

This is a sample blind
L2-style report
showing examples
from a larger report

Company Name

VALUE PROPOSITION SCORECARD
E-Stores H1 2019

Region: Europe

Country: UK

Store: Store A

HIGHLIGHTS

For this H1 2019 review, Store A, Store B, and Store C UK have been reevaluated. Store A continues its lead in the region and globally, with significant gains in World's Best Beers that include the addition of beer awards and refining features in brands, breweries, and craft beer options. Losses in Opportunity to Learn are due to a lack of updated videos in YouTube and the loss of regularly executed consumer generated content. Curated Personal Recommendations also had losses, like consumer issues with manually searching for out of stock items and its beer subscriptions in transition, directing consumers to a broken link / unrelated products instead of the new beer subscription partnership with Partner A on its blog.

Store B is the only E-Store in the region that lost overall score since last review. Opportunity to Learn has a slight increase in score and E-Store Fundamentals remains unchanged, but all other Key Differentiators have decreased.


Store C UK has the biggest gains in overall score in the region. Its E-Store added more features that Store C Netherlands executed in the last review. Store C UK continues to trail competitors in the region.



No E-Store in the region fully executes regular customer engagement through customer generated content.

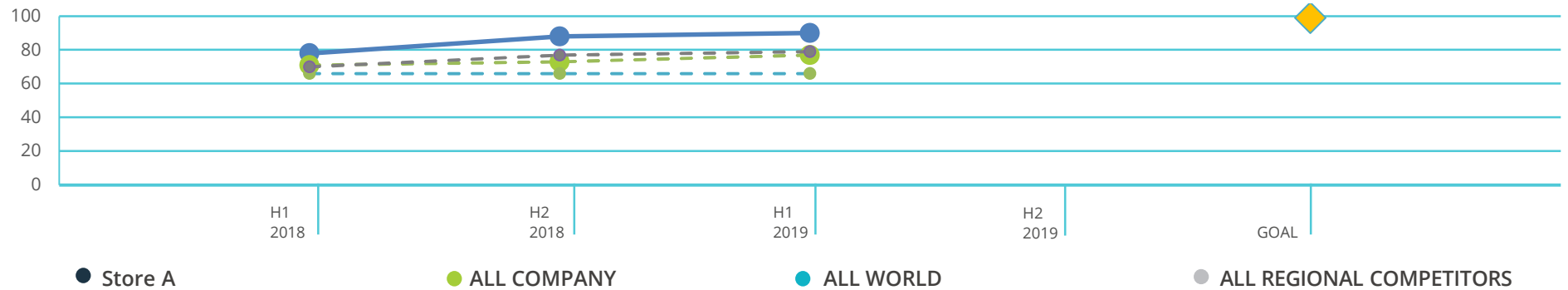
Note that all recommendations are based on best-in-class eCommerce and local market trends. Recommendations have not been matched with customer surveys and should be validated to confirm ROI before significant investments are made. Just because every other store offers a feature or content does not mean that one's specific customer segment (or theirs) is demanding it.

Overall Score

90



Logo **77** All COMPANY*  **66** All World  **79** All Regional Competitors*



GAINS + World's Best Beers, Deliver with Personality, E-Store Fundamentals

Curated Personal Recommendations, Value for Money, Opportunity to Learn **LOSSES -**

*All COMPANY = All Owned E-Stores, All World= All E-Stores surveyed in all reports this period, All Regional Competitors=All E-Stores surveyed in this report

Store A

Overall Score

90

OVERVIEW

- 96

17% THE WORLD'S BEST BEERS

Store A added award-winning beers in quickview and product descriptions, organized its breweries page, and features craft beer options on its homepage. Store B is placing focus on top sellers and trending products, but it decreased its beer selection, and the global diversity of its offerings is not clearly communicated. Store C UK consumer ratings cannot be left on the E-Store and consumer requests are not competitive.
- 85

17% CURATED PERSONAL RECOMMENDATIONS

Store A modified product descriptions, so they are more easily accessible to consumers, added product sharing tools, and refined its search filters. Consumers manually searching for out of stock items are not directed to the out of stock items, but rather to unrelated items or broken links. Store B is the only E-Store offering event planning, but it has faltered in upselling, cross-selling, and gift packaging. Store C UK added features to quickview, home bar drafts, and a Father's Day quiz.
- 98

17% DELIVER WITH PERSONALITY

Store A added Wish Lists and is clearly communicating delivery area, shipping exclusions, and returns/exchanges. While Store A's voice of site is effective, it does not promote social responsibility initiatives. Store B made gains in communication overall, clearly stating its commitment to investing in independent breweries and celebrating International Women's Day. Store C UK is not competitive, despite gains.
- 94

17% VALUE FOR MONEY

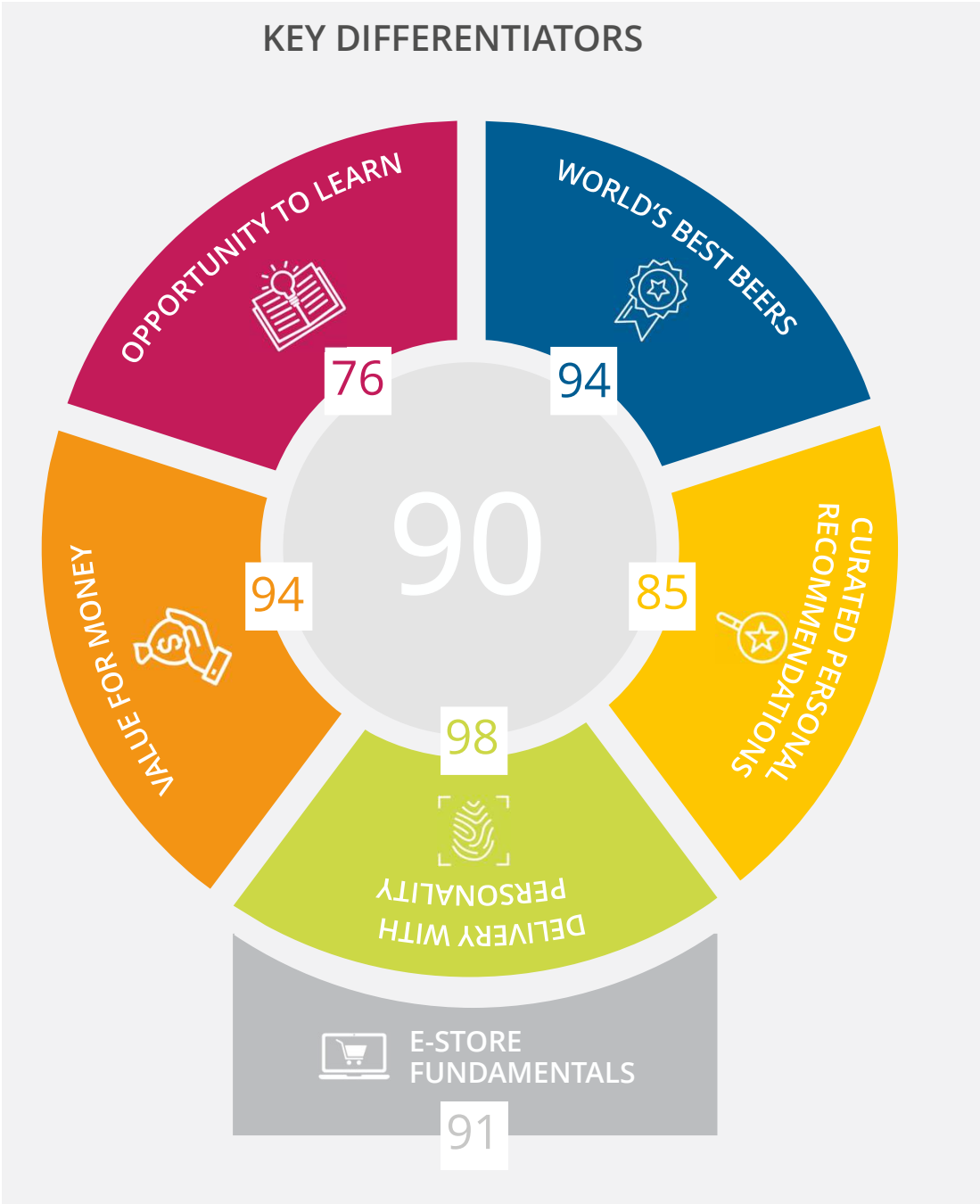
Store A promotes seasonal discounts, large order discount multibuy offers, and has a gift with purchase, but no longer offers student discounts or promotion of mix and match beerpacks, and some benefits of its loyalty programs are not communicated clearly. Store B changed its loyalty program. Store C UK promotes mix and match and gives the most money for referrals.
- 76

17% OPPORTUNITY TO LEARN

Store A made gains in Consumer Education, with updates to its blog, video content, product descriptions, and links to its physical stores, but events and classes are not cross-promoted on the E-Store, consumer generated content is not regularly encouraged, and YouTube content has not been updated. Store B updated consumer education features, online groups, and events, and consumer generated content. Store C UK added a separate tab for events and updates video content regularly.
- 91

17% E-STORE FUNDAMENTALS

Store A's modified product listings, additions in quickview, and updates in overall UX increased its score, but out of stock search issues and no cross-promotion of events between the E-Store and its physical location hindered it from receiving a perfect score. Store B made no significant changes since last review. Store C UK improved its prominent security, adding badges in the footer verifying it as a trusted E-Store.



Store A

● Store A



Store A continues its lead in the region and globally, with significant gains in World's Best Beers that include the addition of beer awards and refining features in brands, breweries, and craft beer options. E-Store Fundamentals and Deliver with Personality also saw an increase in score. The biggest losses are in Opportunity to Learn, due to a lack of updated videos in YouTube and the loss of consumer generated content. In Curated Personal Recommendations, out of stock items and a transition in its beer subscription services direct consumers to broken links or unrelated items.

◆ Store B



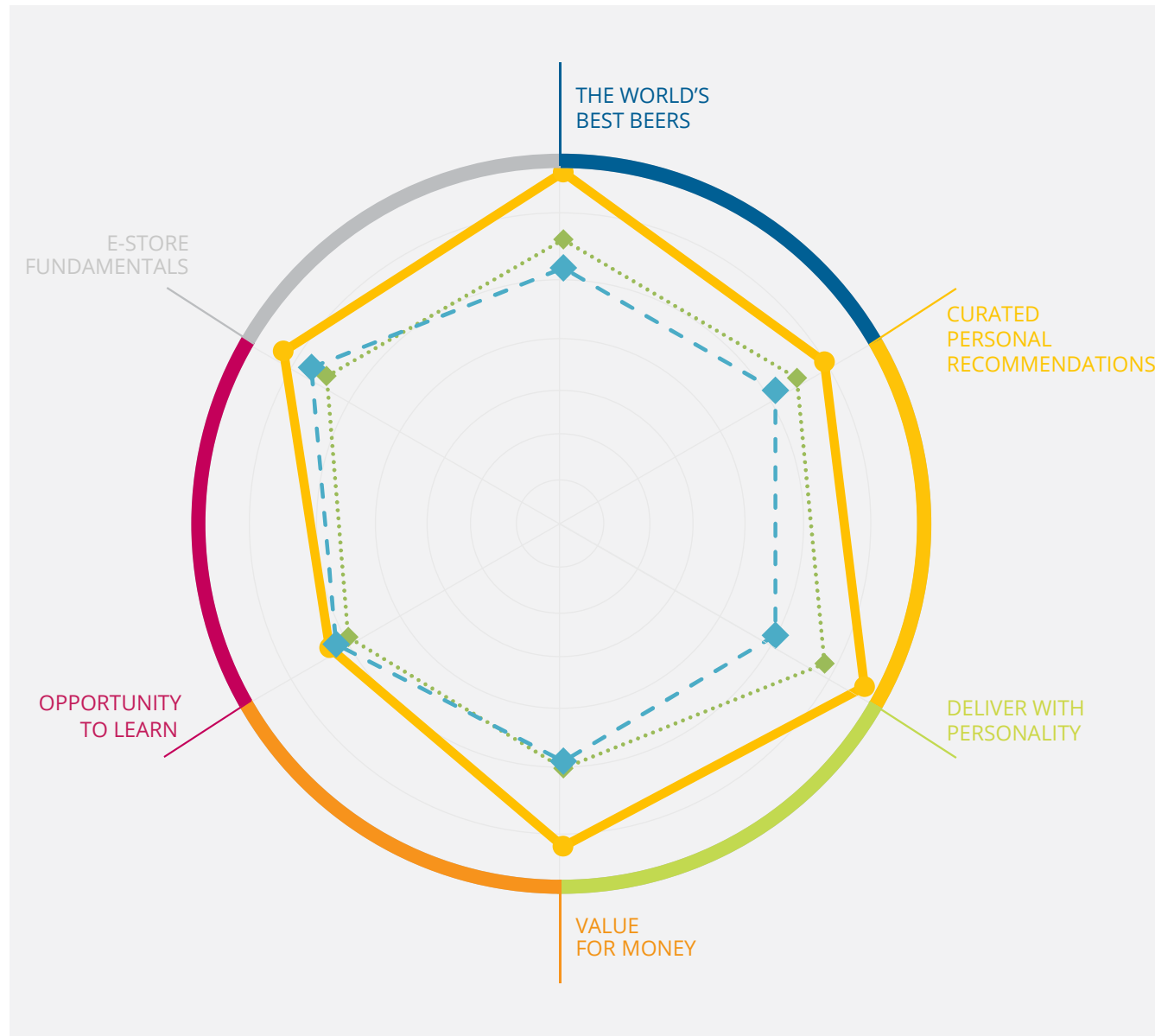
Store B is the only E-Store in the region that lost overall score since last review. Opportunity to Learn has a slight increase in score and E-Store Fundamentals remains unchanged, but all other Key Differentiators have decreased scores since last review. Store B is the only E-Store currently featuring subscriptions. Features like its concierge service for offices and global citizenship statements are best-in-class.

■ Store C UK



Store C UK has the biggest gains in overall score in the region since last review. The E-Store added more features to its site that Store C Netherlands executed in the last review. Store C UK continues to trail competitors in the region. Opportunity to Learn saw the largest increase in score, due to events and updated video content.

REGIONAL PLAYERS KEY DIFFERENTIATORS



KEY DIFFERENTIATOR:

DELIVER WITH PERSONALITY

Store A

WINNING FACTORS LANDSCAPE OVERVIEW



What's Changed: Store A added Wish Lists and is more clearly communicating delivery area, shipping exclusions, and returns/exchanges. While Store A's voice of site is effective, it does not promote social responsibility initiatives. Store B made gains in communication overall, clearly stating its commitment to investing in independent breweries and celebrating International Women's Day by interviewing women in the craft brewing industry. Store C has made slight gains, but it is not competitive in this Key Differentiator.

DELIVERY OPTIONS

Store A delivery area and exclusions are more clearly communicated to consumers since last review.

Store A	Store B	Store C UK
<ul style="list-style-type: none"> Delivery area communication is clearer to the consumer Exclusions are more clearly communicated to consumers since last review 	<ul style="list-style-type: none"> Consumers must go to the YODEL delivery page to find shipping area communication Exclusions are more clearly communicated since last review 	<ul style="list-style-type: none"> Delivery options are not easy for consumers to understand because they contain conflicting information Shipping cost communication is also not as clear as competitors

CUSTOMER SERVICE

Store A returns and exchanges are more clearly communicated since last review, giving it a perfect score in this Winning Factor.

Store A	Store B	Store C UK
<ul style="list-style-type: none"> Returns and Exchanges are more clearly communicated in the FAQs Store A has a perfect score in this Winning Factor 	<ul style="list-style-type: none"> Gains have been made in clearer communication of order tracking 	<ul style="list-style-type: none"> No live chat is offered on the E-Store FAQs and order tracking are more clearly communicated since last review

CUSTOMER SHOPPING FEATURES

Store A added Wish Lists since last review.

Store A	Store B	Store C UK
<ul style="list-style-type: none"> Wish Lists have been added since last review and can be accessed directly from the header, featuring selected items with a red heart at quickview 	<ul style="list-style-type: none"> Competitor Wish Lists have better functionality 	<ul style="list-style-type: none"> In-Stock notifications for items that are sold out are no longer available

SPECIALTY PACKAGING

Store A retains its perfect score in this Winning Factor since last review.

Store A	Store B	Store C UK
<ul style="list-style-type: none"> Store A retains its perfect score since last review, with special packaging for Father's Day, everyday occasions like birthdays, and its signature branded merchandise 	<ul style="list-style-type: none"> Has not placed focus on seasonal packaging outside of the Winter holiday season, affecting its score in H1 2019 	<ul style="list-style-type: none"> Offers the least amount of options in this Winning Factor and has not placed focus on seasonal packaging outside of the Winter holiday season, affecting its score in H1 2019

KEY DIFFERENTIATOR:
DELIVER WITH PERSONALITY

Store A



WINNING FACTORS
LANDSCAPE OVERVIEW

VOICE OF SITE

Store A has a clear and effective voice of site overall, but it does not go further in promoting social responsibility initiatives as a global citizen.

Store A

- Continues to have a clear and effective voice of site
- While Store A shows an incredible commitment to solving consumer issues, it does not go further in communicating social responsibility initiatives like donating to charity, recycling programs, etc.

Store B

- Continues to have a perfect score in voice of site
- Clearly states its commitment to investing in independent breweries
- Celebrated International Women's Day by interviewing women in the craft beer industry

Store C UK

- In-Stock notifications for items that are sold out are no longer available

THE UNBOXING EXPERIENCE

Will not be assessed for H1 2019.

KEY DIFFERENTIATOR:
DELIVER WITH PERSONALITY

Store A



WINNING FACTORS
SCORE DETAIL

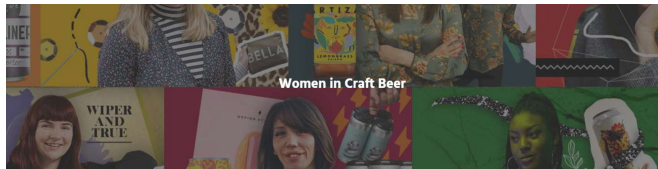
KEY TAKEAWAYS

Store A shows an incredible commitment to its customers, but no other social responsibility initiatives are highlighted, like ethical partnerships, sustainability, and promoting causes it believes in.

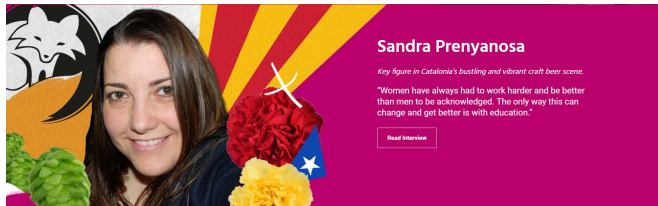
EXAMPLES

Store B makes clear statements regarding partnerships with its independent brewers. The E-Store has an investment Fund that divides £50,000 of funds per year to numerous breweries to provide brewing and packaging equipment and, in turn, brewers make beer for Store B. Store B also celebrated International Women's Day by interviewing women in the craft beer industry.

Store B – VOICE OF SITE
Global Citizenship



Women in Craft Beer

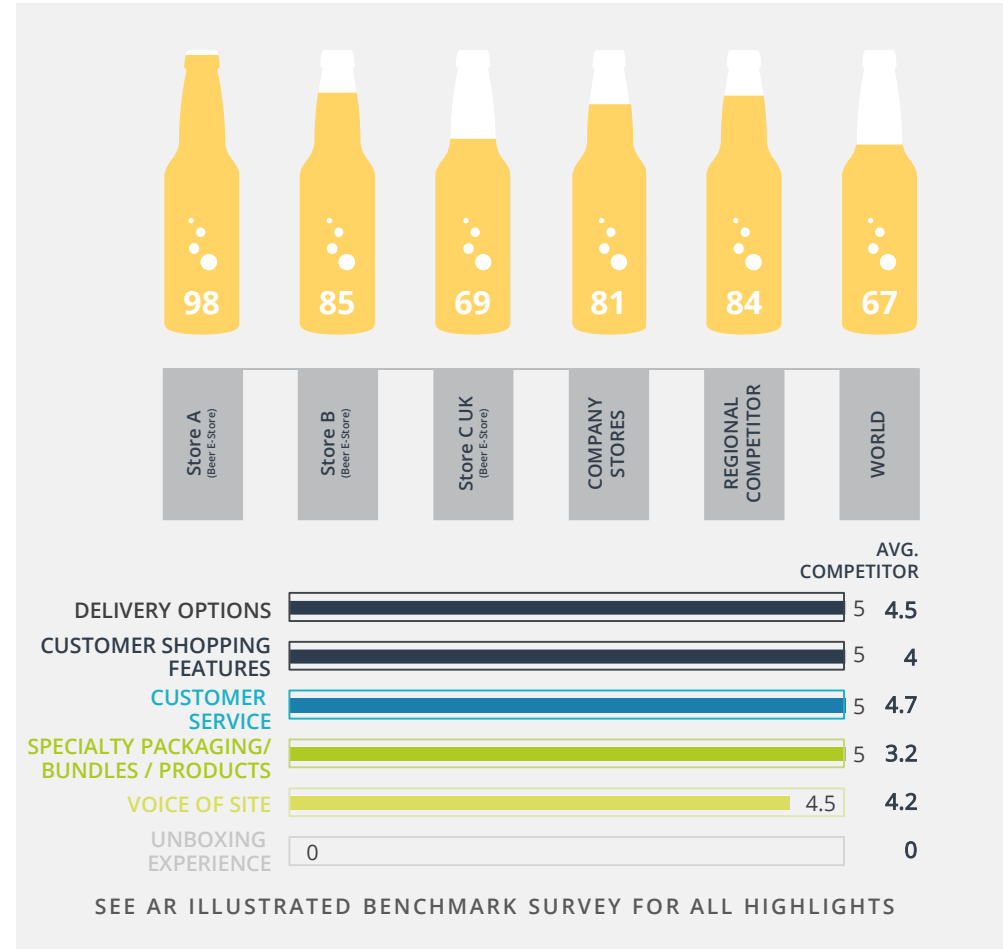


Sandra Prenyanosa

Key figure in Catalonia's bustling and vibrant craft beer scene.

"Women have always had to work harder and be better than men to be acknowledged. The only way this can change and get better is with education."

Read Interview



OF NOTE

No E-Store in the region offers affinity packaging or cold packaging.

INSPIRATION BENCHMARKS – BEST IN WORLD

VOICE OF SITE: COCA-COLA
The Global Citizenship message is fundamental to today's Coca-Cola story and it is promoted throughout the site to highlight sustainability, wellness, and innovation.

INSPIRATION BENCHMARKS – OF NOTE IN WORLD OF BEER

VOICE OF SITE: DAN MURPHY'S
Dan Murphy's shares its social responsibility initiatives by partnering with organizations that support Indigenous people, promote responsible drinking, and prevent violence against women.



Company Name

END H1 2019 E-STORE CORE REPORT