Re-inventing the grocery eCatalog

EARLEY
INFORMATION SCIENCE
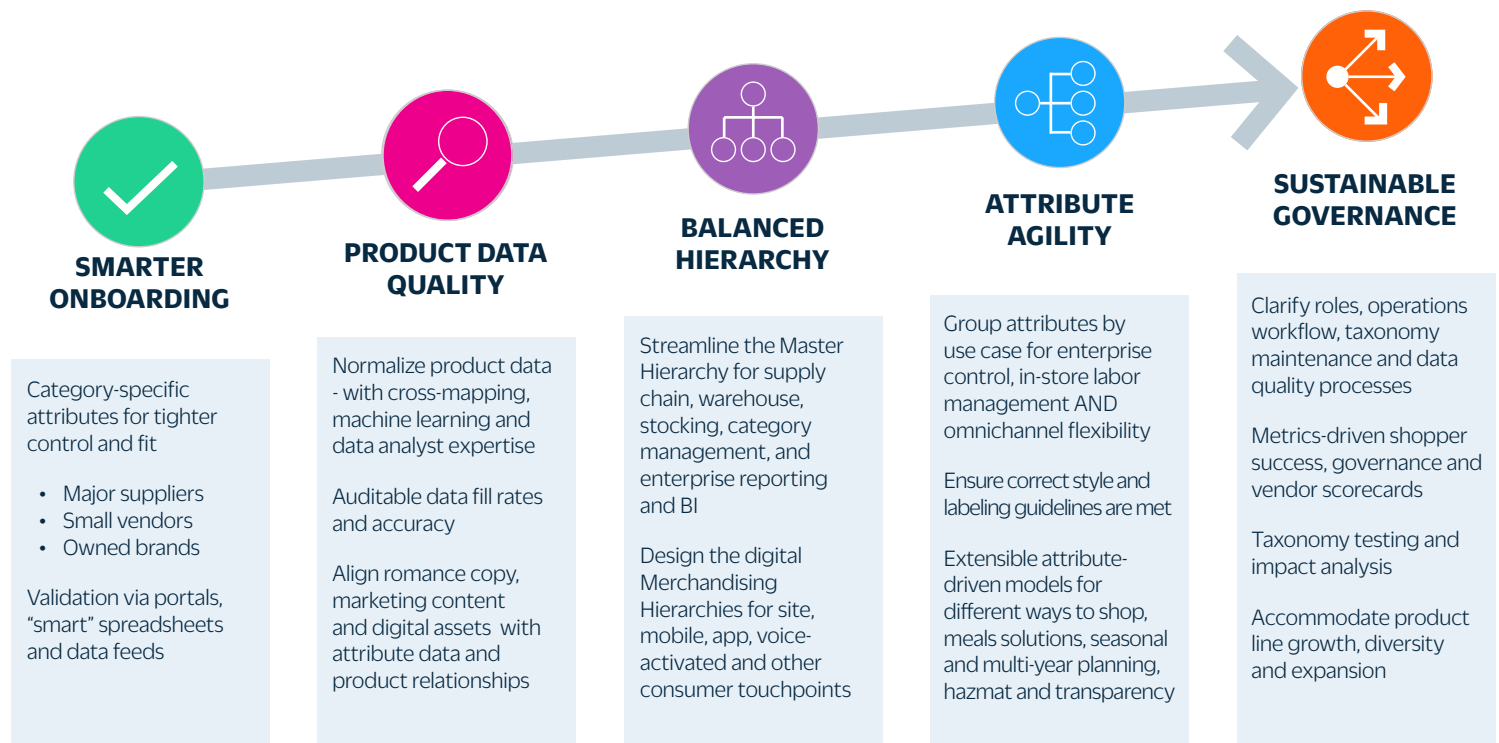
WE SUPPORT **MEASURABLE** BUSINESS OUTCOMES BY ORGANIZING YOUR INFORMATION – MAKING IT **FINDABLE**, **USABLE** & **VALUABLE**.

The EIS Approach to Sustainable eCatalog Quality

Leverage GDSN, small vendor and private label product information in an **attribute-rich eCatalog – organized by how consumers shop, how merchants buy *and* how stores are stocked...**

SMARTER ONBOARDING

Category-specific attributes for tighter control and fit

- Major suppliers
- Small vendors
- Owned brands

Validation via portals, "smart" spreadsheets and data feeds

PRODUCT DATA QUALITY

Normalize product data - with cross-mapping, machine learning and data analyst expertise

Auditable data fill rates and accuracy

Align romance copy, marketing content and digital assets with attribute data and product relationships

BALANCED HIERARCHY

Streamline the Master Hierarchy for supply chain, warehouse, stocking, category management, and enterprise reporting and BI

Design the digital Merchandising Hierarchies for site, mobile, app, voice-activated and other consumer touchpoints

ATTRIBUTE AGILITY

Group attributes by use case for enterprise control, in-store labor management AND omnichannel flexibility

Ensure correct style and labeling guidelines are met

Extensible attribute-driven models for different ways to shop, meals solutions, seasonal and multi-year planning, hazmat and transparency

SUSTAINABLE GOVERNANCE

Clarify roles, operations workflow, taxonomy maintenance and data quality processes

Metrics-driven shopper success, governance and vendor scorecards

Taxonomy testing and impact analysis

Accommodate product line growth, diversity and expansion

Get it right.
Optimize for item onboarding – reduce data variability at the source.

Keep it right.
Keep taxonomy relevant for assortment growth and shopability.

www.earley.com   info@earley.com

END-TO-END SERVICES

Category Management & Product Taxonomy	eCatalog Workflow, Data Fill & Governance	Digital Merchandising & eCommerce Taxonomy

ENTERPRISE IMPACT

An optimized product taxonomy reflects your customer-centric focus, yet enables cross-functional business priorities and flexible category management

BOOST TIME-TO-MARKET
Streamlined and more accurate item on-boarding

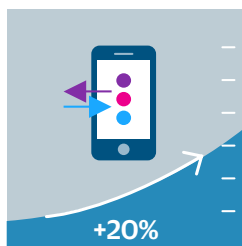**SUPER-CHARGE ANALYTICS**
Analyze sales and trends at both macro and micro levels

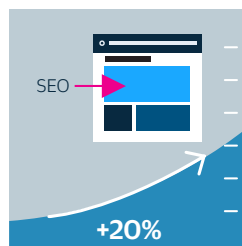**MEASURE CONSISTENTLY**
Tighter alignment with industry standards

SHARE ACCOUNTABILITY
Sustainable product data operations governance
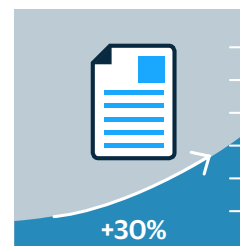
DIGITAL IMPACT

+20%
Increase in site **shopability pathways**

+20%
Increase in SEO **click through rates**

+40%
Increase in product **search and findability**

+30%
Increase in **category conversions**

+20%
Increase in site and mobile **customer satisfaction**

Ready to differentiate digitally, compete locally and redefine the in-store experience?

Explore your eCatalog Options with EIS

www.earley.com

www.earley.com   info@earley.com