

Shape the next normal in digital by analyzing open data


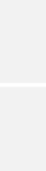
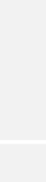


The unprecedented COVID-19 pandemic has led to several changes across industries. In retail, one noteworthy change is the way consumer behaviors and preferences have evolved due to the outbreak.

Due to worldwide lockdowns, consumers are spending more time online. Consequently, the amount of open data is also significantly increasing. **Leveraging open data can help businesses guide decisions, enhance consumer experience and accelerate digital.**

Let's take an example of the beauty industry which has been affected by the crisis, given the compulsion of physical distancing and wearing masks. Cosmetics may have lost its sheen, except above-the-mask eye care, as open data suggests in the following analysis.

Top trending products in eye care across the US

Retailers	KPI	Products		
		 TOO FACED Better Than Sex Mascara	 URBAN DECAY Naked Cherry Eyeshadow Palette	 Lancôme Définicils Lengthening & Defining Mascara
Sephora	Awareness	●	●	●
	Consideration	●	●	●
	Purchase	●	●	●
Ulta	Awareness	●	●	●
	Consideration	●	●	●
	Purchase	●	●	●
Nordstrom	Awareness	●	●	●
	Consideration	●	●	●
	Purchase	●	●	●
Macy's	Awareness	●	●	●
	Consideration	●	●	●
	Purchase	●	●	●

The analysis is done for data from March – April 2020. Source - Ugam

● Low ● Moderate ● High

Methodology:

We arrived at the trending products using Ugam's proprietary big data platform, by calculating a popularity score for each product, aggregating consumer demand data such as search volume, social media signals, and online reviews and ratings. We reviewed products on influenster and trending carousels across retailer websites and we selected the top trending products.

If you are a retailer that carries trending products, you should:

- 1 Showcase trending products to consumers through banners placed on home page or relevant category pages
- 2 Include the trending products as part of recommended / featured products
- 3 Ensure the trending products are easy to discover by showing them as part of top listings on relevant category / keyword search pages
- 4 Ensure the trending products are always in stock. Work on forecasting demand and matching it with your inventory to be proactive in ordering before hand
- 5 Improve representation of the products by adding multiple images, video, how to guide (if applicable)

Awareness

Consideration

Consideration

Purchase

Purchase

If you are a retailer that doesn't carry trending products, you should:

- 1 Identify comparable product from your assortment (based on key attributes of trending product)
- 2 Make the comparable products show up as part of top 10 listings on relevant category pages and keyword search results
- 3 Get your products reviewed by influencer to improve credibility and trust (if your products have less reviews)

Awareness

Consideration

Purchase

Retailers can leverage open data to guide decisions such as merchandizing, pricing, category performance, private label product development and improving ROI from paid ads on Google. With this, businesses can accelerate digital, build competitive advantage and navigate the next normal.

Schedule a meeting with our experts to understand how you can accelerate digital during COVID-19. Write to info@ugamsolutions.com

About Ugam

Ugam, a Merkle company, is a leading next generation data and analytics company. We work with retailers, distributors, manufacturers and research & consulting firms to enable superior data-driven decision-making. Ugam's customer-centric approach, that blends data, technology and experts, has resulted in impactful and long-tenured relationships with over 75 Fortune 500 companies. Visit us at www.ugamsolutions.com, follow us on Twitter [@ugam](https://twitter.com/ugam), and visit our [LinkedIn](#) page.