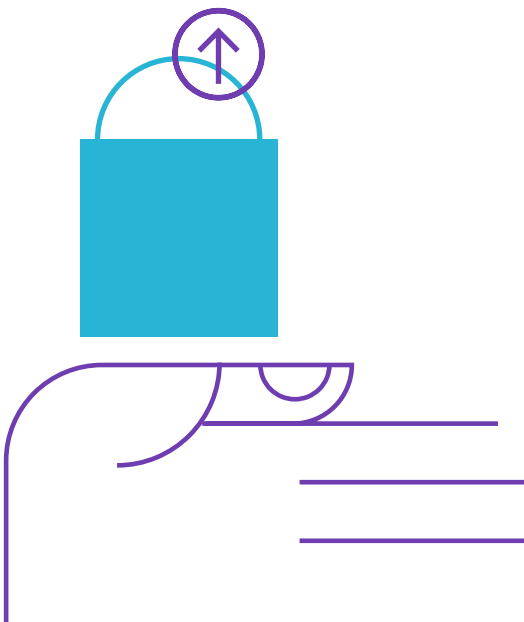# Consumer Goods Company - Boosts ECommerce Success with Noogata

Table of content

Boosting eCommerce with Noogata

A leading consumer goods company and digital native brand sought new cutting edge technology to drive product sales, so they began working with Noogata in 2021.

The Customer wanted to address four core challenges.

→ **SIZE THE SALES POTENTIAL FOR EACH OF THEIR PRODUCTS AND TRACK THE COMPETITIVE LANDSCAPE**

→ **IDENTIFY EMERGING CONSUMER TRENDS AND OPPORTU-NITIES FOR FUTURE GROWTH**

→ **CRAFT THE RIGHT CONTENT FOR EACH PRODUCT LISTING TO DRIVE SEARCH EXPOSURE AND CLICK-THROUGHS**

→ **OPTIMIZE ADVERTISING SPEND TO MAXIMIZE MARKETING ROI**

The Customer had built up a portfolio of more than 10,000 products across a wide range of categories - meaning they could either hire a few dozen analysts to manage this portfolio manually, or find a smart and scalable approach to optimize the way those products were listed. They chose the latter approach by partnering with Noogata.
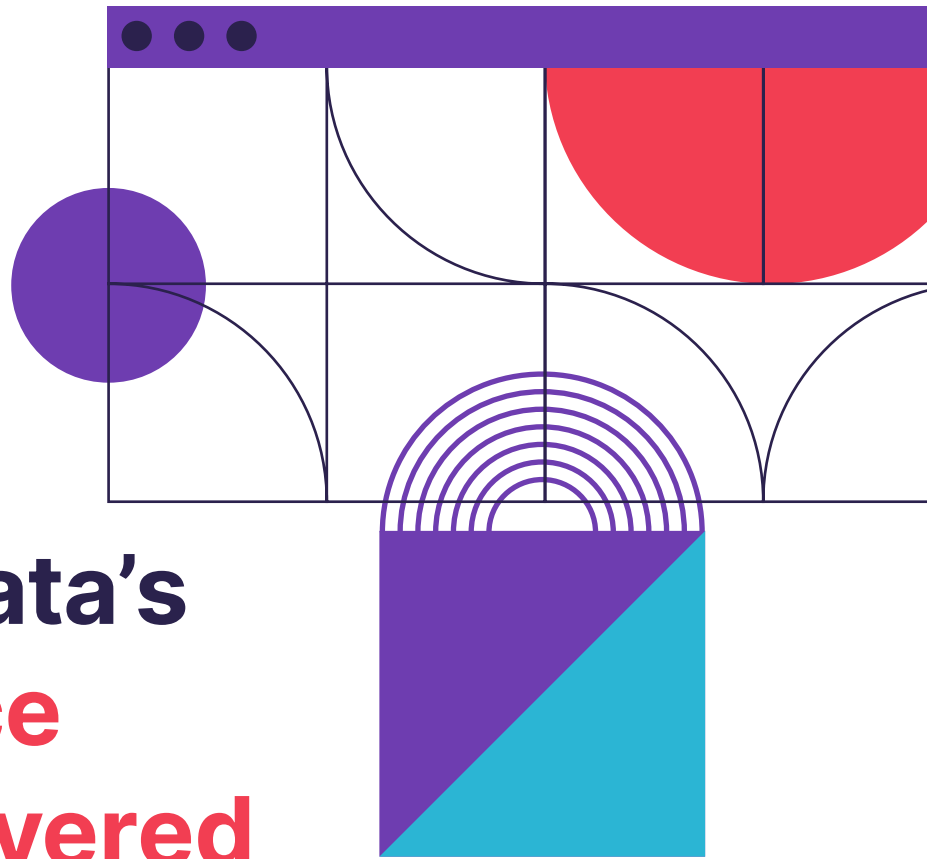
How Noogata's eCommerce library delivered

The Customer deployed Noogata, a no-code AI platform, to empower its eCommerce team to tackle multiple business questions directly, without requiring support from data engineers or scientists, and without the need to write a single line of code.

The initial implementation focused on the following core business challenges:

DEMAND SIZING

Sizing the potential demand for each product sold via ecommerce platforms is not a simple task. One of the biggest complications in this exercise is search terms which have different definitions, but share the same "purchase intent" from consumers' perspective - e.g. someone looking for "headphones" might also search "buds" or "pods". Noogata enables business analysts to apply pre-trained AI models across their product portfolio, giving insight into the total addressable market for each product, as well as grouping consumer traffic by purchase intent. These insights not only reveal the relative importance of consumer

needs addressed by each product, but also uncover new complementary uses for some products. For example, **The Customer** used Noogata to reveal that consumers looking for nightstands would purchase side tables, and vice versa - an insight that unearthed an additional 1 million searches per week to target for their product.

DETECTING DEMAND TRENDS

After accurately sizing the market and grouping purchase intent topics, **The Customer** used Noogata to automatically track developments in each of those topics on a weekly basis. This gave insights into both seasonal shifts and longer-term demand trends, which **The Customer** used to proactively optimize sales of existing products, as well as identifying new and growing domains into which to expand their product portfolio. A great example of this is the identification of a strong demand spike for kitchen organizers. Over the summer months of 2021, demand for kitchen organizers quadrupled from approximately 250,000 relevant searches a week to over 1,000,000 per week. Because Noogata identified this trend early, **The Customer** was able to align content and advertising efforts to capitalize on the demand surge and ultimately increase their sales of kitchen organizers.

TRACKING COMPETITION

eCommerce is fast-paced and highly competitive, and manually tracking competitor portfolios is a near-impossible task. With the speed and scalability of AI, Noogata can identify and track key competitors for thousands of products in a matter of minutes, helping to monitor organic and paid exposure, product positioning, pricing, and promotions. This enabled **The Customer** to react effectively to competitors' moves, as well as identify new entrants, understand their value proposition, and assess their impact on product categories.

OPTIMIZING PRODUCT LISTINGS

Optimized product listings (titles, descriptions and back-end keywords) can lead to increases of 50% in product exposure and sales, and is far more cost-effective and long-lasting than relying purely on advertising campaigns for exposure.

However, listing optimization is complicated by the fact that products can address different consumer needs. Stackable storage boxes, for example, could be searched for by consumers looking to organise office supplies, storing toiletries, or holding fashion accessories. Seasonality

would also impact needs and search behavior. For example, searches for bedroom storage solutions increase in summer months as college students prepare their dormitory at the start of a new school year.

Since Noogata's AI factors in these complications and seasonality changes, **The Customer** uses the platform to score the content in each product listing and generate specific recommendations for improvement, enabling the team to continuously adapt content to match shifting consumer trends,win market share against key competitors, and increase sales.

OPTIMIZING ADVERTISING CAMPAIGNS

The first step in unlocking superior eCommerce advertising is to understand spend effectiveness and go beyond the standard return-on--advertising-spend (ROAS) metric. By using Noogata, **The Customer** was able to understand the true performance of their advertising campaigns, and identified over-reliance on own-brand related (defensive) search terms, as well as specific areas where they were losing critical share of voice to competitors. Noogata also helped map the areas where they could drive better offensive strategies - gaining share by advertising against competitor=specific search traffic.
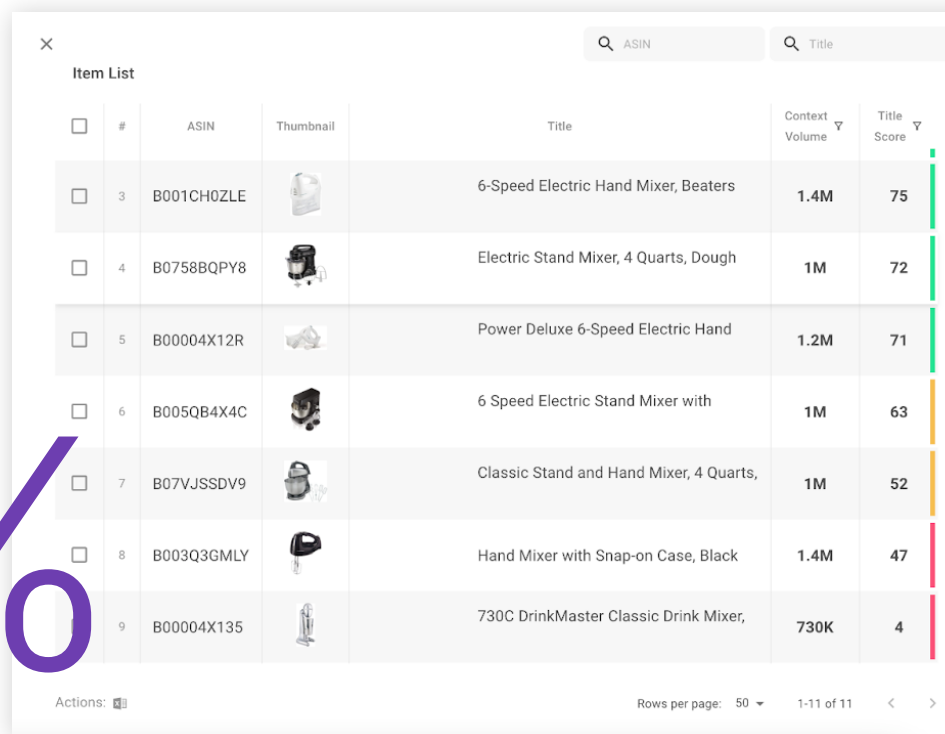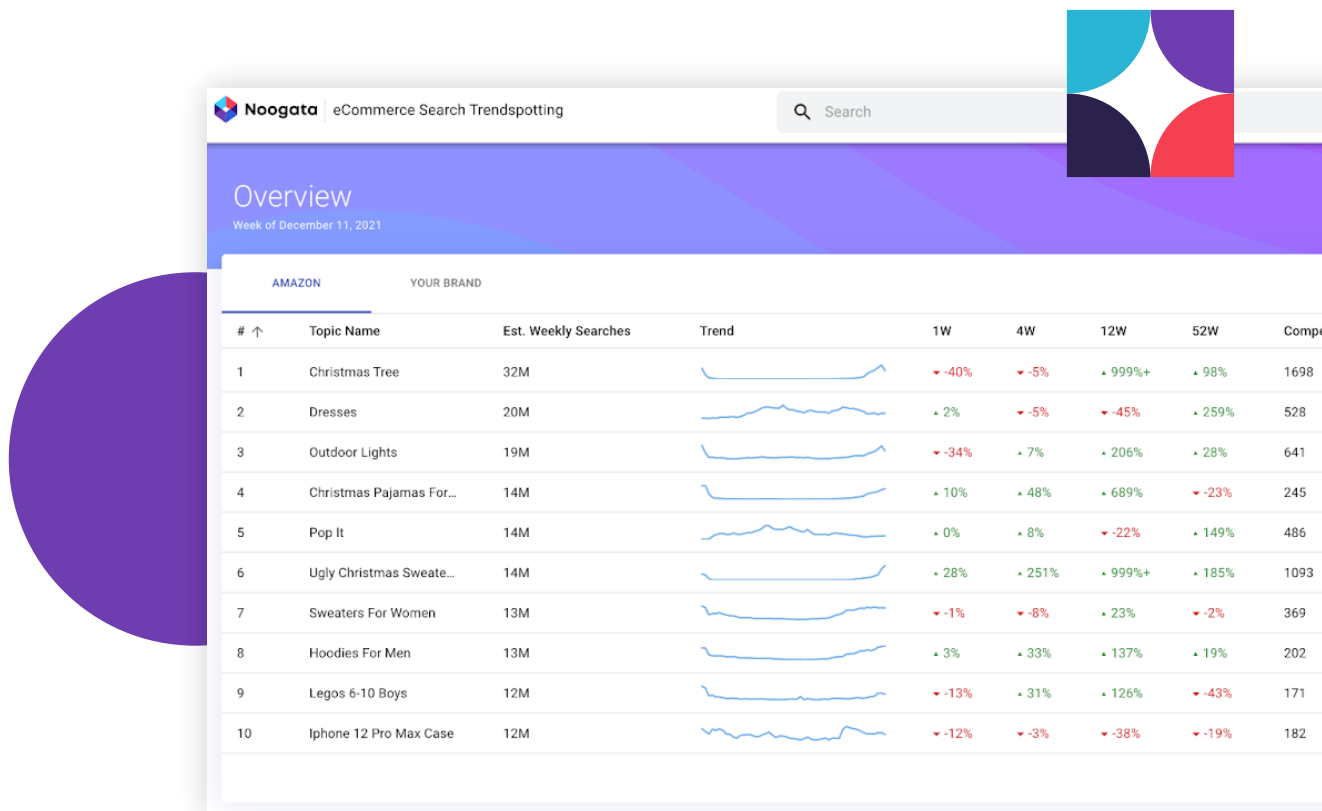
Rapid ROI;
Lasting Impact

By partnering with Noogata, **The Customer** was able to start generating valuable new insights in a matter of minutes, which translated directly into higher conversion and sales.

Despite a reduction in eCommerce traffic from the high peaks of 2020 and a reduction in total advertising spend, revenue from **The Customer's** top ten products grew by over 20% as their optimization efforts drove higher click-through and conversion.

20%

REVENUE GROWTH FROM
THE CUSTOMER'S
TOP TEN PRODUCTS

Scaling AI across the enterprise

Although **The Customer's** initial implementation of Noogata has focused on optimizing eCommerce product listings and driving sales, the ease with which analysts can integrate our AI libraries and compose new workflows means several additional use cases are already being evaluated.

As **The Customer** looks to drive their omni-channel growth strategy, Noogata has the potential to be used outside of an eCommerce focus by optimizing advertising spend, improving demand forecasting, providing insights for direct-to-consumer (D2C) operations, identifying and prioritizing sales leads, and potentially building an in-store distribution network.
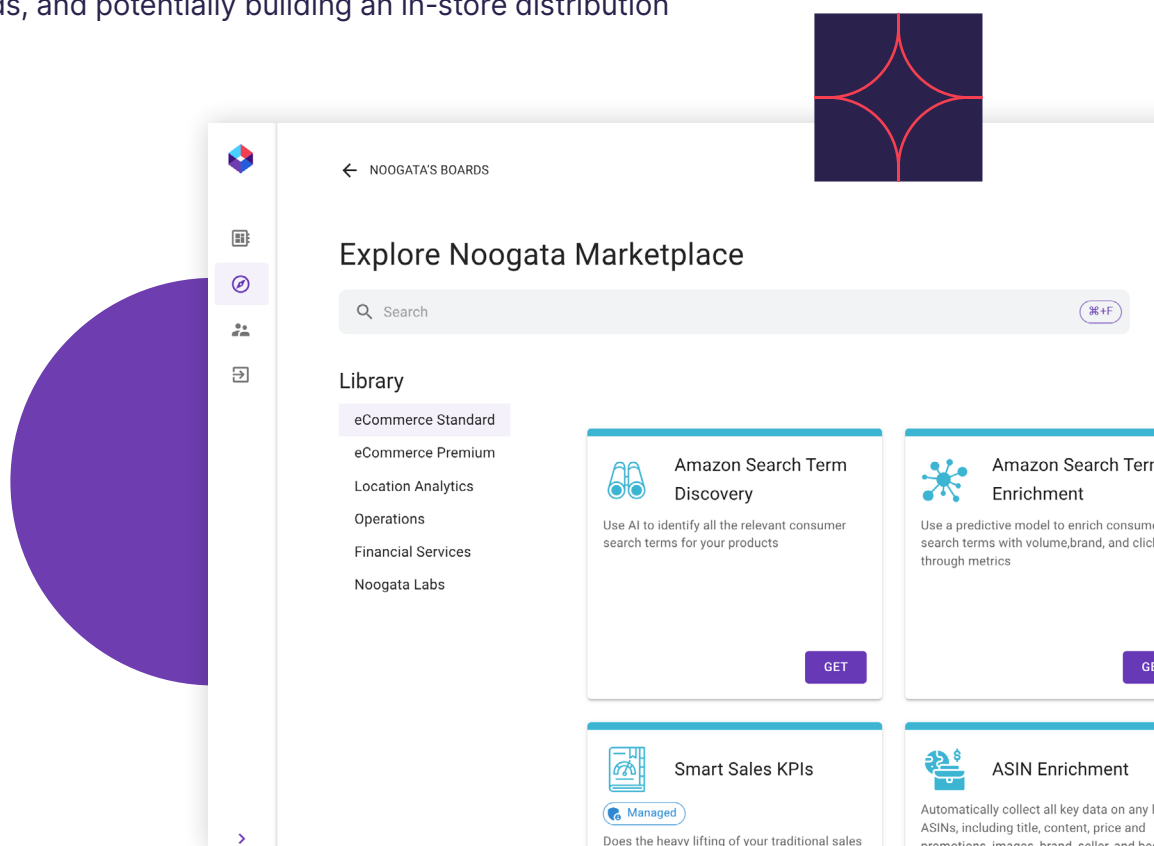
About Noogata

Noogata is the leader in no-code artificial intelligence (AI) designed from the ground-up for the citizen data analyst. We provide a modular, expandable platform that is ready for immediate use, thanks to pre--built, domain-focused blocks that "speak the language of business" and target unique, mission-critical use cases. Noogata delivers the benefits of best-in-class AI for maximum business impact without the complexity and costs of having to develop it or maintain the AI solutions. Founded in 2019 and headquartered in Tel Aviv, privately-held Noogata is backed by Team8 and Skylake Capital.

→ TO LEARN MORE, VISIT NOOGATA.COM