

User Case — Account Manager

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

The fundamentals relevant to the role of Account Manager ...



Fix the basics.

This fundamental simplifies and speeds up the work to ensure your brand standards are being met. e.fundamentals guides the user straight to where the issues are that need to be fixed.

By focusing on fixing the basics, will help to drive a step change in visibility across online retailers.

Account Managers can use 'Fix the basics' to understand how to make sure names are fit for purpose online and relay this back to the business. This enabled them to appear higher in leading search terms across the board.



Easy to Buy.

This fundamental provides a shoppers' perspective on where your bands and competitors' brands appear in search within the category.

Each retailer uses a different algorithm for how products are ranked and appear in search. The platform 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.

As an Account Manager you can use this fundamental to out-perform vs the competition. Getting 'Easy to buy' right has a disproportionate positive impact on sales.



Winning Campaigns.

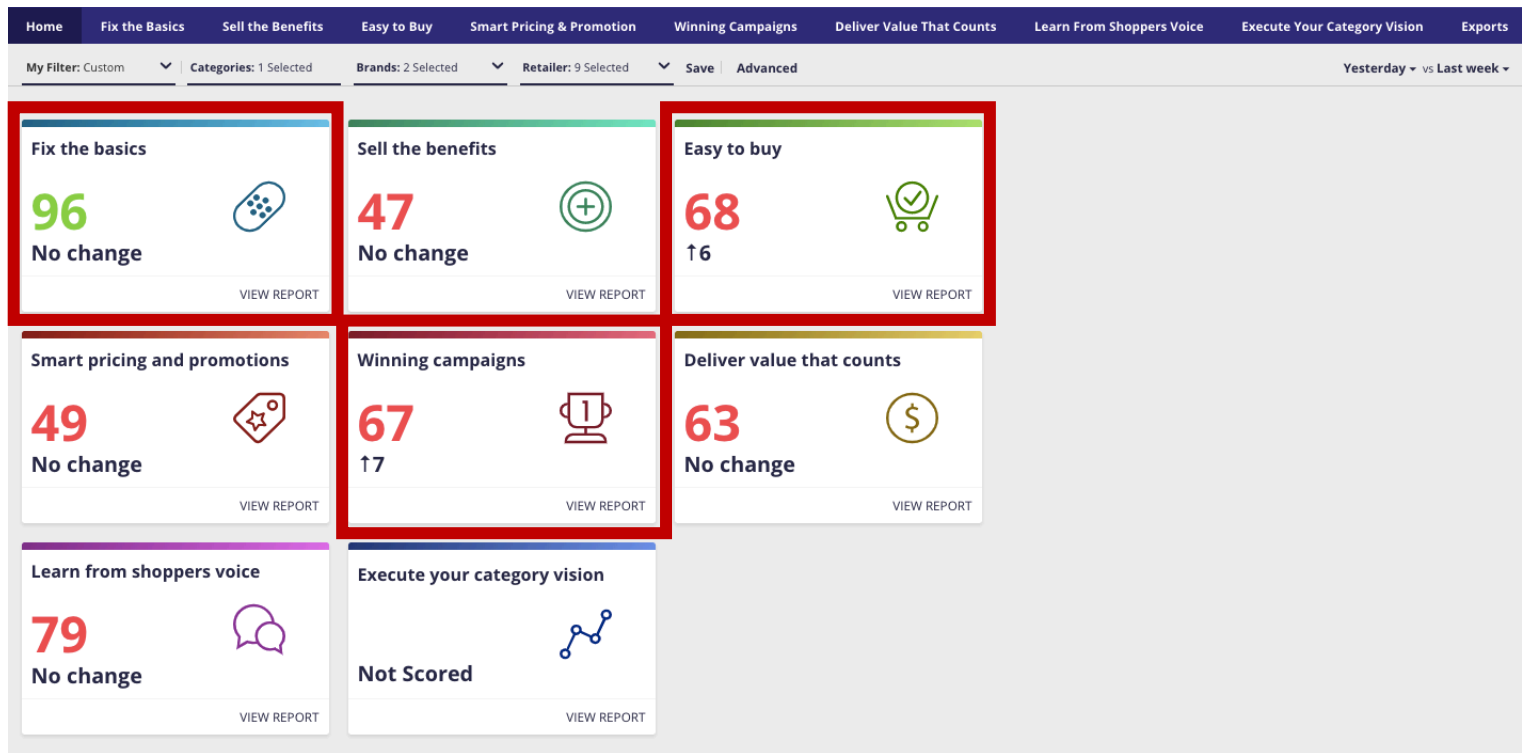
This fundamental measures the cumulative impact of promotions over time and assesses this against your shopper objectives (e.g. trial, up-trading etc). This also allows you to track all competitor promotional activity in the category and understand your promotional competitiveness.

It helps you to plan efficiently and run the right activity at the right time. As an Account Manager this is a key tool for retailer JBP conversations and promotional compliance.

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

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The 8 fundamentals



The fundamentals most relevant to the Account 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:

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