

# DIGITAL DISCOVERY

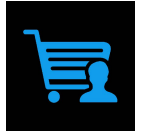
Create and optimize a personalized omnichannel shopping experience with curated product and attribute data.

## Why Brands Are Struggling Today



### Poor Product Discoverability

Retailers are failing to return over 90% of relevant products for searches and e-commerce filters, leading to digital out-of-stocks.



### Shoppers Searching by Need State

81% of product searches on Amazon are now unbranded, meaning shoppers are searching for product attributes over brand names.



### Weak Search Strategy and Data Quality

Retailers often only utilize product titles and brand-supplied data to power search, leading to incomplete and inaccurate data and a poor user experience.

## The Opportunity for Brands



### Accurate and Complete Product Data

Digital Discovery includes conventional product data and derived attribution, supporting 99% share of search. Create a more comprehensive dataset to power product detail page content online.



### Comprehensive Retailer Marketplace

Label Insight evaluates every product for attribution updates, ensuring a rich data-set that can continue to grow with the retailer.



### Simple Data Integration Options

Label Insight makes data easy with flexible delivery and customization while offering direct-to-partner integrations, enabling seamless data access.

## How Digital Discovery Works

1

Retailers license the product types most important to their product assortment including conventional data like product title ingredients and brand data integration for easy delivery and a retailer specific onboarding campaign.

2

Onboarding campaigns typically achieve over 95% sales coverage of UPCs from the Masterfile. Where coverage gaps exist, Label Insight works directly with the retailer to launch a free, fast, and easy onboarding campaign.

Retailers select the standard and custom attributes that matter most via Label Insight's e-commerce attribute menu. Flexible add-on functionality allows retailers to update their attribute selection as new trends emerge.

For more information contact [sales@labelinsight.com](mailto:sales@labelinsight.com) or visit [labelinsight.com](http://labelinsight.com).