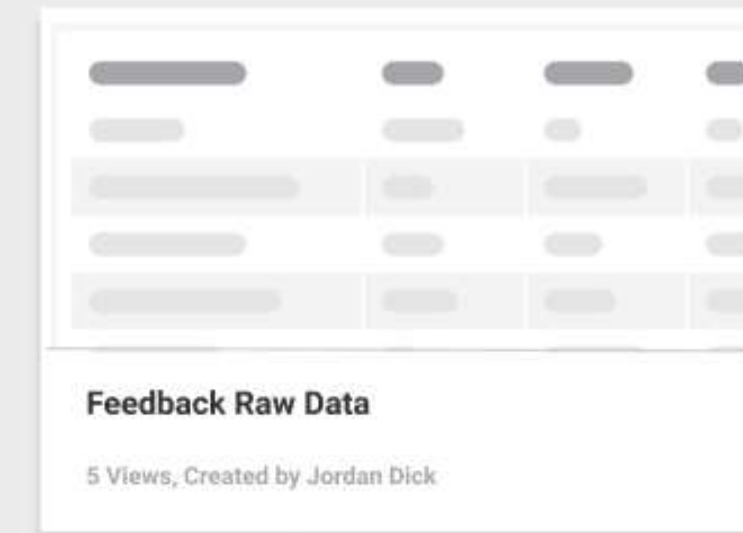
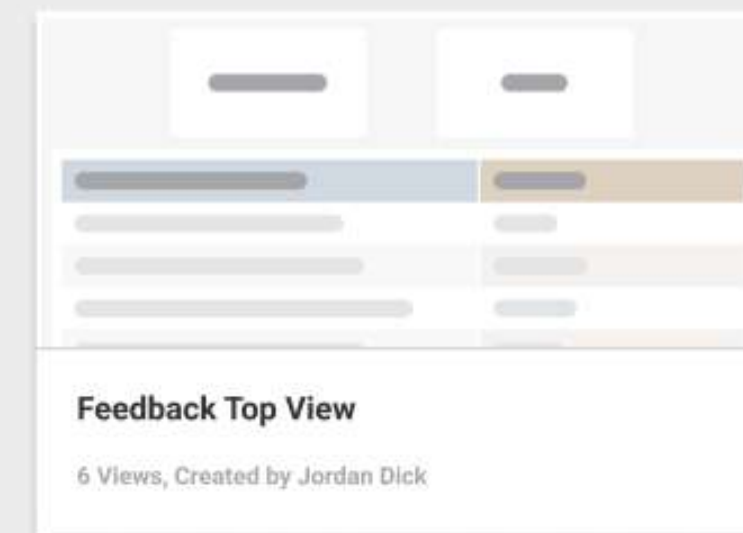
Digital Shelf Scorecard

In addition to our 8 fundamentals, we are able provide a Digital Shelf Scorecard accessible from the homepage. This feature can be used by Senior management to understand performance versus key KPIs by retailer / brand.

Allowing for a deeper level of data access and visibility which can be used to drive priorities and hold teams to account to deliver.

The scorecard can be fully customized, utilizing any of the underlying data set, aligned to your commercial and eCommerce priorities.





Scorecard/s will be configured during the onboarding phase and are accessed from the e.fundamentals home page dashboard. This gives senior managers a snapshot view of performance versus key KPIs – typically content compliance, visibility & search performance and assortment & availability. The relevant metrics can be reported by sales team and brand reflecting the specific client’s organizational structure and split of responsibilities by team.



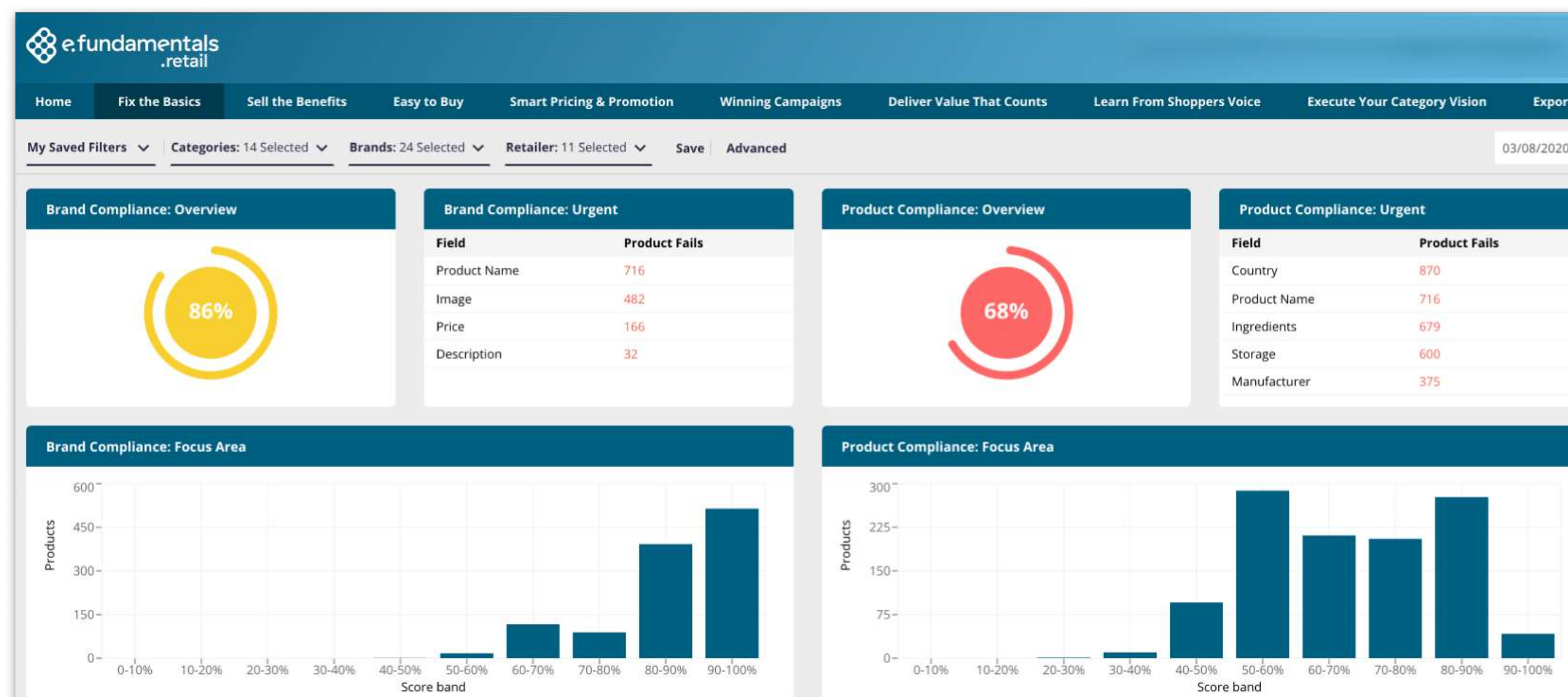


Fix the basics

Ensure your products are listed as intended and comply with all the required regulatory information.

We let you know what products need your attention helping answer two key questions:

1. Do our own brands & branded products **comply with the law?**
2. Are **brand standards** being implemented?





Fix the basics

There are three areas of focus:

- Product Basics
- Product Compliance
- Advanced Content

Hover over the **red** / **yellow** / **green** buttons to see further data on what the problem is with your listing.

This simple color coded system makes it easy for your teams to know where to direct their attention.

The screenshot shows the e.fundamentals .retail interface. At the top, there's a navigation bar with options like Home, Fix the Basics, Sell the Benefits, etc. Below that, there are filter tabs for My Saved Filters, SKU Groups, Categories, Brands, and Retailer. The main content area is divided into three sections: PRODUCT BASICS, PRODUCT COMPLIANCE, and ADVANCED CONTENT. The first section shows a table of products with columns for SCORE, RETAILER, IMAGE, GOLD, PRODUCT NAME, NET QUANTITY, DESCRIPTION, PRICE, GTIN, and LAST SEEN. The second section shows a detailed view for 'Wrigley's 5 Gum Wintermint Ascent (15 ct., 12 pk.)', including a 'View screenshot' button, a 'Last Seen On: 04/20/2021' timestamp, a product description, and a table of key information (PRICE, PRICE PER UNIT, GTIN, LAST SEEN, URL, PROMOTION OFFER, TITLE KEYWORDS). The third section shows a continuation of the product table with five more rows.

SCORE	RETAILER	IMAGE	GOLD	PRODUCT NAME	NET QUANTITY	DESCRIPTION	PRICE	GTIN	LAST SEEN														
100	[Retailer Icon]	[Image]	[Gold Icon]	Wrigley's 5 Gum Wintermint Ascent (15 ct., 12 pk.)	15 ct., 12 pk.	[Green]	\$10.48	00022000127020	04/20/2021														
<p>Wrigley's 5 Gum Wintermint Ascent (15 ct., 12 pk.)</p> <p>View screenshot Last Seen On: 04/20/2021</p> <p>Make sure everyone has a stick of gum with Wrigley's 5® Gum Wintermint Ascent (15 ct., 12 pk.). This large pack contains enough gum to share with family and friends. It's ideal for handing out treats at schools, parties, summer camp and more. Placing this in a waiting room or office break room to give business a little extra buzz. Its vast quantity makes it an excellent choice for concession stands, convenience stores and restocking vending machines. Each packet of this sugar-free gum sits in a cardboard box that provides protection and security. This solid cardboard exterior allows you to stack this item on shelves or in pantries. What's So Special About Wrigley's 5 Gum Wintermint Ascent? This selection features a box of wintermint ascent gum, which has a cool, satisfying flavor that lasts a long time. Each packet is thin and compact, so you can comfortably carry one during the day. Slide this into your pocket, purse or backpack, and you'll be free to indulge in this sugar-free gum at the office, school or the gym. How Can Wrigley's 5 Gum Wintermint Ascent Help Me Since this wintermint ascent gum is full of a refreshing flavor, it can eliminate bad breath almost instantly. When you need to make a good impression and want fresh-smelling breath, this gum can be convenient. Pop one in your mouth before a romantic dinner date or a job interview and you can avoid humiliation. Likewise, some studies suggest that chewing gum can improve concentration, memory and wakefulness while combating stress and anxiety. About the Company This sugar-free gum comes from Mars, Incorporated, which is an American company that produces various products across many industries and sells them all over the world. It's committed to delivering high-quality goods to its customers. However, the company is also passionate about creating a safe, healthy and sustainable world by contributing to communities. Additionally, it's driven to tackle environmental issues and protect the planet.</p> <table border="1"> <tr><td>PRICE:</td><td>\$10.48</td></tr> <tr><td>PRICE PER UNIT:</td><td></td></tr> <tr><td>GTIN:</td><td>00022000127020</td></tr> <tr><td>LAST SEEN:</td><td>Tuesday, April 20th 2021</td></tr> <tr><td>URL:</td><td>https://www.samsclub.com/p/wrigleys-5-gum-wintermint-ascent-sugar-free/prod22523515?xid=plp_product_11</td></tr> <tr><td>PROMOTION OFFER:</td><td></td></tr> <tr><td>TITLE KEYWORDS:</td><td></td></tr> </table>										PRICE:	\$10.48	PRICE PER UNIT:		GTIN:	00022000127020	LAST SEEN:	Tuesday, April 20th 2021	URL:	https://www.samsclub.com/p/wrigleys-5-gum-wintermint-ascent-sugar-free/prod22523515?xid=plp_product_11	PROMOTION OFFER:		TITLE KEYWORDS:	
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PROMOTION OFFER:																							
TITLE KEYWORDS:																							
100	[Retailer Icon]	[Image]	[Gold Icon]	Wrigley's 5 Gum Cobalt Peppermint (15 ct., 12 pk.)	15 ct., 12 pk.	[Green]	\$10.48	00022000127006	04/20/2021														
100	[Retailer Icon]	[Image]	[Gold Icon]	Wrigley's 5 Gum Spearmint Rain (15 ct., 12 pk.)	15 ct., 12 pk.	[Green]	\$10.48	00022000127013	04/20/2021														
100	[Retailer Icon]	[Image]	[Gold Icon]	Wrigley's 5 Gum Peppermint Cobalt (35 ct., 6 pks.)	35 ct., 6 pks.	[Green]	\$12.98	00002200002078	04/20/2021														
100	[Retailer Icon]	[Image]	[Gold Icon]	Wrigley's 5 Spearmint Rain 35 ct Pack	35 ct Package	[Green]	\$3.49	00022000017900	04/20/2021														
100	[Retailer Icon]	[Image]	[Gold Icon]	5 Gum Peppermint Cobalt Sugar Free Chewing Gum, 15 Pie... 15 Pieces (Pack of ...		[Green]	\$31.99		04/20/2021														



e.fundamentals .retail

Currently viewing US Demo Account

Home Fix the Basics Sell the Benefits Easy to Buy Smart Pricing & Promotion Winning Campaigns Deliver Value That Counts Learn From Shoppers Voice Execute Your Category Vision Exports

My Saved Filters SKU Groups: All Products Categories: 8 Selected Brands: 29 Selected Retailer: 24 Selected Save Advanced Search by name or gtin 04/20/2021

PRODUCT BASICS PRODUCT COMPLIANCE ADVANCED CONTENT

SCORE	RETAILER	IMAGE	GOLD	PRODUCT NAME	NET QUANTITY	DESCRIPTION	PRICE	GTIN	LAST SEEN
- 5 164 products									
+	100			<ul style="list-style-type: none"> Wrigley's 5 Gum Wintermint Ascent (15 ct., 12 pk.) Wrigley's 5 Gum Cobalt Peppermint (15 ct., 12 pk.) Wrigley's 5 Gum Spearmint Rain (15 ct., 12 pk.) 	15 ct., 12 pk.		\$10.48	2000127020	04/20/2021
+	100				15 ct., 12 pk.		\$10.48	2000127006	04/20/2021
+	100				15 ct., 12 pk.		\$10.48	2000127013	04/20/2021
+	100				15 ct., 12 pk.		\$10.48	2200002078	04/20/2021
+	100			Wrigley's 5 Spearmint Rain 35 ct Pack	35 ct Package		\$3.49	00022000017900	04/20/2021
+	100			5 Gum Peppermint Cobalt Sugar Free Chewing Gum, 15 Pieces (Pack of 12)...	15 Pieces (Pack of 12)		\$31.99		04/20/2021
+	100			5 Gum, Mystery Mint Chewing Gum, 3 Ct	3 Ct		\$3.24		04/20/2021
+	100			(3 Pack) 5 Gum, Sugar Free Peppermint Cobalt Chewing Gum, 3 Ct	(3 Pack) 3 Ct		\$9.69		04/20/2021

Example of the test we include for measuring product basics across your product names.



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My Saved Filters SKU Groups: All Products Categories: 8 Selected Brands: 29 Selected Retailer: 24 Selected Save Advanced Search by name or gtin 04/20/2021

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<p>Wrigley's 5 Gum Wintermint Ascent (15 ct., 12 pk.)</p> <p>View screenshot Last Seen On: 04/20/2021</p> <p>Make sure everyone has a stick of gum with Wrigley's 5® Gum Wintermint Ascent (15 ct., 12 pk.). This large pack contains enough gum to share with family and friends. It's ideal for handing out treats at schools, parties, summer camp and more. Placing this in a waiting room or office break room to give business a little extra buzz. Its vast quantity makes it an excellent choice for concession stands, convenience stores and restocking vending machines. Each packet of this sugar-free gum sits in a cardboard box that provides protection and security. This solid cardboard exterior allows you to stack this item on shelves or in pantries. What's So Special About Wrigley's 5 Gum Wintermint Ascent? This selection features a box of wintermint ascent gum, which has a cool, satisfying flavor that lasts a long time. Each packet is thin and compact, so you can comfortably carry one during the day. Slide this into your pocket, purse or backpack, and you'll be free to indulge in this sugar-free gum at the office, school or the gym. How Can Wrigley's 5 Gum Wintermint Ascent Help Me Since this wintermint ascent gum is full of a refreshing flavor, it can eliminate bad breath almost instantly. When you need to make a good impression and want fresh-smelling breath, this gum can be convenient. Pop one in your mouth before a romantic dinner date or a job interview and you can avoid humiliation. Likewise, some studies suggest that chewing gum can improve concentration, memory and wakefulness while combating stress and anxiety. About the Company This sugar-free gum comes from Mars, Incorporated, which is an American company that produces various products across many industries and sells them all over the world. It's committed to delivering high-quality goods to its customers. However, the company is also passionate about creating a safe, healthy and sustainable world by contributing to communities. Additionally, it's driven to tackle environmental issues and protect the planet.</p> <p>PRICE: \$10.48 PRICE PER UNIT:</p>										
100				Wrigley's 5 Gum Cobalt Peppermint (15 ct., 12 pk.)	15 ct., 12 pk.		\$10.48	00022000127006	04/20/2021	
100				Wrigley's 5 Gum Spearmint Rain (15 ct., 12 pk.)	15 ct., 12 pk.		\$10.48	00022000127013	04/20/2021	
100				Wrigley's 5 Gum Peppermint Cobalt (35 ct., 6 pks.)	35 ct., 6 pks.		\$12.98	00002200002078	04/20/2021	
100				Wrigley's 5 Spearmint Rain 35 ct Pack	35 ct Package		\$3.49	00022000017900	04/20/2021	

Example of the test we include for measuring product compliance across your product listings. Test against nutritional, regulatory, packaging and more configured to your needs.





Fix the basics

Image recognition

We can help you track the image being used on the retailers site.

With our inbuilt slider you can use this to see a side by side comparison of a live image on a retailer site vs your preferred images.

The screenshot displays the e.fundamentals .retail dashboard. The top navigation bar includes links for Home, Fix the Basics, Sell the Benefits, Easy to Buy, Smart Pricing & Promotion, Winning Campaigns, Deliver Value That Counts, Learn From Shoppers Voice, Execute Your Category Vision, and Exports. The main content area shows a table of products with columns for SCORE, RETAILER, IMAGE, GOLD, PRODUCT NAME, NET QUANTITY, DESCRIPTION, PRICE, GTIN, and LAST SEEN. A circular inset provides a side-by-side comparison of a live image from a retailer site (left) and a preferred image (right) for the 'Chocolate Favorites Variety Bag'. The table lists several products, including 'Chocolate Favorites Variety Bag (Milk Chocolate M&M's Snickers Skittles Caramel M&M's)', 'CANDYMAN 5.6 LB Bundle Chocolate Assortment of Peanut M&M's, Snicke...', '3 Musketeers', 'Dove Chocolate', 'Milky Way', and 'Twix'. Each product row includes a score, retailer, image, gold status, product name, net quantity, description, price, GTIN, and last seen date.

SCORE	RETAILER	IMAGE	GOLD	PRODUCT NAME	NET QUANTITY	DESCRIPTION	PRICE	GTIN	LAST SEEN
75	-	24%	-	75%	-	92%	93%	-	-
80	-	36%	-	80%	-	97%	91%	-	-
72	-	21%	-	74%	-	91%	87%	-	-

We compare the image from your source of truth to the image being displayed on the retailer website. We use a form of heatmapping to detect the image differences and display them in your product image score.





Sell the benefits

Are your brand key selling messages getting through?

Sell the benefits tracks which retailers are listing your products **with the correct USP and sales messages** you expect to see detailed on your products.

The green, yellow, red indicates if the correct content is being displayed in the first 500 characters, being displayed but later (+500) or not being displayed.



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Home Fix the Basics Sell the Benefits Easy to Buy Smart Pricing & Promotion Winning Campaigns Deliver Value That Counts Learn From Shoppers Voice Execute Your Category Vision Exports

My Saved Filters SKU Groups: All Products Categories: 2 Selected Brands: 14 Selected Sub Brands: 4 Selected Retailer: 12 Selected Save Advanced 05/15/2020

Alpen Bars 3 Sub Brands

Alpen Light Bars

BENEFIT STATEMENT	SUMMARY	a (2)	T (4)	A (6)	W (4)	a (0)	S (3)	(4)	a (3)	I (5)	(0)	T (0)	SV (0)
Less than 70 calories per bar	56%	2	4	6	4		3	4	3	5			+
Packed with delicious ingredients	56%	2	4	6	4		3	4	3	5			+
Less than half the fat	61%	2	4	1 5	4		3	4	3	5			+
Suitable for Vegetarians	11%	2	3 1	5 1	4		2 1	3 1	3	4 1			-

SCORE	RETAILER	PRODUCT NAME	PRODUCT DESCRIPTION
0	S Sainsburys	Alpen Light Salted Caramel Cereal Bar ...	Description Mixed cereal bar with salted caramel fudge pieces and a plain chocolate drizzle. Less than 70 calories per bar Packed with delicious ingredients High in Fibre So, you're tryi...
0	S Sainsburys	Alpen Light Jaffa Cake Bars 5x19g	Description Mixed cereal bar with orange flavoured fruity pieces and plain chocolate with a plain chocolate drizzle. Less than 70 calories per bar Packed with delicious ingredients High...

Alpen Protein Bars

BENEFIT STATEMENT	SUMMARY	a (0)	T (2)	A (2)	W (0)	a (0)	S (2)	(2)	a (0)	I (0)	(0)	T (0)	SV (0)
Mountains of taste in every bite	100%		2	2			2	2					+
Packed with delicious ingredients	88%		2	2			2	2					+
Wholegrain wheat flakes	100%		2	2			2	2					+
100% more protein	100%		2	2			2	2					+
Suitable for vegetarians	0%		2	2			2	2					+

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Home Fix the Basics Sell the Benefits Easy to Buy Smart Pricing & Promotion Winning Campaigns Deliver Value That Counts Learn From Shoppers Voice Execute Your Category Vision Exports

My Saved Filters SKU Groups: All Products Categories: 2 Selected Brands: 14 Selected Sub Brands: 4 Selected Retailer: 12 Selected Save Advanced 05/15/2020

Alpen Bars 3 Sub Brands

Alpen Light Bars

BENEFIT STATEMENT	SUMMARY	a (2)	T (4)	A (6)	W (4)	a (0)	S (3)	(4)	a (3)	I (5)	C (0)	T (0)	SV
Less than 70 calories per bar	56%	2	4	6	4	3	4	3	5				
Packed with delicious ingredients	56%	2	4	6	4	3	4	3	5				
Less than half the fat	61%	2	4	1 5	4	3	4	3	5				
Suitable for Vegetarians	11%	2	3 1	5 1	4	2 1	3 1	3	4 1	4			
SCORE	RETAILER	PRODUCT NAME		PRODUCT DESCRIPTION									
0	S Sainsburys	Alpen Light Salted Caramel Cereal Bar ...		Description Mixed cereal bar with salted caramel fudge pieces and a plain chocolate drizzle. Less than 70 calories per bar Packed with d									
0	S Sainsburys	Alpen Light Jaffa Cake Bars 5x19g		Description Mixed cereal bar with orange flavoured fruity pieces and plain chocolate with a plain chocolate drizzle. Less than 70 calories									
Mountains of taste in every bite	63%	2	4	6	4	3	4	3	5				

Alpen Protein Bars

BENEFIT STATEMENT	SUMMARY	a (0)	T (2)	A (2)	W (0)	a (0)	S (2)	(2)	a (0)	I (0)	C (0)		
Mountains of taste in every bite	100%		2	2			2	2					
Packed with delicious ingredients	88%		2	2			2	2					
Wholegrain wheat flakes	100%		2	2			2	2					+
100% more protein	100%		2	2			2	2					+
Suitable for vegetarians	0%		2	2			2	2					+

See by retailer which of your products are not correctly configured to show the correct product messaging. Tracked benefit statements are shown on the left. The color coding makes it easy to see the level of impact. When clicked, the products are listed for review so you can see exactly how the listing appeared on the retailer's website without your intended product messaging.





Smart pricing & promotion

This fundamental provides price alerts once visible to the consumer.

These can be configured to **automatically email** a users inbox.

Smart pricing provides visibility by SKU of changes in pricing across the entire category.

The screenshot shows the 'e.fundamentals .retail' interface. The top navigation bar includes: Home, Fix the Basics, Sell the Benefits, Easy to Buy, Smart Pricing & Promotion (active), Winning Campaigns, Deliver Value That Counts, Learn From Shoppers Voice, Execute Your Category Vision, and Exports. Below the navigation, there are filter options: My Saved Filters, SKU Groups: All Products, Categories: 8 Selected, Brands: 29 Selected, Retailer: 24 Selected, Save, and Advanced. A search bar is present with the text 'Search by name or gtin' and a date range of 04/21/2021 to 04/21/2021. The main content area is titled 'PRICE ALERTS' and includes sub-tabs for PRICING ARCHITECTURE and PRICE TRENDS. A note states: 'This report is updated continuously - as price changes are discovered by our system throughout the day.' There are filters for 'On Price', 'Price Increases', 'Price Reductions', 'On Promotion', and 'All'. The main table is titled 'Price Alerts' and shows 335 products. The table columns are: DATE, RETAILER, GTIN, PRODUCT NAME, WEIGHT, OLD PRICE, NEW PRICE, % CHANGE, and CHANGE TYPE. The table contains 8 rows of data, each with a product image and a price change indicator.

DATE	RETAILER	GTIN	PRODUCT NAME	WEIGHT	OLD PRICE	NEW PRICE	% CHANGE	CHANGE TYPE
21 Apr 21	amazon	6577895705470400	M&M's Peanut Butter Chocolate Candy Theater Box, 3 oz	3oz	\$0.01	\$1.33	13200%	Price Change
21 Apr 21	Target	019000094001	Life Savers, Sugar Free Pep-O-Mints Candy, 2.75 Oz (Single)	2.75oz	\$1.48	\$14.91	907.43%	Price Change
21 Apr 21	Target	040000542841	M And M M&M Crml Rd Wht Blu 38oz	38oz	\$1.00	\$9.74	874%	Promo End
21 Apr 21	Target	040000551898	Twix, Cookies & Creme Chocolate Cookie Bar Candy, 2.72 Oz	2.87oz	\$0.37	\$1.48	300%	Promo End
21 Apr 21	Target	040000555636	M&M'S Milk Chocolate Pastel-Colored Candies, Easter Candy (38 Ounces)	38oz	\$8.98	\$35.71	297.66%	Price Change
21 Apr 21	Target	022000003171	Eclipse Winterfrost Sugar Free Chewing Gum Bottle, 60 Pieces (Single)	1	\$3.32	\$8.62	159.63%	Price Change
21 Apr 21	Target		Snickers, Extreme All Nuts & Caramel, 3.59 Oz	3.59oz	\$3.78	\$9.48	150.79%	Price Change
21 Apr 21	Target		Extra Rockin' Raspberry Lime Sugar Free Chewing Gum Pack, 15 Pieces	1	\$1.00	\$2.48	148%	Price Change



e.fundamentals .retail

Currently viewing EF Ice Cream

Home Fix the Basics Sell the Benefits Easy to Buy Smart Pricing & Promotion Winning Campaigns Deliver Value That Counts Learn From Shoppers Voice Execute Your Category Vision Exports

My Saved Filters SKU Groups: All Products Categories: Ice Cream Brands: 156 Selected Retailer: 8 Selected Save Advanced 05/09/2020 - 05/15/2020

PRICE ALERTS PRICING ARCHITECTURE

This report is updated continuously - as price changes are discovered by our system through

Price Alerts

Price Increases Price Reductions On Promotion All 53 products

DATE	RETAILER	OLD PRICE	NEW PRICE	% CHANGE	CHANGE TYPE	PRODUCT NAME	WEIGHT
12 May 20	Amazon-Prime-Now-UI	£2.00	£3.50	75%	Promo End	Carte D'Or Salty Caramel Ice Cream Dessert, 1000 ml (Frozen)	1L
11 May 20	Amazon-Prime-Now-UI	£2.00	£3.50	75%	Price Change	Carte D'Or Classic Vanilla Light Ice Cream Dessert, 1 Litre (Frozen)	1L
10 May 20	Morrisons	£1.50	£2.50	66.66%	Promo End	Cadbury Freddo Ice Cream Sandwich 6 x 55L	6 x 55ml
11 May 20	Amazon-Prime-Now-UI	£1.00	£1.60	65%	Price Change	Viennetta Vanilla Ice Cream, 650 ml (Frozen)	650ml
13 May 20	Sainsburys	£2.00	£3.00	50%	Promo End	Cornetto Made with Soy & Gluten Free Ice Cream Cone 4x90ml	4 x 90ml
15 May 20	Iceland	£2.00	£3.00	50%	Promo End	Fab Strawberry Fruity Lollies 12 x 58ml	12 x 58ml
15 May 20	Iceland	£2.00	£3.00	50%	Price Change	Rowntree's Fruit Pastilles Lollies 8 x 65ml	8 x 65ml
13 May 20	Amazon-Prime-Now-UI	£3.50	£1.75	-50%	Promo Start	Carte D'Or Salty Caramel Ice Cream Dessert, 1000 ml (Frozen)	1L
13 May 20	Amazon-Prime-Now-UI	£3.50	£1.75	-50%	Promo Start	Carte D'Or Classic Vanilla Ice Cream Dessert, 1 Litre (Frozen)	1L
11 May 20	Morrisons	£3.80	£2.00	-50%	Promo Start	Magnum Double Mochaccino Ice Cream x 3 3 x 88ml	3 x 88ml

Get a clear view of pricing activity across you and your competitors' key products, brands and categories by retailer. See the % change, the change type (Promo, Price change, Promo End or Promotion Start). Helping you understand the market and utilize as an early warning indicator to potential trade issues.





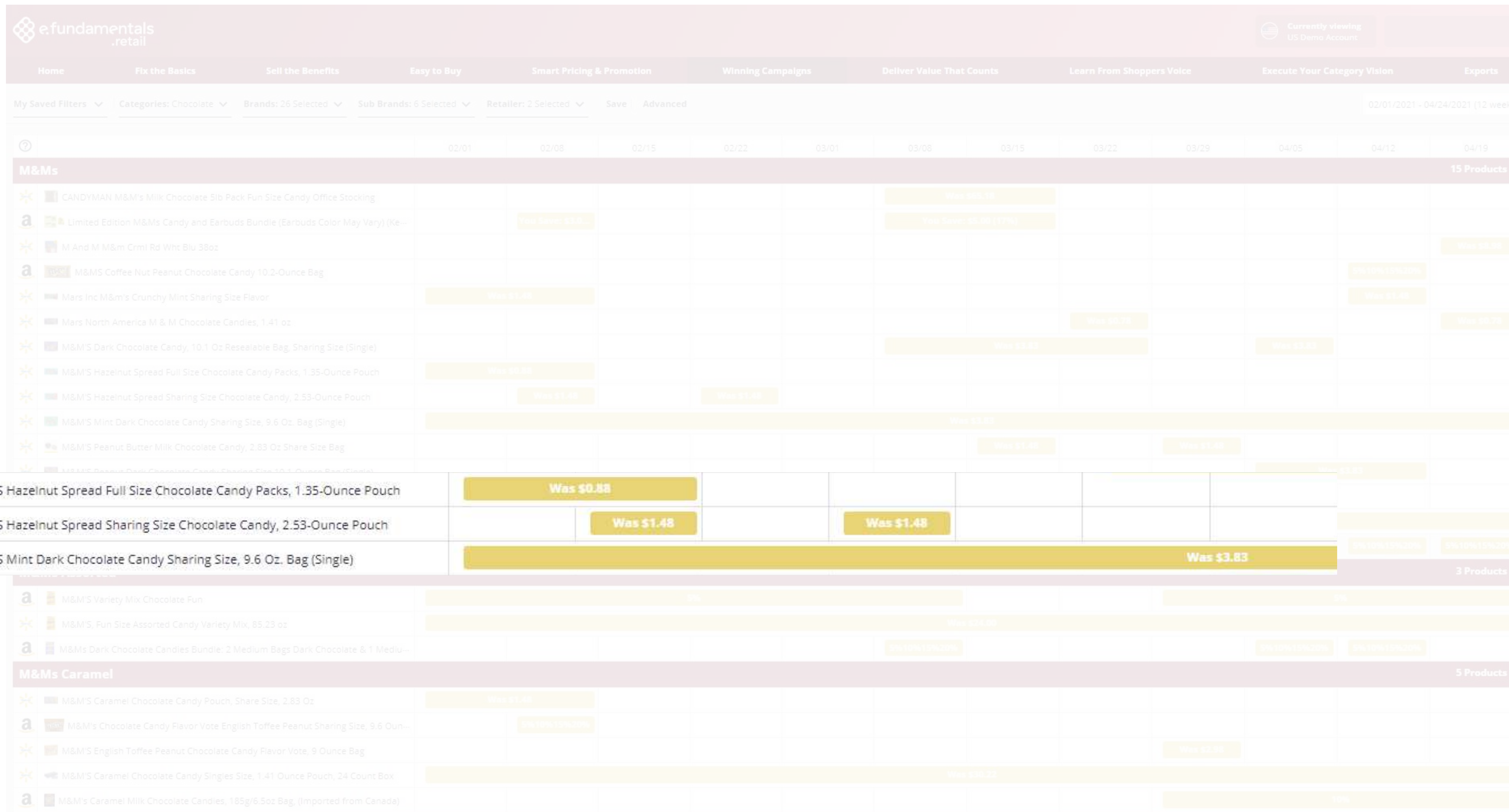
Winning campaigns

Promotions are captured as a perpetual calendar, addressing three challenges:

- **View & explain** short volume performance
- Comparing promotion plans with competitors to **assess alternative approaches**
- Preparing for **promotion strategy** discussions

	Banner	Brands	02/01	02/08	02/15	02/22	03/01	03/08	03/15	03/22	03/29	04/05	04/12	04/19	
		Skittles, Starburst, Snickers, M&Ms	Home												
		Snickers	Home												
		Bounty, Always, Pantene, Pampers, Oral-B		Home											
		Bounty, Pampers, Tampax						Home			Home				
		Orbit, Extra	Home												
		Duracell, Kirkland Signature						Home							
		LG, Signature		Home											
		Skittles, Twix, Starburst, Snickers							Category						
		HEB					Home								
		HEB				Home									
		Skittles, Twix, Starburst, Lindt, Snickers							Category						
		Snickers, Mars											Category		





Use the **calendar view** to anticipate promotional activity that could impact your brands sales performance. Click on individual promotions shown to get a view of **historical promotional data** and how the product is actually appearing across the retailer's site. This helps you plan out your eCommerce strategies.



The image shows a screenshot of a Walmart.com product page for 'CANDYMAN M&M's Milk Chocolate 5lb Pack Fun Size Candy Office Stocking'. The product is priced at \$39.99 (originally \$65.18) and is available for free delivery by Monday, March 15. The page features a large image of the candy bag, a '5 POUND' label, and an 'Add to cart' button. A historical snapshot overlay is visible, showing the product page as it appeared on March 10th and March 17th, 2021. The background shows a blurred view of the retailer's website interface, including a navigation menu and a list of products.

View how each products promotion appeared on the retailers site. Click the tabs across the top to review **historical snapshots** of the products promotional listings.





IMAP

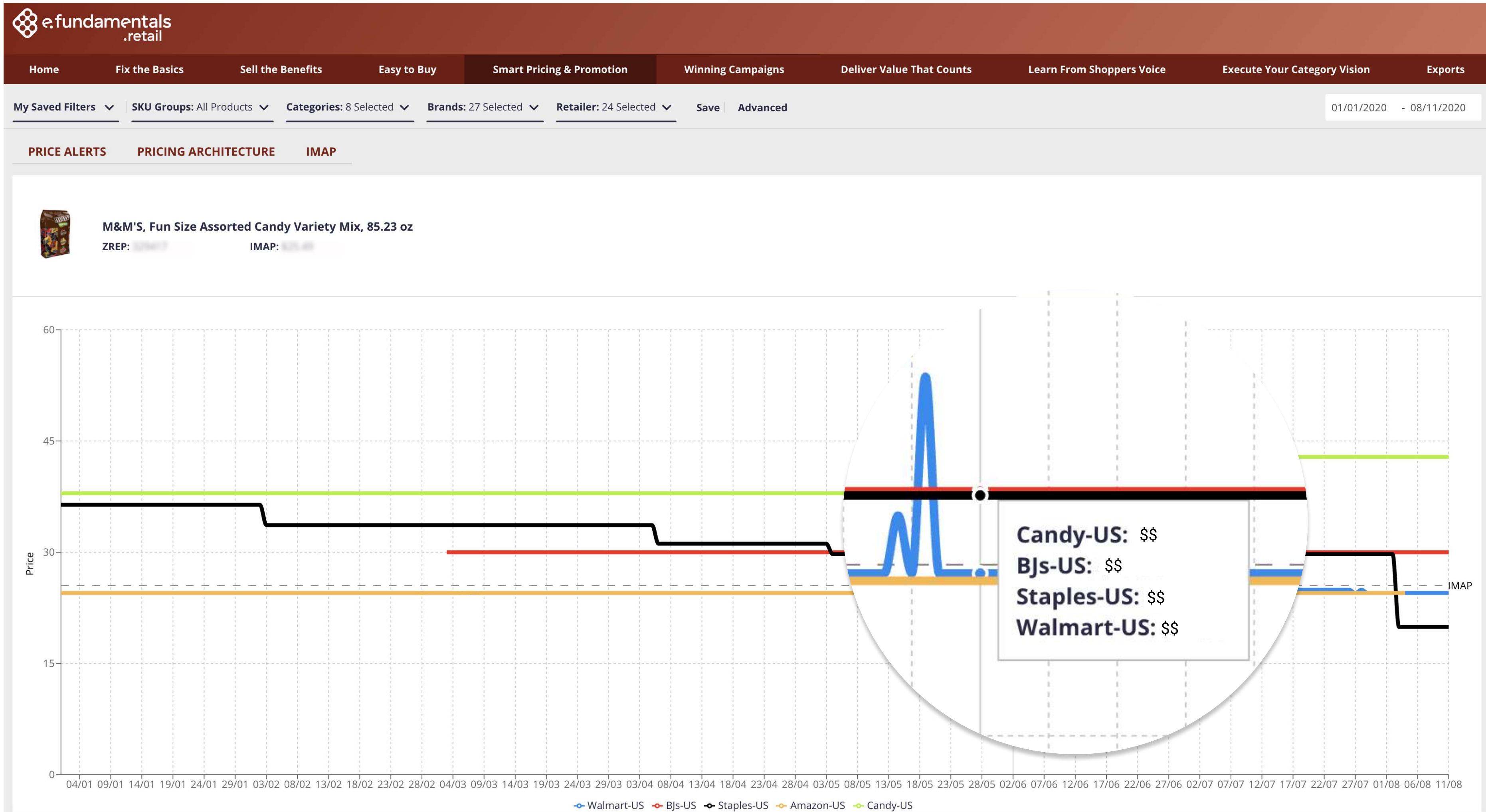
(Internet Minimum Advertised Prices)

Reports IMAP violations for individual SKUs across retailers. A **USA service** that tracks in-market pricing for specified retailers against the Internet Minimum Advertised Price set by you and alerts targeted managers to any violations.

The screenshot displays the e.fundamentals .retail IMAP report interface. The top navigation bar includes links for Home, Fix the Basics, Sell the Benefits, Easy to Buy, Smart Pricing & Promotion, Winning Campaigns, and Deliver Value That Counts. Below the navigation bar, there are filters for My Saved Filters, SKU Groups, Categories, Brands, and Retailer. The main content area is titled 'IMAP' and lists various SKUs with their respective IMAP and Lowest prices. A circular callout highlights a specific violation for 'DOVE PROMISES Variety Mix Chocolate Candy' on 11/08/2020, showing a bar chart with 1 violation.

SKU	IMAP	Lowest	Violations
DOVE PROMISES Variety Mix Chocolate Candy 43.07 Ounce 153-Piece Bag	\$	83	11/08/2020 : 1 violations
M&M's Minis 3 Pound Bulk Bag	\$	2	No violations found
SNICKERS, TWIX, MILKY WAY & More Minis Size Easter Candy Bars Variety Mix, 67.2-Ounce 240-Piece Bag	\$		No violations found
M&M'S, Fun Size Assorted Candy Variety Mix, 85.23 oz	\$		No violations found
SNICKERS Creamy Variety Box	\$		No violations found
Orbit Mint Variety Pack, 12 packs total	\$		No violations found
DOVE PROMISES Milk Chocolate Candy, 43.07-Ounce 153-Piece Bag	\$		No violations found
DOVE PROMISES Dark Chocolate Candy 43.07 Ounce 153-Piece Bag	\$		No violations found
SNICKERS, M&M'S, 3 MUSKETEERS & TWIX Full Size Chocolate Candy Bars Variety Mix, 53.68-Ounce 30-Count Box	\$		No violations found





The service checks pricing on SKUs selected. Users can elect to have the alerts as the violation is detected or as a daily or weekly summary. The tracked SKUs and the I-MAP standard are updated as required and ingested automatically by the MAP Tracking Service.

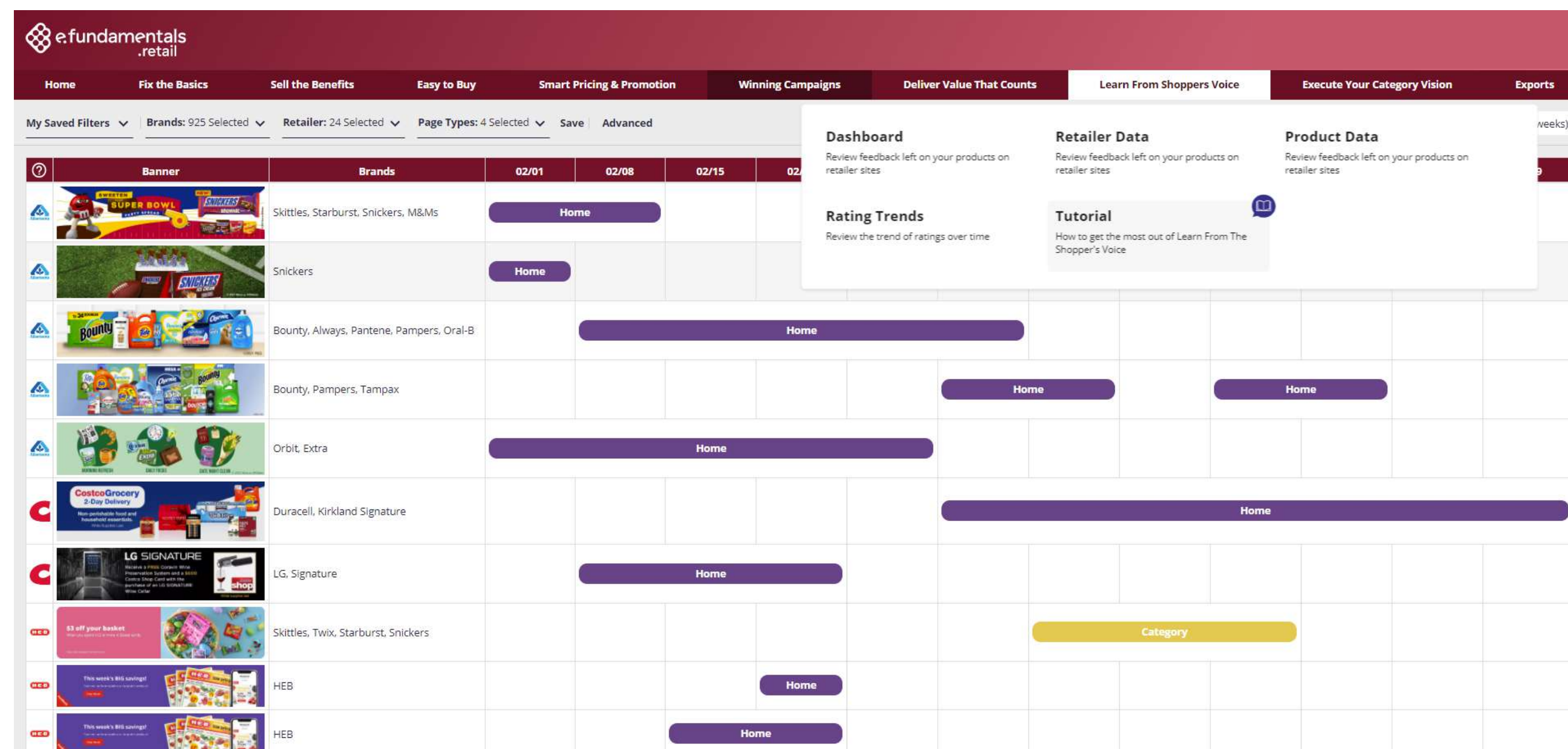




Share of Media

e.fundamentals new functionality enables clients to robustly track compliance of agreed retailer online media and understand share of voice versus competition.

e-retailer media tracking creates powerful insights to enable your brand to more cost effectively manage and measure the effectiveness of e-retail media alongside the promotional calendar being implemented.



Banners locations are tracked from the retailers Homepage, relevant category page (which picks up seasonal category events) and product pages. The specific banner execution, and when it was seen are clearly marked on the calendar.



The screenshot displays the e.fundamentals .retail dashboard. The main interface includes a navigation bar with categories like 'Home', 'Fix the Basics', 'Sell the Benefits', 'Easy to Buy', 'Smart Pricing & Promotion', 'Winning Campaigns', 'Deliver Value That Counts', 'Learn From Shoppers Voice', 'Execute Your Category Vision', and 'Exports'. Below this is a filter section with 'My Saved Filters', 'Brands: 925 Selected', 'Retailer: 24 Selected', and 'Page Types: 4 Selected'. The main content area is a table with columns for 'Banner' and 'Brands'. Two pop-up windows are overlaid on the table, providing detailed information for a specific banner.

Top Pop-up:

- Timeline: 01-02-2021 to 2021-02-15 - 2021-04-26
- Image: Banner for 'SWEETEN SUPER BOWL' featuring SNICKERS and SKITTLES.
- Retailer: Albertsons-US
- Brands: Skittles, Starburst, Snickers, M&Ms
- Dimensions: [Blank]
- Type: [Blank]

Middle Pop-up (Page Overview):

- Location: Home - Home
- Seen On: 2021-02-08
- Daily Visibility: 32.13%
- Type: Carousel
- Positions: Top
- Banners found on page: [Image]
- Brands: Pepsi, Tostitos, Cheetos, Lay's
- Dimensions: [Blank]
- Type: carousel
- Destination URL: <https://www.albertsons.com/shop/sp/pepsi-super-bowl-products.html>
- Position: [Diagram showing top position]

Bottom Pop-up (Carousel Overview):

- Banners found in carousel: [Image]
- Brands: Pepsi, Tostitos, Cheetos, Lay's
- Dimensions: [Blank]
- Type: carousel
- Destination URL: <https://www.albertsons.com/shop/sp/pepsi-super-bowl-products.html>
- Number of Times Seen: [Bar chart showing 3]
- Carousel Position: [Diagram showing 3rd position]
- Position: [Diagram showing top position]

Share of banners will be reported for your brand and named competitors. Reporting also includes key insights and will show you if it is a carousel or static banner, the carousel position and the banner position (i.e. top, left, right, bottom of page).



Easy to buy

Dashboard

Understand your product and brands visibility across retail search. See what share of voice your own brands have against your target search terms.

Compare across multiple retailers

The detailed breakdown helps you understand what products rank across retail search but also what promotional activity is driving search performance.



e.fundamentals .retail

Currently viewing US Demo Account

Home Fix the Basics Sell the Benefits Easy to Buy Smart Pricing & Promotion Winning Campaigns Deliver Value That Counts Learn From Shoppers Voice Execute Your Category Vision Exports

My Saved Filters Retailer: 24 Selected Search Term: 3 musketeers Save Advanced Search by name or gtin 04/20/2021

BY RETAILER BY SEARCH TERM

Walmart-US

No.	Product Name	Promotion
1	SNICKERS, TWIX, 3 MUSKETEERS, MILKY WAY & MILKY WAY Midnight Minis Size...	-
1	SNICKERS, TWIX, 3 MUSKETEERS & MILKY WAY Full Size Chocolate Candy Bars ...	-
1	3 Musketeers Full Size Chocolate Candy Bars, 1.92 Oz, 6 Count	-
1	SNICKERS, TWIX, 3 MUSKETEERS, MILKY WAY & MILKY WAY Midnight Minis Size...	-
2	3 MUSKETEERS Chocolate Singles Size Candy Bars, 1.92 Oz, Bar, 36 Ct.Box	-
2	SNICKERS, TWIX, 3 MUSKETEERS & MILKY WAY Full Size Chocolate Candy Bars ...	-
3	3 Musketeers Full Size Chocolate Candy Bars, 1.92 Oz, 6 Count	-
4	3 MUSKETEERS Fun Size Chocolate Candy Bars, 18.41 oz Bag	-
4	3 MUSKETEERS Chocolate Singles Size Candy Bars, 1.92 Oz, Bar, 36 Ct.Box	-
5	The Three Musketeers (DVD)	-

Show All

Walmart-Grocery-US

No.	Product Name	Promotion
1	3 Musketeers, Fun Size Chocolate Candy Bars, 10.48 Oz	Was \$3.78
2	3 Musketeers, Fun Size Chocolate Candy Bars, 6.05 Ounce, 12 Count	-
3	3 MUSKETEERS Fun Size Chocolate Candy Bars, 18.41 oz Bag	-
4	3 Musketeers Full Size Chocolate Candy Bars, 1.92 Oz, 6 Count	-
5	3 Musketeers, Sharing Size Chocolate Candy Bar, 3.28 Oz	-

Rank

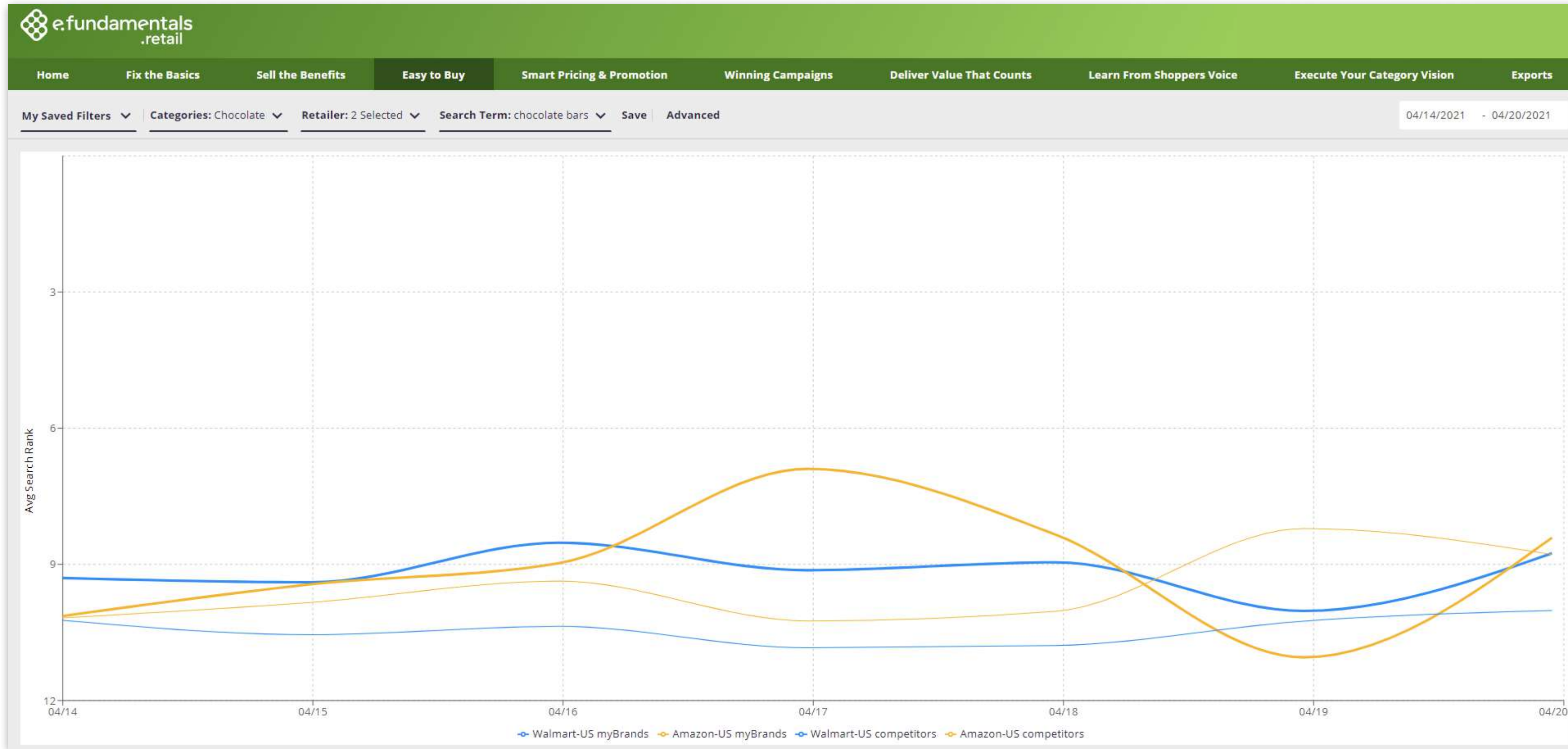
Date	Rank
03/20	0
03/22	0
03/24	0
03/26	0
03/28	0
03/30	0
04/01	0
04/03	0
04/05	0
04/07	0
04/09	0
04/11	0
04/13	0
04/15	0
04/17	0
04/19	0
04/21	0

6	3 MUSKETEERS Chocolate Minis Size Candy Bars Bag, 8.4 Oz	-
7	SNICKERS, TWIX, 3 MUSKETEERS & MILKY WAY Minis Size Candy Bars Assorted ...	-
8	SNICKERS, TWIX, 3 MUSKETEERS & MILKY WAY Full Size Chocolate Candy Bars ...	-
9	Kit Kat, Snack Size Milk Chocolate Crisp Wafer Candy Bars, 0.49 Oz., 5 Count	-
10	Milky Way, Milk Chocolate 2-To-Go Sharing Size Candy Bar, 3.63 Oz	-

Show All

View how your product visibility performs by retailer against search terms you want to rank on page 1 for. Expand each product to see trend performance and any promotional activity that may be influencing ranking performance.





Search rank trends. Easy to Buy includes the ability to view your search rankings over time vs your competitors. Additional reporting also allows you to measure search performance across which of your products rank in the top 5 for a given search term or by retailer.



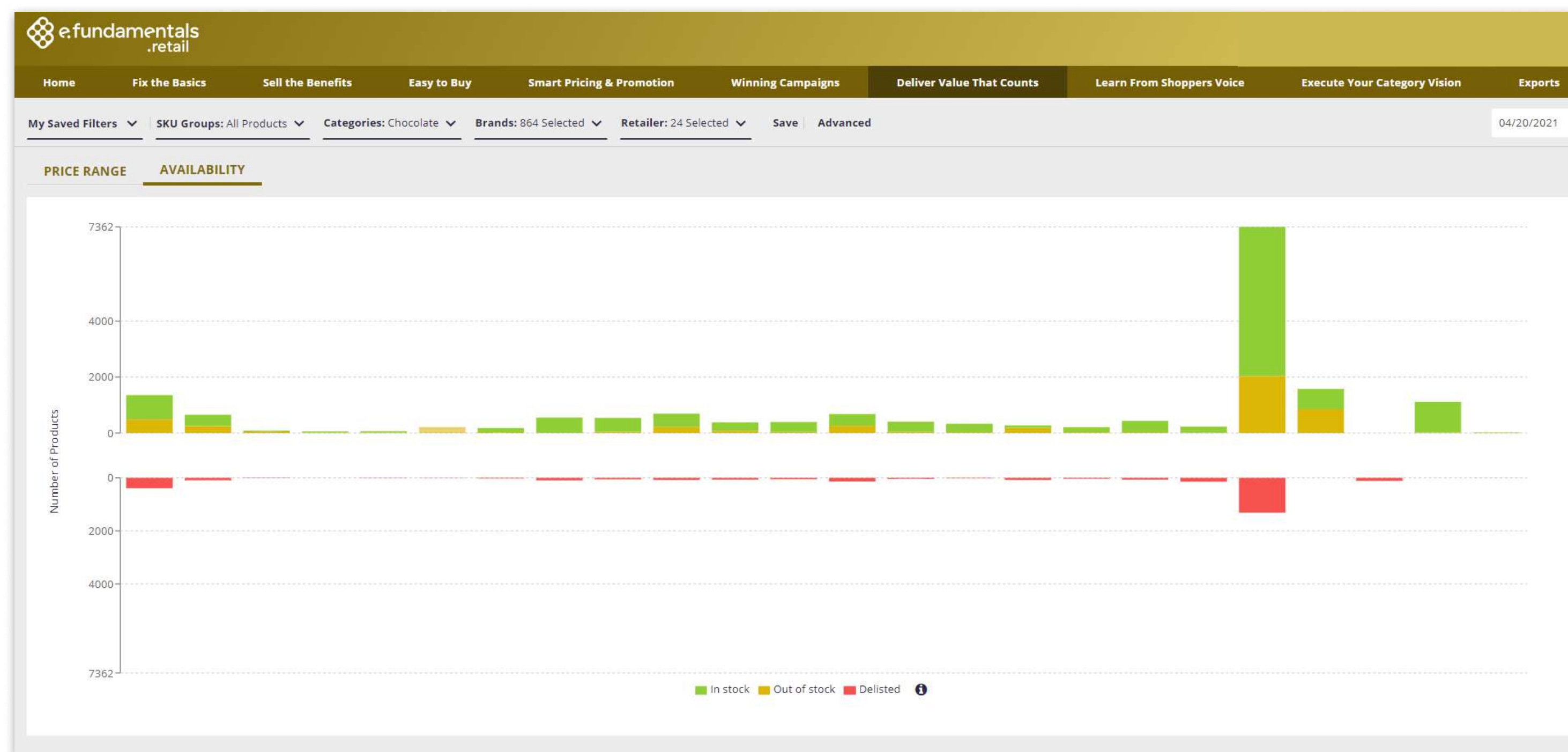


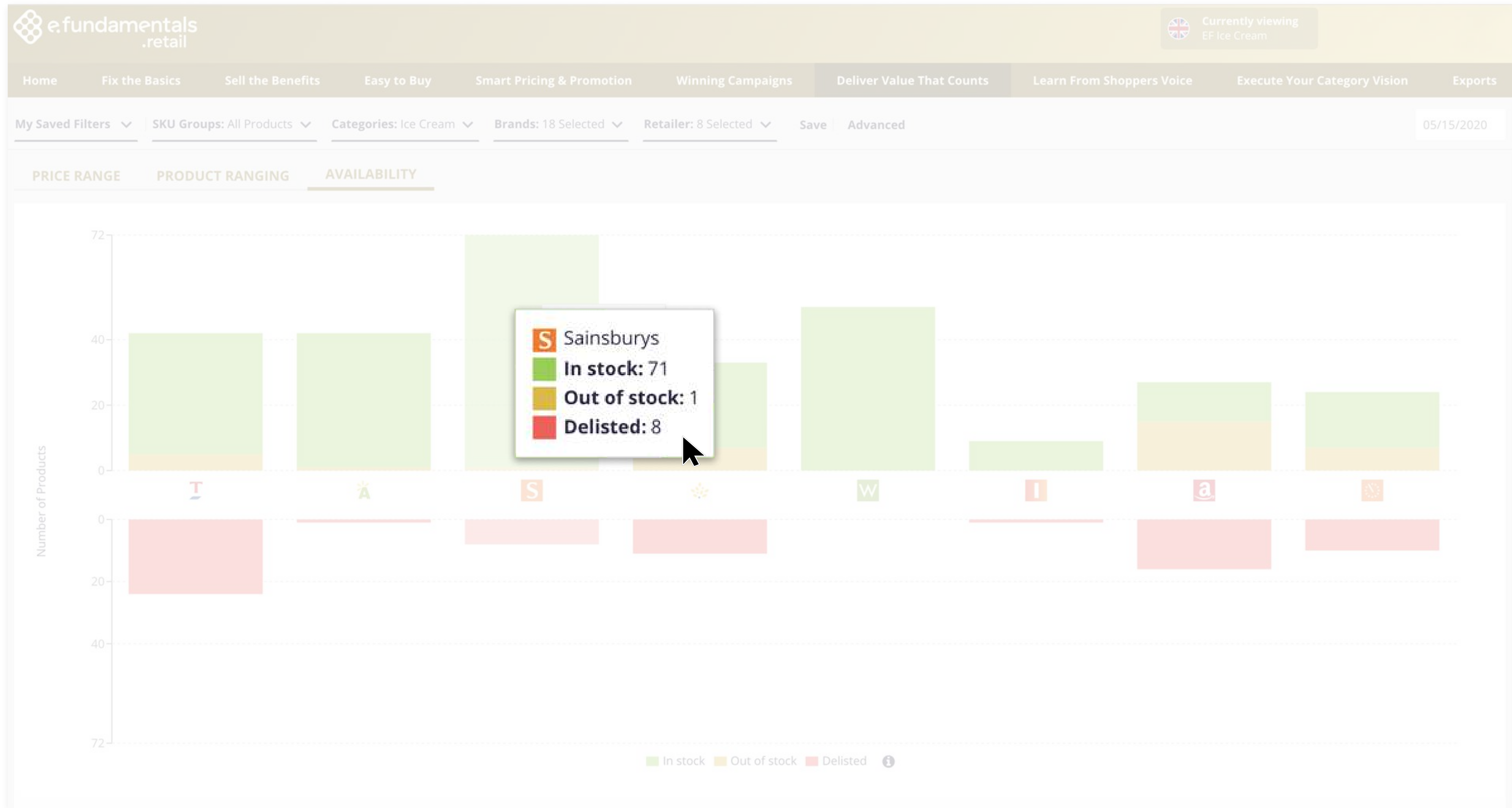
Deliver Value That Counts

Visible range analysis at the **category, sub category & brand/own brand level.**

Get a full category view on price ranging across retailers.

Use our availability report to keep track of your stock levels across key retailers or use it to predict potential supply chain or listing issues.

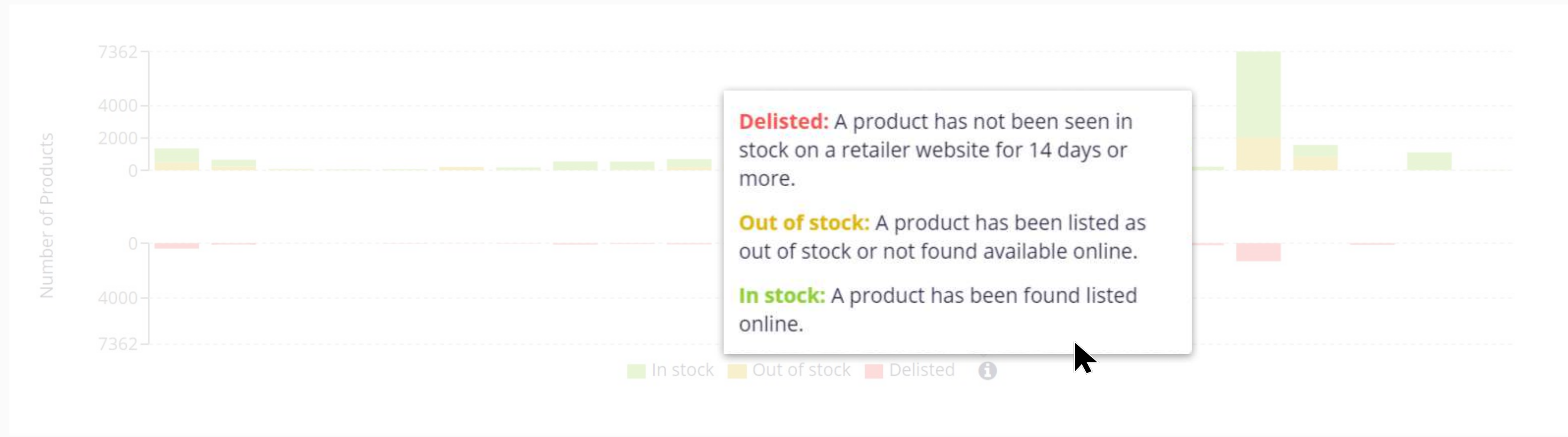




As well as pricing range data across your category, our availability report allows you to see at a glance how your stock availability looks across retailers. Hover over retailers to get an instant view of what products in your range are **in stock**, **out of stock** or **delisted**. You can also use this report to view **competitor product availability**.



PRICE RANGE AVAILABILITY



This report includes a built in legend to help your team understand the differences between each availability status.

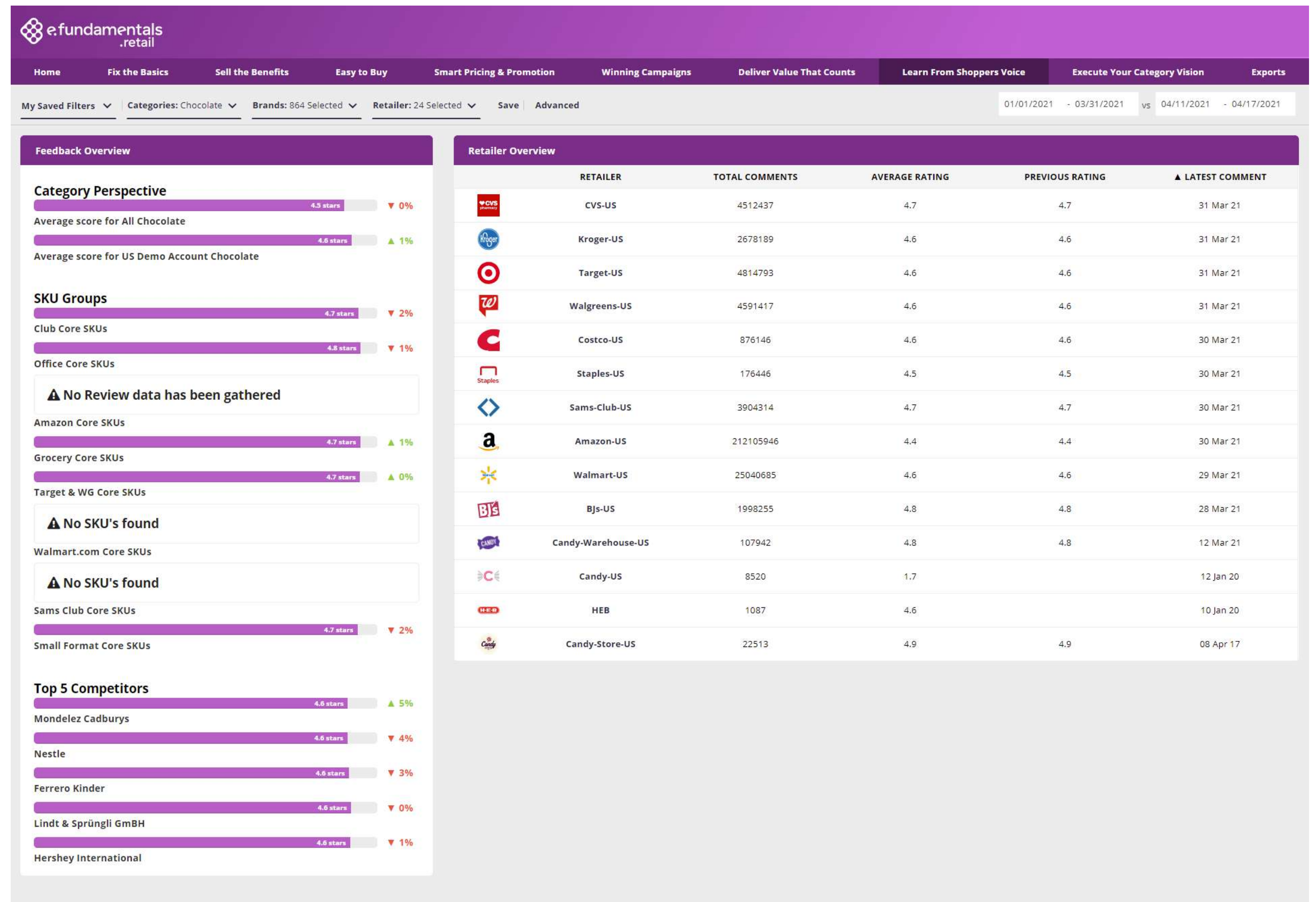




Learn From Shoppers Voice

Looking at all levels from, category to SKU, own label to branded, this dashboard summarizes **shopper rating** and **reviews** that are captured as showing against your products online.

Understand your brand's **online health** and **group performance** across key SKU groups or competitors.

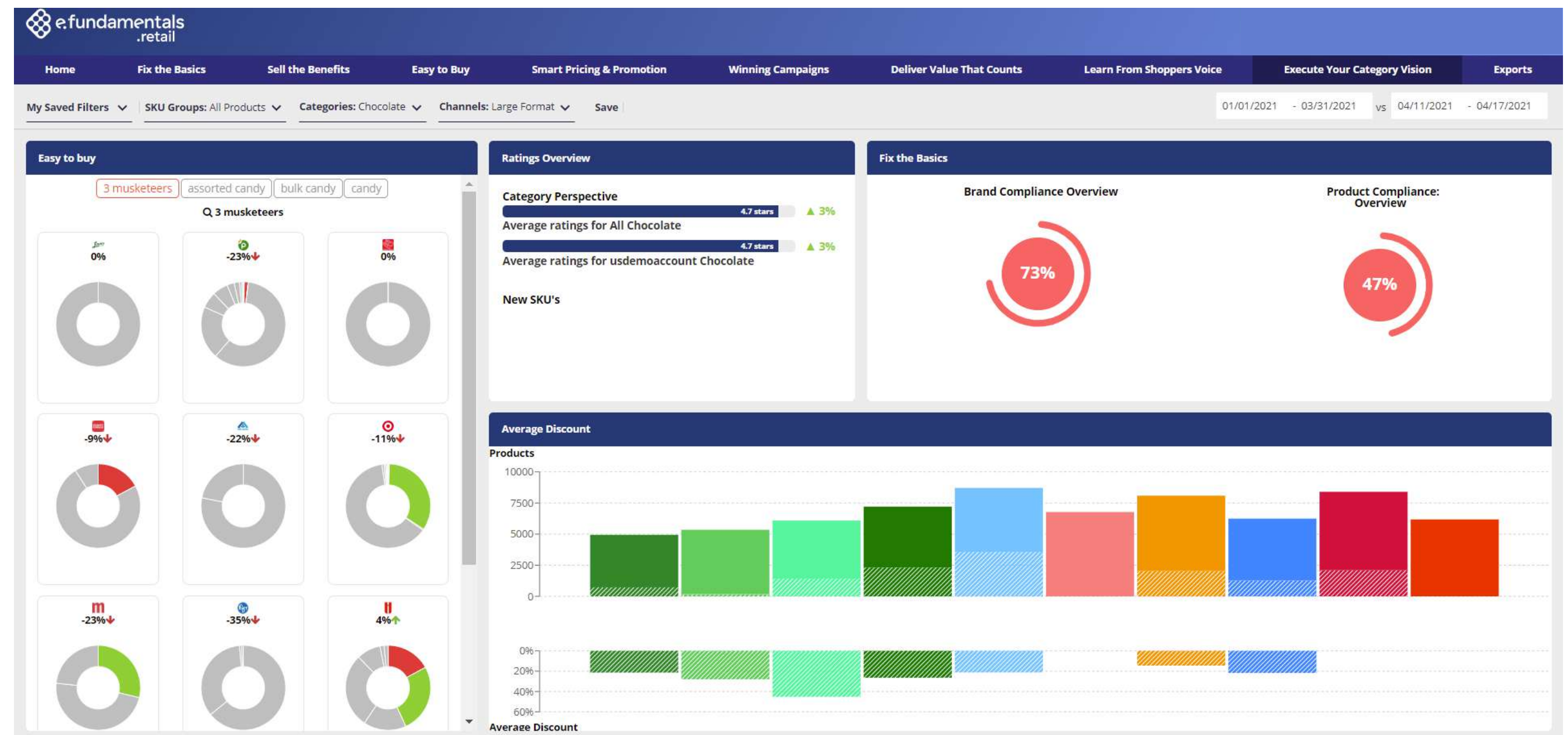


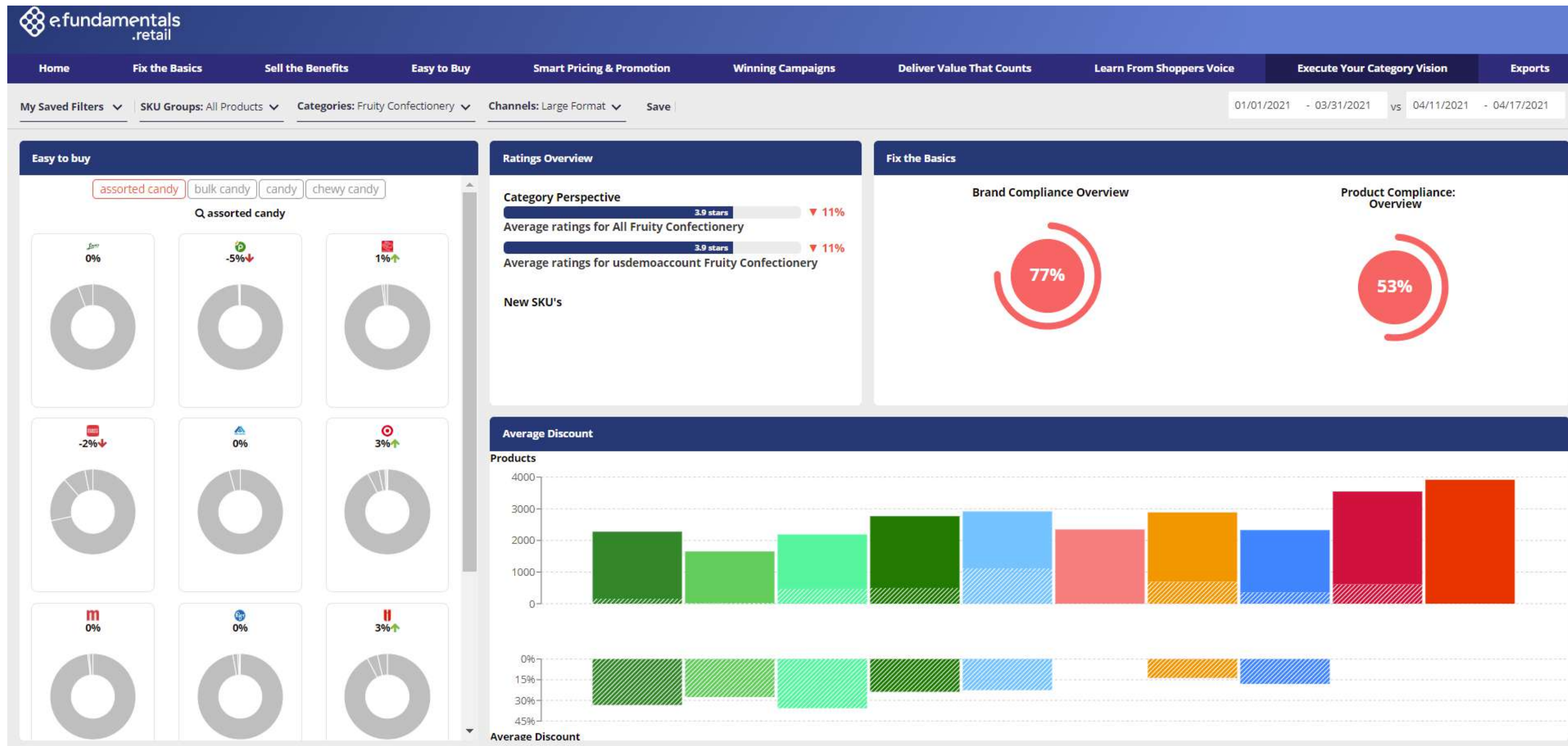


Execute Your Category Vision

Bringing to life visibility of your category drivers execution online.

We build a set of bespoke dashboards to reflect your category strategy.






View category drivers and drill into the detail. Track performance of new products. Identify opportunities to sell more – e.g larger pack sizes. Identify opportunities to sell better – e.g. product positioning economy to premium.

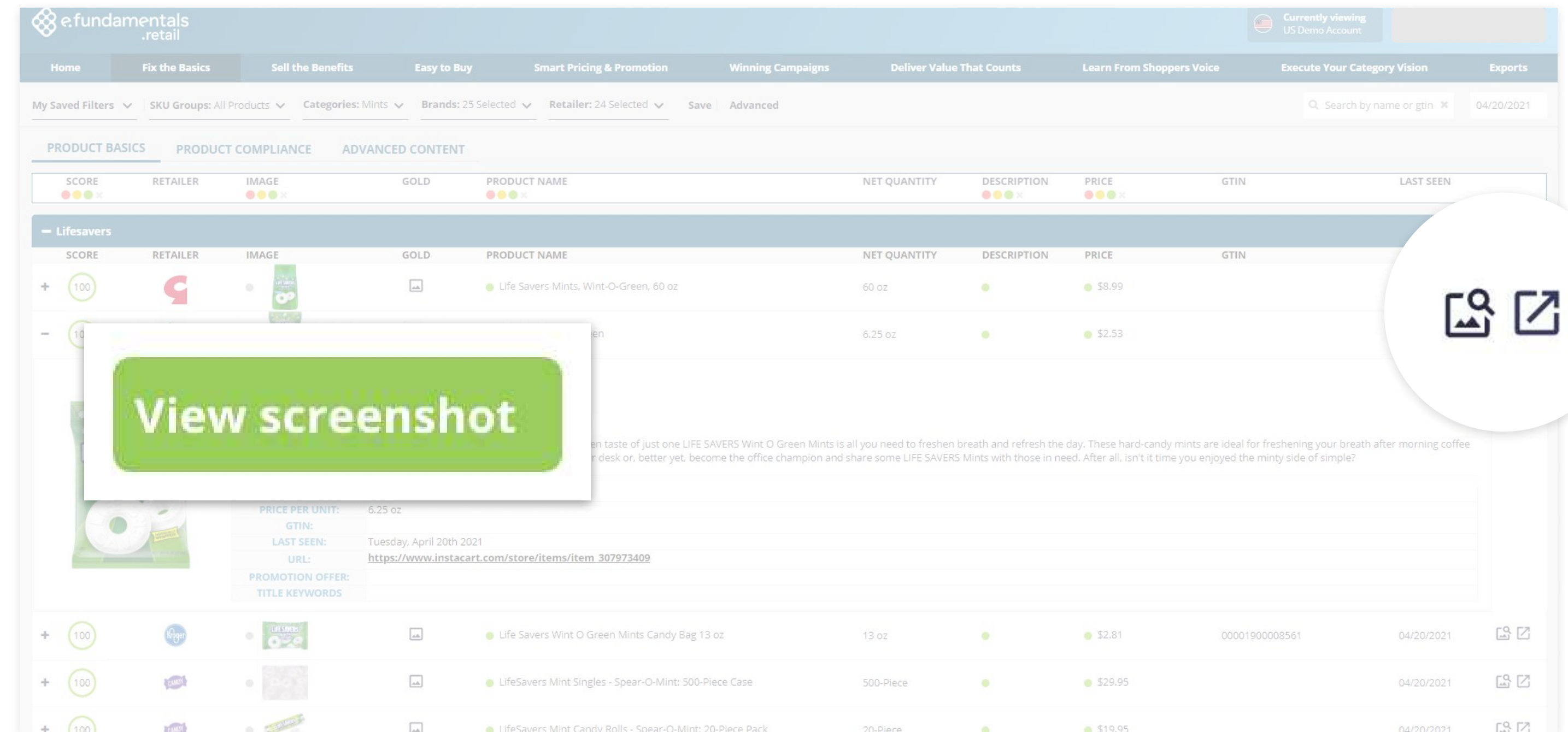




Archive Visuals

Wherever you see  symbol through the service, it takes you to a visual of how the data looked on the retailer site.

This is used as both an in-built service audit and for conversations with retailers to demonstrate how information is being displayed, alongside audits.



The screenshot shows the e.fundamentals .retail dashboard. The top navigation bar includes links like Home, Fix the Basics, Sell the Benefits, Easy to Buy, Smart Pricing & Promotion, Winning Campaigns, Deliver Value That Counts, Learn From Shoppers Voice, Execute Your Category Vision, and Exports. Below the navigation, there are filters for My Saved Filters, SKU Groups, Categories, Brands, and Retailer. The main content area displays a table of products with columns for SCORE, RETAILER, IMAGE, GOLD, PRODUCT NAME, NET QUANTITY, DESCRIPTION, PRICE, GTIN, and LAST SEEN. A 'View screenshot' button is overlaid on the first product row. A circular callout on the right contains a screenshot icon and a share icon.

SCORE	RETAILER	IMAGE	GOLD	PRODUCT NAME	NET QUANTITY	DESCRIPTION	PRICE	GTIN	LAST SEEN
100				Life Savers Mints, Wint-O-Green, 60 oz	60 oz		\$8.99		
100					6.25 oz		\$2.53		
100				Life Savers Wint O Green Mints Candy Bag 13 oz	13 oz		\$2.81	00001900008561	04/20/2021
100				LifeSavers Mint Singles - Spear-O-Mint: 500-Piece Case	500-Piece		\$29.95		04/20/2021
100				LifeSavers Mint Candy Rolls - Soear-O-Mint: 20-Piece Pack	20-Piece		\$19.95		04/20/2021



Create a New Export

To generate a new downloadable export, first select a type of report:

Fix The Basics - product basics | v

Select Retailer(s) | v

Select Category | v

Select Brand(s) | v

03/08/2020

This is your custom data export

Export

My Exports ↻

All exports for your company account will appear in the list below. Exports are ready to download when status is "Export Completed".

Auto Refresh In: 4

EXPORT TYPE	FILENAME	SELECTION	USER	▼ CREATED	STATUS	DOWNLOAD
Winning Campaigns	winningCampaigns-2019-08-14T145443.xlsx	12 Weeks, 3 Retailer , 117 SubBrands Selected	GM App	7 months ago	Export Completed	
Winning Campaigns	winningCampaigns-2019-08-14T143111.xlsx	4 Weeks, 1 Retailer , 117 SubBrands Selected	GM App	7 months ago	Export Completed	
Pricing Summary	pricingSummary-2019-08-14T123036.xlsx	4 Weeks, 1 Retailer , 1 SubBrands Selected	GM App	7 months ago	Export Completed	
Pricing Summary	pricingSummary-2019-08-14T122219.xlsx	4 Weeks, 1 Retailer , 117 SubBrands Selected	GM App	7 months ago	Export Completed	
Fix The Basics	fixTheBasics-2019-06-24T214132.xlsx	1 Weeks, 12 Retailer , 0 SubBrands Selected	GM App	8 months ago	Export Completed	
Pricing Summary	pricingSummary-2019-06-19T112139.xlsx	12 Weeks, 12 Retailer , 50 SubBrands Selected	GM App	9 months ago	Export Completed	
Pricing Summary	pricingSummary-2019-06-18T191602.xlsx	12 Weeks, 12 Retailer , 14 SubBrands Selected	GM App	9 months ago	Export Completed	
Pricing Summary	pricingSummary-2019-06-18T191552.xlsx	12 Weeks, 12 Retailer , 69 SubBrands Selected	GM App	9 months ago	Export Completed	
Pricing Summary	pricingSummary-2019-06-	12 Weeks, 12 Retailer , 46	GM App	9 months ago	Export Completed	

e.fundamentals allows the **export of data** from the platform. Selecting the relevant fundamental allows a user to create custom data exports. Exports are saved enabling a quick and easy way to export on a regular basis. We provide access to open source data through our solutions. Talk to us about specific data requirements you have so we can support your teams.





Thank you

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