

PERFECT SKU REPORT[®]

BEER, SELTZER, WINE & SPIRITS

OCTOBER 2022 EDITION

Sponsored by our partner

ENCOMPASS

CONTENTSTATUS | **ENCOMPASS**



REPORT **OVERVIEW**

4 CATEGORIES **BEER** **SELTZER** **WINE** **SPIRITS**

7 RETAILERS



meijer



Walgreens



2,878 PRODUCTS



TABLE OF **CONTENTS**

Grading Methodology	4
Audit Rankings Summary	5
Title Analysis	6
Image Usage.....	7
Video Usage	8
Enhanced Content Usage.....	9
Key Takeaways	10



GRADING METHODOLOGY

CALCULATING THE HEALTH SCORE

While this report covers many types of insights, content scoring is a critical element of any auditing strategy.

KEY UNDERSTANDINGS

- Consistent scoring methodology was used across all sites
- **Health Score** is calculated using all the *basic requirements* that a supplier has control of, including the Title, Description, Bullets, and Images
- **Average** typically equals the minimum required by retailers
- Enhanced content, Video, PDF's, and 360 usage was not included in the grades, but usage percentages are shown

Health Scores are Solely Based on the Following Content Elements

	MARKETING COPY			IMAGE ASSETS
	Title Characters	Desc Characters	Bullets Counts	Images Counts
5.0	70+	800	9	8
4.5	65	700	8	7
4.0	60	600	7	6
3.5	55	500	6	5
3.0	50	400	5	4
2.5	35	300	4	3
2.0	25	200	3	2
1.5	-	-	-	-
1.0	10	10	1	1

AUDIT RANKINGS BY SEGMENT



RETAILERS

Overall Rankings
By Health Score



Summary

Walmart, Sam's Club, and Target led the group, but with AVERAGE page experiences. The remaining four all provided shoppers with a BELOW AVERAGE experience.

CATEGORY

Overall Rankings
By Health Score

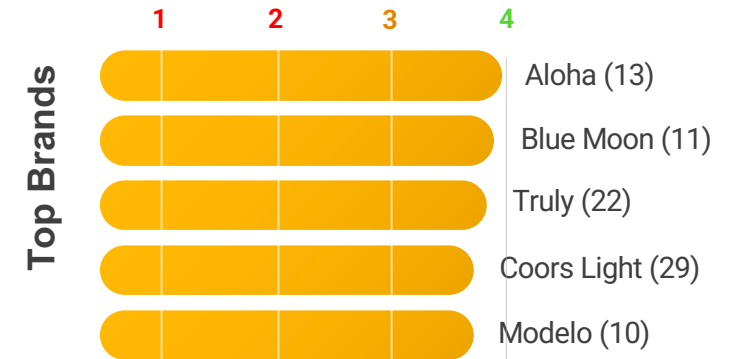


Summary

At a category level, all performed well below AVERAGE, which means there are major opportunities for brands to improve and stand apart.

BRANDS

Standout Leaders
By Health Score



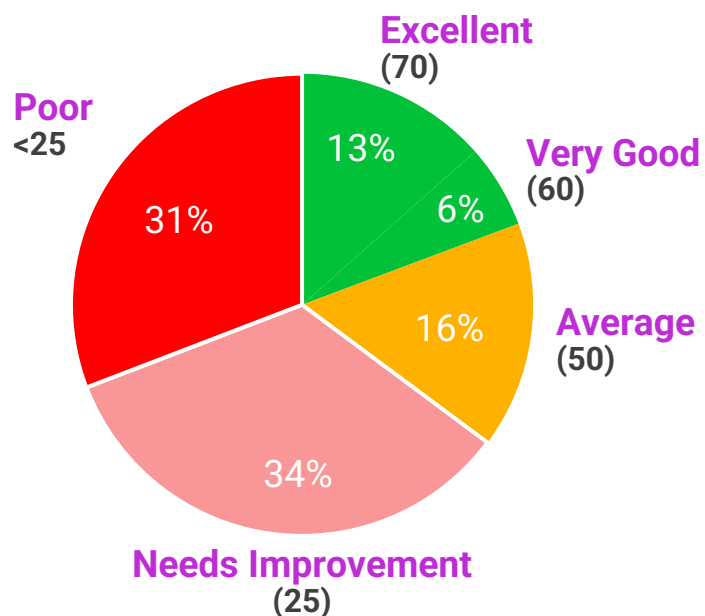
Summary

No brands, with a minimum of 10 items tested, scored in the GOOD or VERY GOOD range.

TITLE ANALYSIS

LENGTH MATTERS

Next to images, the Product Title has the largest impact on your sales. What many brands don't realize is the impact the Title has on driving traffic to your sites via on-site search results. Without the right keywords, you will lose potential page traffic to your competitors. By the time you add your brand name, category, type, flavor, size, etc. – you're already at 60 characters.



Examples of Bad Titles

Hard Seltzer (12 characters)

Sweet Red (9 characters)

Iced Tea Variety Pack (21 characters)

Optimized Title (example 89)

TRULY Hard Seltzer Berry Variety Pack, Spiked & Sparkling Water, 12 Pack, 12 fl. oz. Cans

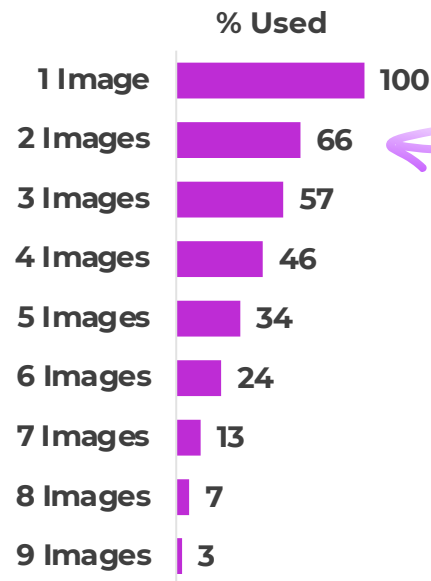
Brand Category Flavor Type Size/Quantity

This example is filled with keywords that drives higher search results.

AUDIT RESULTS

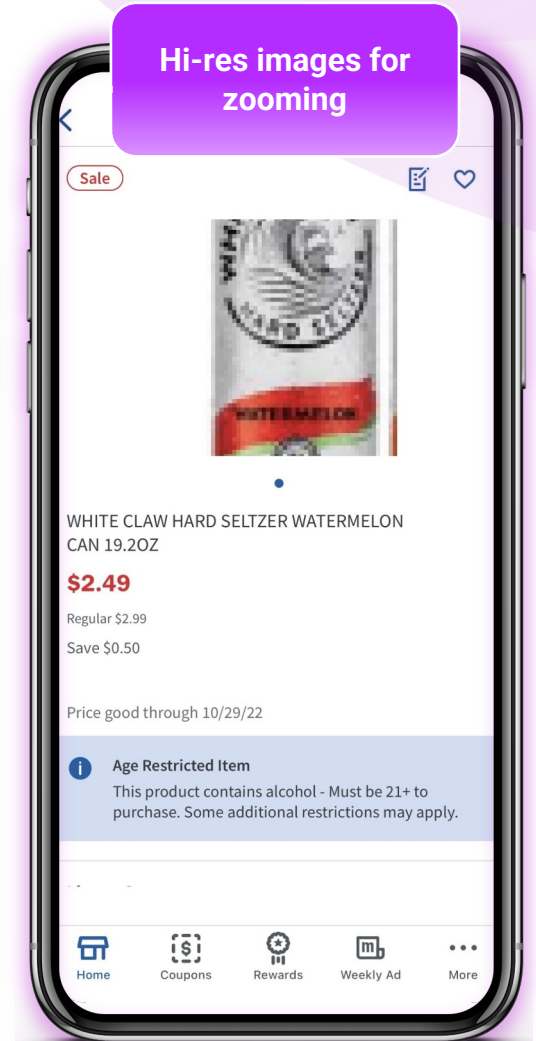
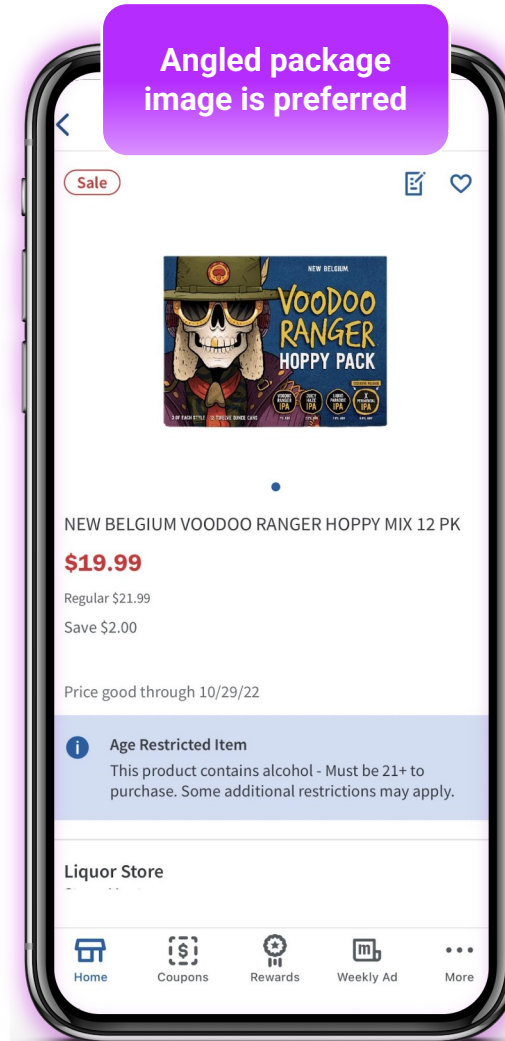
IMAGE USAGE & ISSUES

Images remain critical to conversion. And in some categories, moving from one image to two can double conversions. Yet 35% of items tested only had a single image and the average was just three images.



34%
Of Items Had
Just 1 Image

The average was
only three images.



AUDIT RESULTS

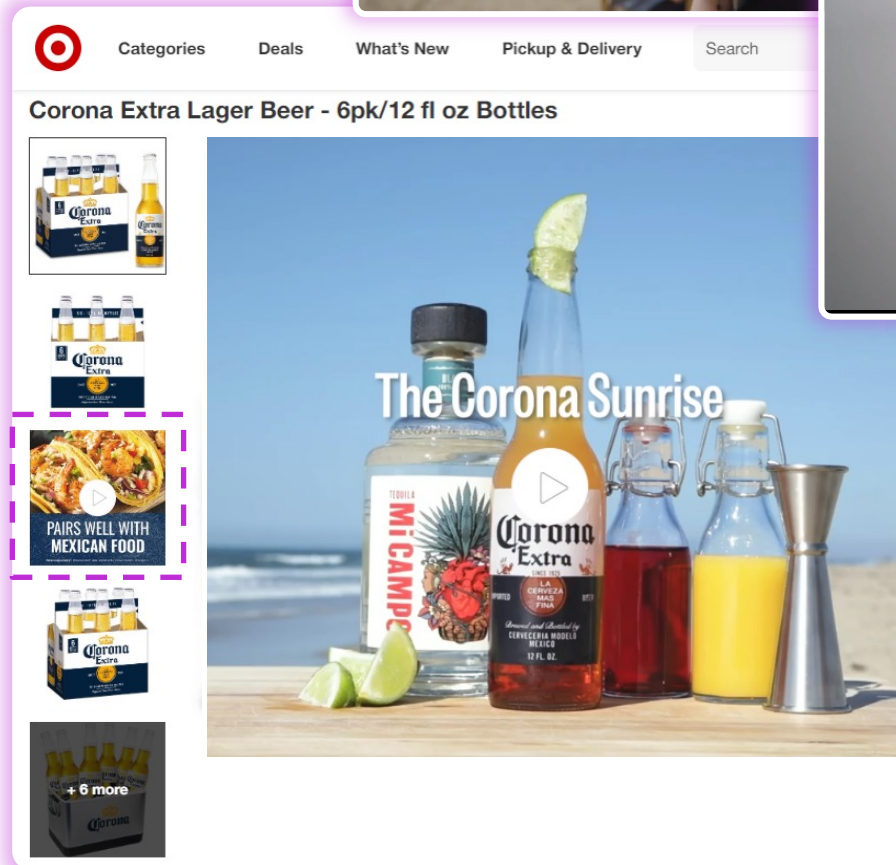
VIDEO USAGE

Video has always been a great medium for educating and motivating shoppers. For this category, there isn't a better way to show lifestyle and emotion than within videos.

Other ways to use video is to motivate shoppers with drink mixes and recipes to educate them on new ways to use the product.

47%
Of Target Items
Had Video

Only Target provided
visitors with videos



AUDIT RESULTS

ENHANCED CONTENT USAGE

Enhanced content remains one of the best options for brand education and purchase motivation, when done correctly for its category.

Unfortunately, only 4 of the 7 retailers tested offered brands the ability to add enhanced content, and for those that did, participation wasn't high outside of Target. This is a lost opportunity for brands.

42% TARGET

26% WALGREENS

16% MEIJER

2% SAM'S CLUB

0% HEB
KROGER
WALMART

WELCOME TO THE #VIZZY GANG

VIZZY™
HARD SELTZER

with ANTIOXIDANT VITAMIN C

Hard Seltzer Drinks Everyone Will Love

IRRESISTIBLE DYNAMIC DUOS

MOUTHWATERING COMBOS

LEMONADE with a TWIST

WATERMELON, the REMIX

Variety Pack 1
It takes two to tango. That's why every Vizzy hard seltzer can features two irresistible fruity flavors. Make your taste buds dance to dynamic duos, including:

- Pineapple Mango
- Black Cherry Lime
- Strawberry Kiwi
- Blueberry Pomegranate

Variety Pack 2
Discover more winning combinations in the Vizzy Hard Seltzer variety Pack 2. Choose from four mouthwatering flavors:

- Papaya Passionfruit
- Blackberry Lemon
- Watermelon Strawberry
- Raspberry Tangerine

Spiked Lemonade-Flavored Seltzer
When life gives you lemons, crack open a can of Vizzy Spiked Lemonade Hard Seltzer. Raise a can to positivity and try all four delicious lemonade and fruit flavor combos:

- Raspberry Lemonade
- Strawberry Lemonade
- Peach Lemonade
- Watermelon Lemonade

Spiked Watermelon-Flavored Seltzer
Enjoy the taste of summer any time of year with Vizzy Spiked Watermelon Hard Seltzer. Made with real watermelon juice, these hard seltzers come in four bubbly flavors:

- Passionfruit Watermelon
- Blueberry Watermelon
- Kiwi Watermelon
- Mango Watermelon

Product Taste

FLAVORS EVERYONE WILL LOVE
Find your FAVORITE

HARD SELTZER WITH NATURAL FLAVORS
CELEBRATE RESPONSIBLY™
PER 12 OZ., ALL FLAVORS: 100 CALS, 2G CARBS, 9G PROTEIN, 9G FAT
©2017 MOLSON COORS BEVERAGE CO., MILWAUKEE, WI • FLAVORED BEER

From the manufacturer

MAKE IT Amazing.

KIM CRAWFORD MAKE IT Amazing

Kim Crawford started in a small cottage in 1996 in Auckland, New Zealand, soon winning awards and critical acclaim around the globe. We do things unconventionally, take risks, start things, and welcome different. Today we're the #1 Sauvignon Blanc and #1 New Zealand wine in the U.S. Source: Wine Spectator, 10/15/2016-12/28/2016 ending 10/1/2016

4 Light Seltzer, the Loudest Flavors Ever!

4 Light Seltzer

100% SELTZER

Get Light Seltzer Hard Seltzer Cans. 100% Seltzer. Enjoying the light seltzer experience? Classic Seltzer. With a strong new look and new NEW hard seltzer flavors, Raspberry and Tangerine Hard Seltzer, with refreshing fruit flavors!

LOUDEST FLAVORS EVER

Get Light Seltzer Cocktail Hour Variety Pack. New favorite summer cocktail flavors meet the refreshment of a hard seltzer in the new limited-edition Cocktail Hour Variety Pack. Whether you're hanging at the pool, looking on the sun at the beach, or relaxing in the hot tub, these classic cocktail-inspired seltzers.

5% ALCOHOL 100 CALORIES

Get Light Seltzer Hard Seltzer Variety Pack Cans. Get all the satisfying goodness of each pop and the refreshment of hard seltzer, all with 100+ sugar. Try the Loudest Flavors Ever today!

4 Light Platinum Seltzer, it's Seltzer made for the night!

BUD LIGHT PLATINUM SELTZER

5 TAKEAWAYS

1. The Opportunity is There

The content quality bar is low, so act now and sell more while impressing your merchants.

2. Title Length Matters

Titles with more descriptive keywords help you improve your page 1 ranking and drive more traffic to your pages.

3. Brand Consistency Across Retailers

Ensure consistent brand experiences by providing all your retailers with the same, accurate, brand-approved content.

4. Monitor Competitor Content

You can only compete if you know how the competition is merchandising their products.

5. Leverage Results with Your Merchants

Experienced merchants understand that content impacts sales so let them know you're actively auditing, improving, and monitoring all your product pages.



YOUR PRODUCT PAGES ARE FULL OF
**UNTAPPED OPPORTUNITIES TO
DRIVE IMPACTFUL GROWTH**

1

Optimize
FINDABILITY

Make your products
“findable” and SEO-
ready in all your
channels.

2

Improve Brand
CONSISTENCY

Ensure marketing-
approved content is
always being
displayed everywhere.

3

Reduce
RETURNS

Avoid expensive
returns by making
every product page
accurate & error-free.

4

Increase
SALES

Provide shoppers with
the Perfect SKU®
experience for every
product.

GET VISIBILITY

Wonder less. Know more.

Ready to boost conversions?

Start Free Trial

Let's Talk

