




# who's the dog here?

take back the leash  
and walk yourself for  
eCommerce success

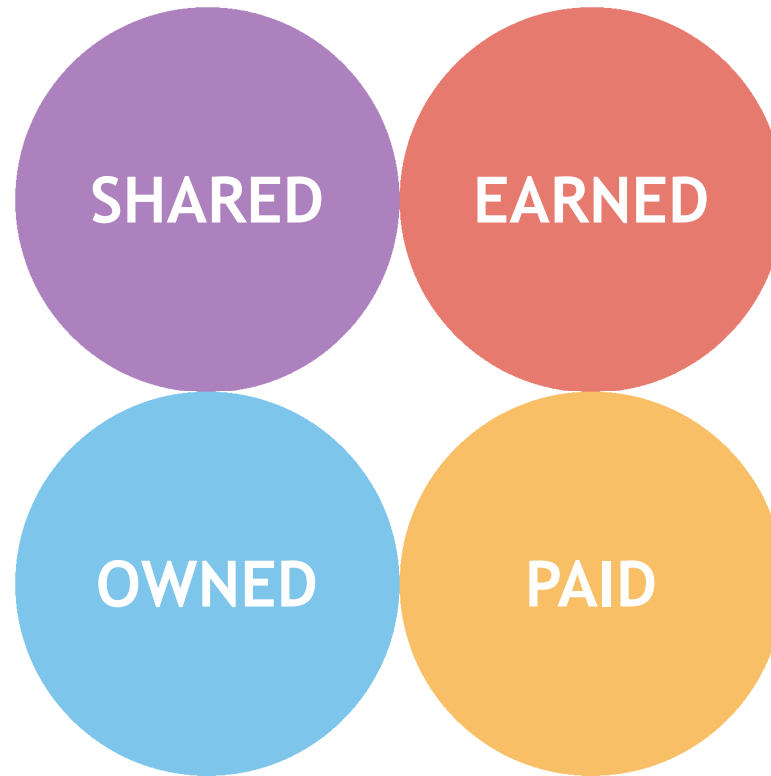
# the future is already here!

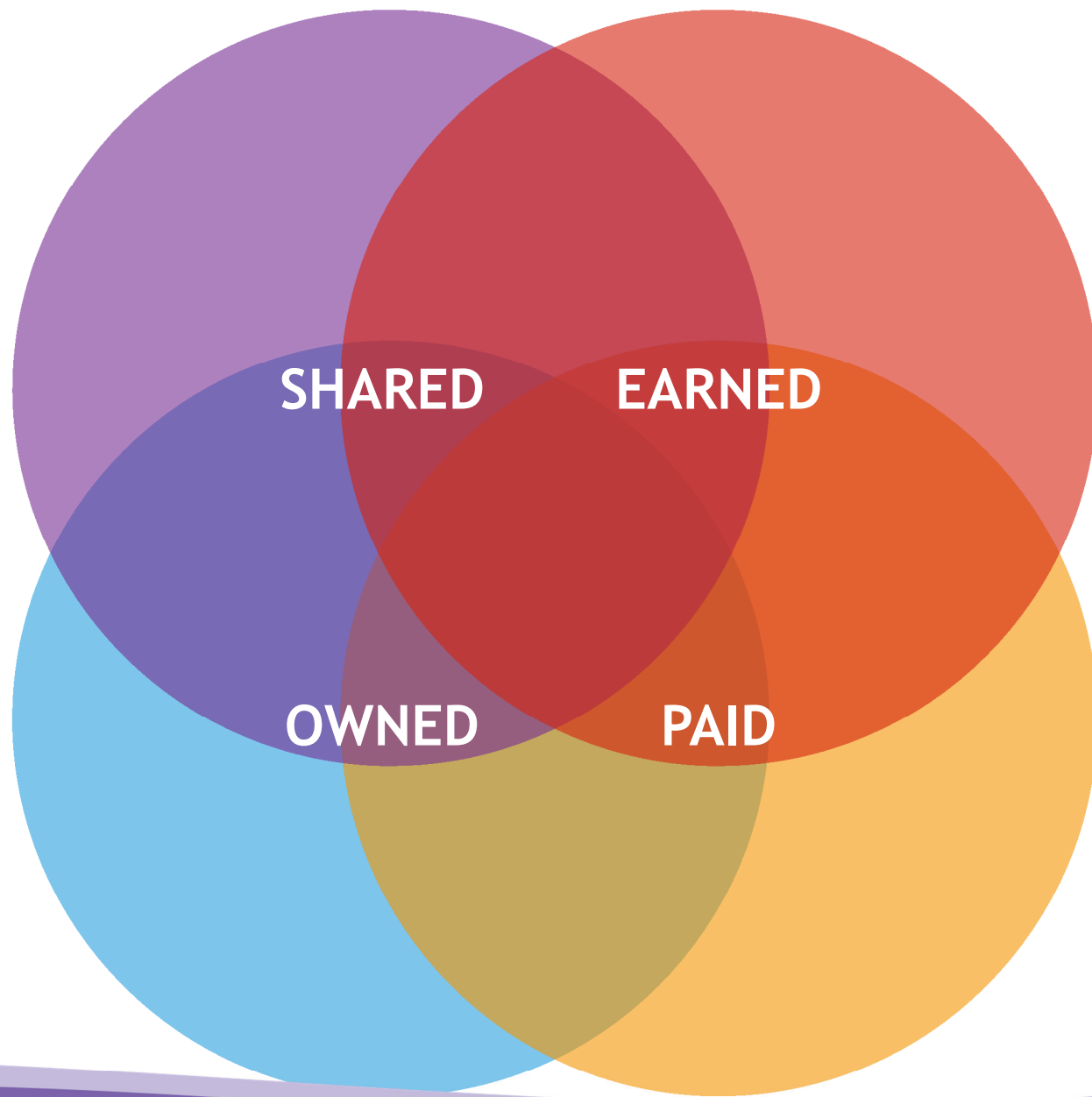


**NEW!**  
**amazon**  
**adopt**

FREE Same-Day Delivery with 

# need comprehensive strategy to win





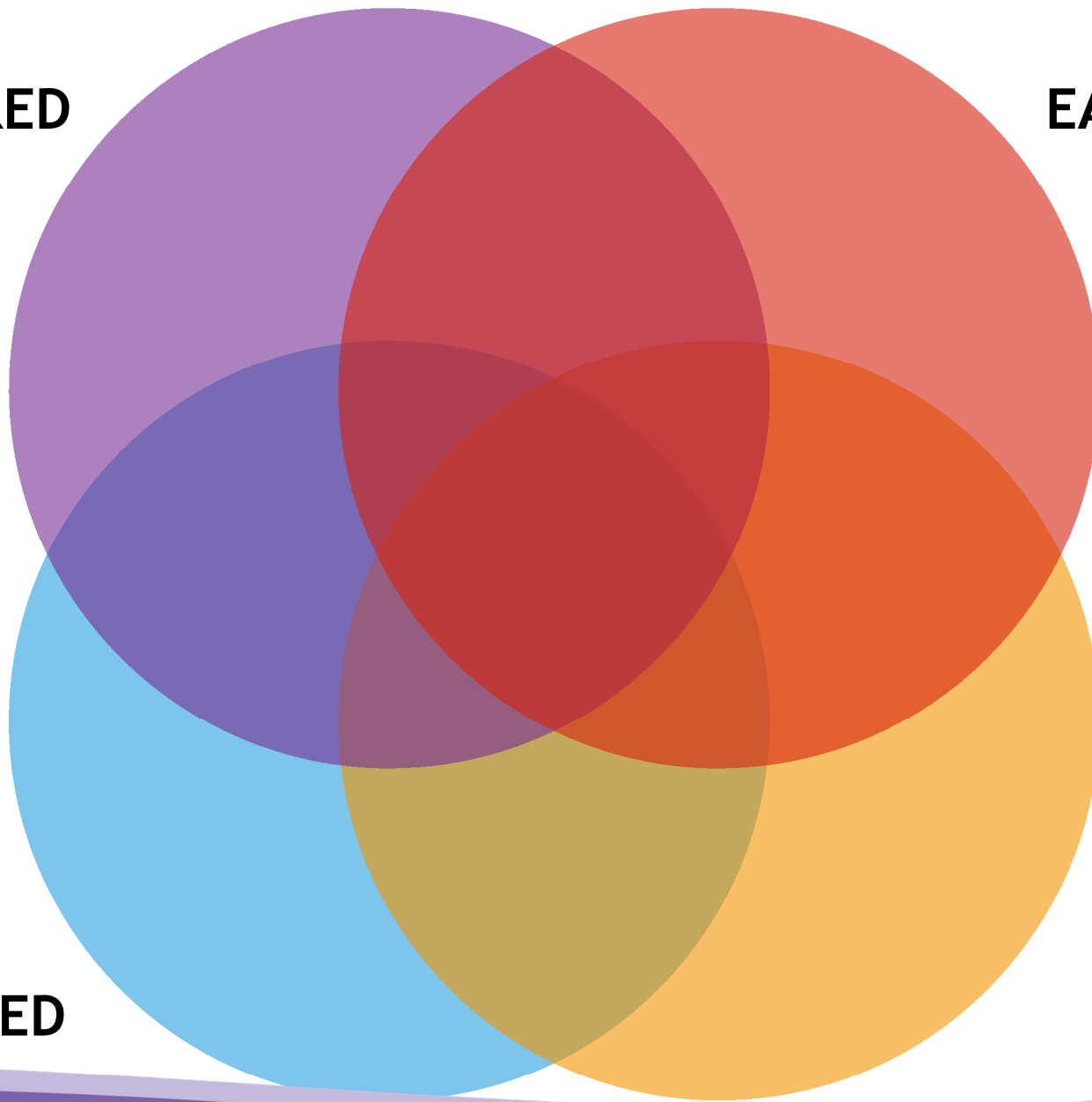


**SHARED**

**EARNED**

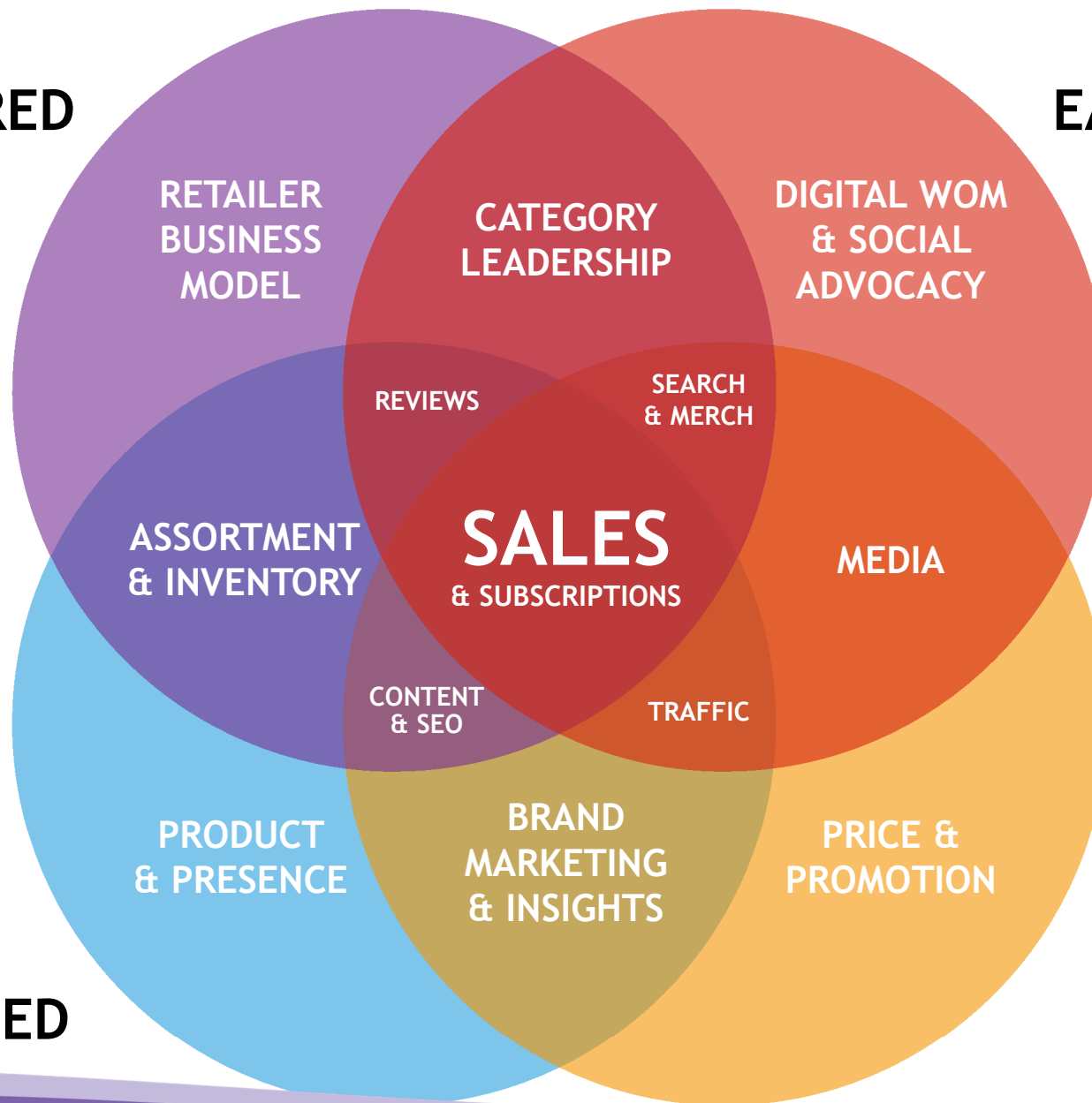
**OWNED**

**PAID**



**SHARED**

**EARNED**



**OWNED**

**PAID**

# key manufacturer challenges

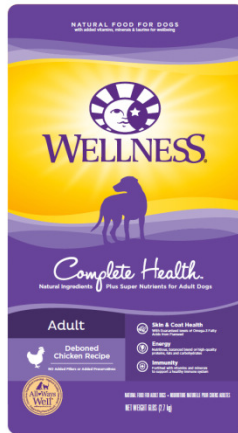


## 1. Pricing & Promotion

- How do you counter the eCommerce price “race to the bottom”?
- How do you promote your business in light of price challenges?

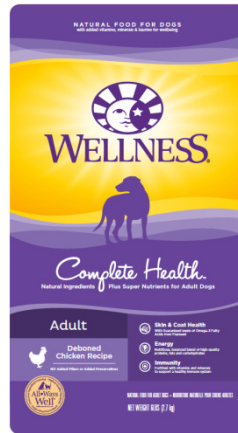
# price wars: empire strikes back

Retailer A



\$10.00

Retailer B



\$9.50

Retailer C



\$9.50

Retailer D



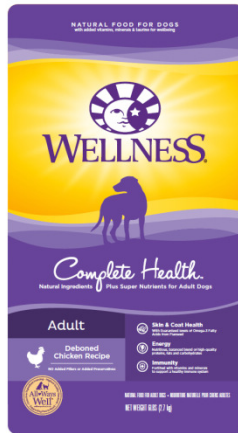
\$9.99

Cost to Retailers = \$7.50



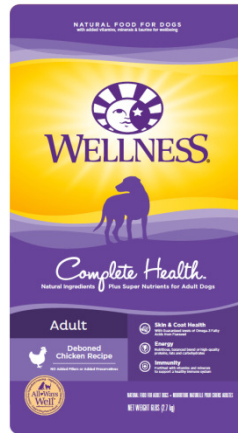
# price wars: empire strikes back

Retailer A



~~\$10.00~~  
**\$8.00**  
(20% OFF)

Retailer B



\$9.50

Retailer C



\$9.50

Retailer D

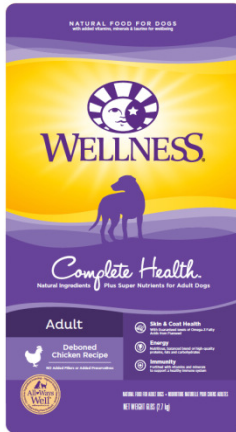


\$9.99

Cost to Retailers = \$7.50

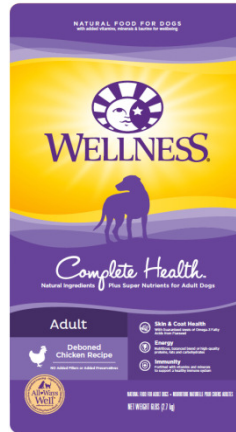
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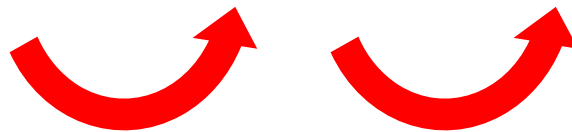


**\$8.00**

Retailer D



**\$9.99**



Cost to Retailers = \$7.50

# price wars: empire strikes back

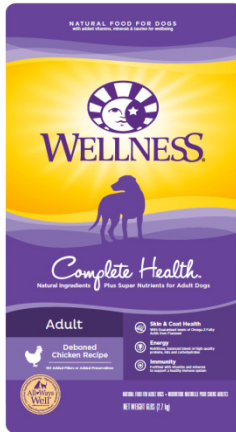


Pricing is at sole discretion of retailer...

Cost to Retailers = \$7.50

# price wars: empire strikes back

Retailer A

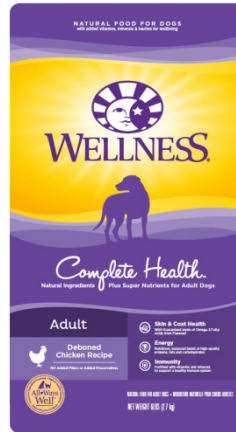


\$10.00

=

**WANT \$\$**  
to stay competitive  
and drive growth

Retailer B



\$8.00

=

**NEED \$\$\$**  
to stay profitable  
and drive growth

Retailer C



\$8.00

=

**NEED \$\$\$**  
to stay profitable  
and drive growth

Retailer D



\$9.99

=

**WANT \$\$**  
to stay competitive  
and drive growth

**Cost to Retailers = \$7.50**



# price wars: empire strikes back

Retailer A

Retailer B

Retailer C

Retailer D

- Low-price retailers make no profit
- High-price retailers lose competitiveness
- Channel conflict arises
- Retailers ask for more investment
- You have no more money to give
- Consumers don't want to pay higher prices once you get things back to normal

a.k.a. no one is happy!

=  
**WANT \$\$**  
to stay competitive  
and drive growth

=  
**NEED \$\$\$**  
to stay profitable  
and drive growth

=  
**NEED \$**  
to stay profitable  
and drive growth

**Cost to Retailers = \$7.50**



pricing makes  
me feel...





# tug back!

## Pricing Solutions

### 1. 4P Tracking Partner



### 2. MAP Policy

- Clear & Simple
- Strictly Enforced

### 3. Product

- Exclusive Items
- Unique UPCs
- Bundles

### 4. Promotions...

# tug back!

## Promotion Solutions

1. Tiered, Scale Offers
  - Buy \$75, Save \$10
  - Buy 2, Save 15%
2. Gift with Purchase
  - Buy \$75, Get \$10 GC
  - Buy X, Get Y
3. Deferred Discount
  - Buy X, \$5 Off Later
4. Rewards
  - Buy X, Get Y Points
5. Cause Campaigns
  - Buy 1, Give 1



# key manufacturer challenges



## 1. Pricing & Promotion

- How do you counter the eCommerce price “race to the bottom”?
- How do you promote your business in light of price challenges?

## 2. Data & Insights

- How do I become smarter about my eCommerce business and prepare to make better investments, decisions and negotiations?

# get smarter!



## Data & Insights

1. Retailers

Peapod®

2. Data+Consulting Partners



3. External+Custom Research
4. Networking & Events
5. Industry Publications
6. ANALYSIS

# key manufacturer challenges



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## 3. Partnership Terms

- How do I optimize my investment to maintain profitable growth and ensure a sustainable partnership investment trajectory?



# bad to the bone

## Partnership Terms

1. Know their goals and requests
2. Understand their P&L and what actually drives the business
3. Be prepared to make hard decisions and/or “walk away”
4. Ask too many questions
5. Ensure you know exactly what you get for the investment
6. Beware of margin enhancement
7. Maximize discretionary funds





# key manufacturer challenges



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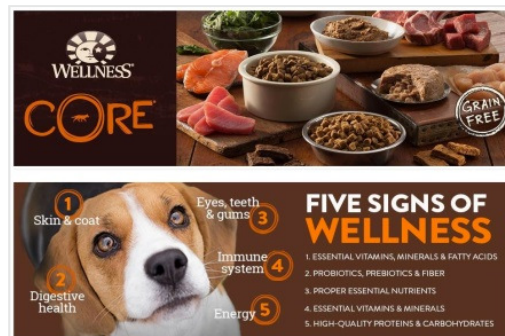
## 4. Presence & Placement

- How do I improve my shelf presence and placement for increased visibility and sales?

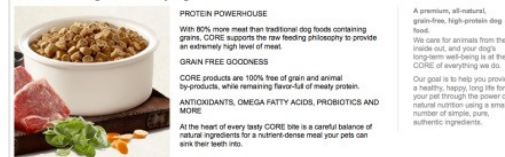
# content that converts



+ larger image | Roll over image to magnify



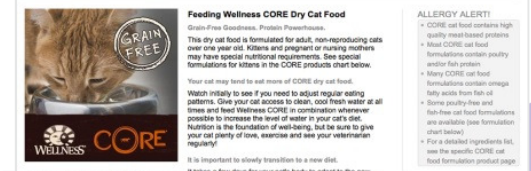
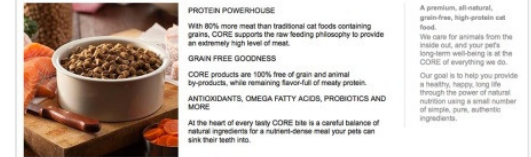
#### Wellness CORE Original Wet and Dry Dog Food



It takes a few days for your pet's body to adapt to the new nutrient levels in CORE dry food. To transition, gradually mix in CORE dry food over a 5-7 day period, increasing the amount each day, so that you are feeding 100% Wellness CORE by day 7.



#### Wellness CORE Wet and Dry Cat Food



nutrient levels in CORE cat food. To transition, gradually mix in CORE cat food over a 5-7 day period, increasing the amount each day, so that you are feeding 100% Wellness CORE by day 7.

## Presence Solutions

### 1. Content Partner(s)

MONT(CLAIRITY) content26



### 2. Visual Content

- Gallery Images
- Enhanced Content
- Video

### 3. Textual Content

- Bullets, Descriptions
- Ingredients, Warnings
- FAQs
- SEO Optimized!

### 4. Reviews

bazaarvoice™



# to the top!





## Placement Solutions

1. SEO Optimization

2. Paid Search

amazonmarketingservices

3. Search Retargeting

IdeaClick

4. Merchandising

5. Other Algorithm  
Levers

# to the top!



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## 5. Team Resourcing

- Who do I need in my corner to be successful in eCommerce?

## Team Resourcing

1. YOU
2. Executive Team
3. Marketing Expertise
4. Supply Support & Customer Service
5. Consulting, Data & Agency Partners
6. eCommerce Peers
7. Retailers

# team up!





questions?

thank you!