e.fundamentals

Use Case — Brand Manager

A quick guide to the fundamentals most relevant to the role of a Brand Manager. We have highlighted what is used, why its important and the outcomes that can be expected.

The fundamentals relevant to the role of Brand Manager …

Sell the Benefits

This fundamental shows how your products are viewed by your shoppers at the point of discovery and purchase. Sell the benefits will help you understand how your products are bringing your brands key messaging to life across product descriptions. On retailer pages.

The '*Sell the benefits*' fundamental provides clear visibility of the work to be done in landing compelling reasons to buy.

Getting '*Sell the benefits*' right will directly improve your visibility & conversions.

Easy to Buy

This fundamental provides a shoppers' perspective on where your bands and competitors' brands appear in search across shopper terms, categories and more. Getting this right increases your product visibility to shoppers.

Each retailer uses a different algorithm for how products are ranked and appear in search. Our data allows you to see where your products appear in search by retailer, the exact order and the competitor products visible at the same time as yours.

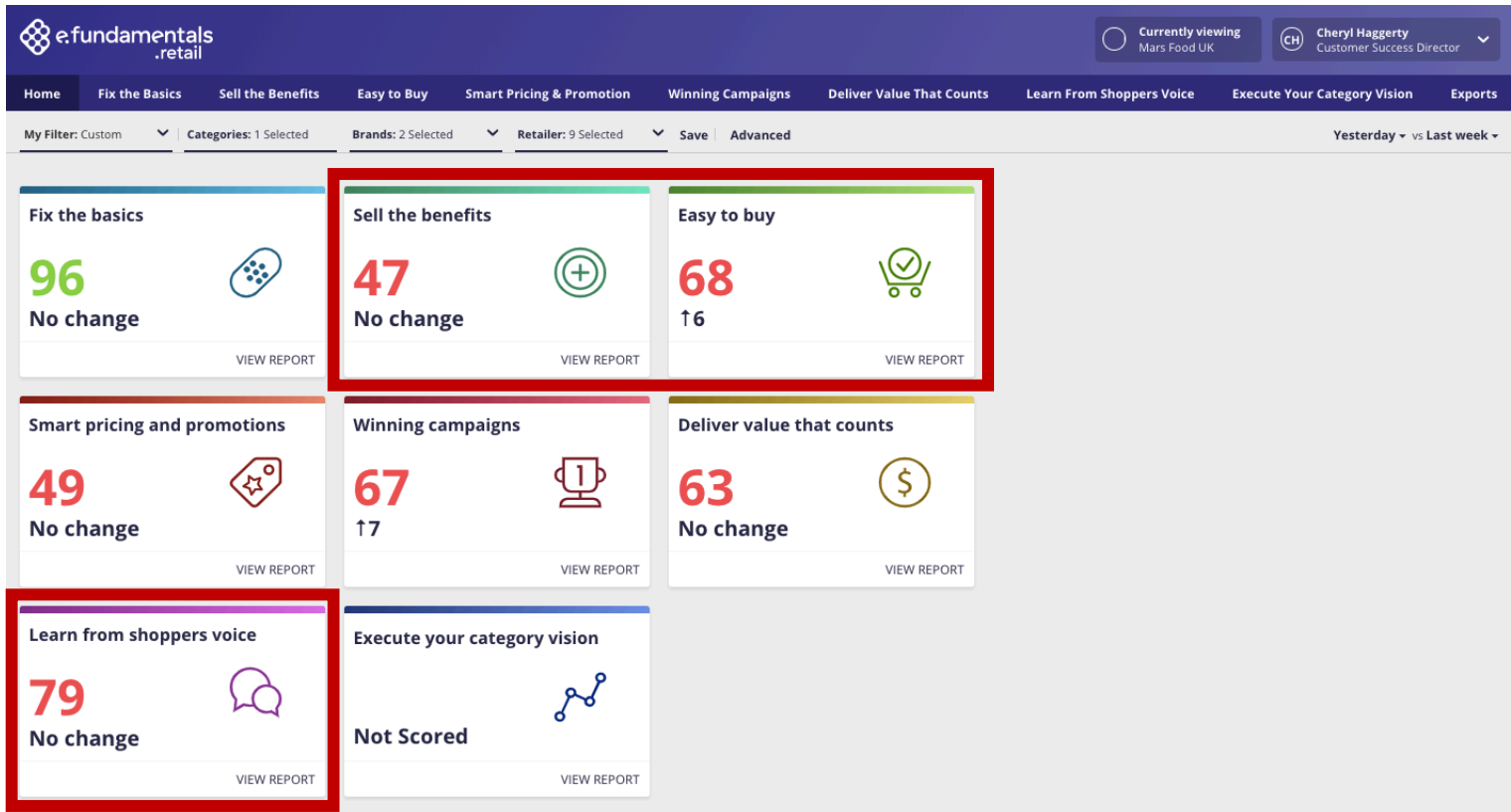Getting '*Easy to buy*' right has a disproportionate positive impact on sales.

Learn from the Shopper Voice

This fundamental gathers shopper feedback on online retailers and crystallises key messages. It is important to keep your finger on the pulse of any emerging negative trends and to be able to summarise shopper feedback to support your brands health.

Use this fundamental to craft targeted language that resonates with shoppers or get a clear understanding on how shoppers are reacting to your new products.

Note: When we say entire category, we mean your brands, own label brands and competitor brands.

The 8 fundamentals — At a glance performance

The fundamentals most relevant to the Brand Manager are shown in red above. However the way e.fundamentals works, you can have access to the information you want to view. Fundamentals can be switched on and off for individual roles, teams and users.

Explore each fundamental with our service walkthrough:

VIEW