

# SOLUTIONS THAT POWER GROWTH FOR CPG BRANDS

Smarter Data. Better Decisions.



## What Is Limiting Your Growth in the Midst of Digital Disruption?

Brands are facing new challenges in today's rapidly changing marketplace. The increasing importance of e-commerce as a critical step in the consumer journey may have you re-evaluating your growth and innovation strategies. New types of accurate, complete and detailed product data are critical to the differentiation that will help you win, and keep, customers in today's "digital first" world.

- Are your products missing from retailers' "digital shelves"?
- Is your current product data effective in a digital world?
- Are your retail media investments underperforming?
- Is your product innovation informed by key consumer health and wellness trends?
- How well are you delivering on your promise of product transparency?
- Are you aware of emerging competitive trends that are stealing market share?

### LABEL INSIGHT PARTNERS WITH LEADING BRANDS ACROSS MANY USE CASES

ACTIVATION	<b>E-COMMERCE OPTIMIZATION:</b> Claim the top consumer need-state terms for which your products qualify to improve search discoverability.
	<b>AUDIENCES &amp; CRM:</b> Target personalized consumer need-state audiences to deliver higher return on advertising spend (ROAS).
	<b>RETAIL MEDIA:</b> Increase conversion and ROI through better informed ad word buys.
INSIGHTS	<b>PRODUCT INNOVATION:</b> Identify major new product opportunities through an unmatched attribute database of 25,000 attributes per product across 85% of ACV.
	<b>DATA LAKE INTEGRATION:</b> Ingest product attribute metadata for all your brands to deliver enterprise-wide value and a higher ROI.
	<b>COMPETITIVE INTELLIGENCE:</b> Improve time to insight through detailed, side-by-side product comparisons and rich market trend analysis.
CONTENT	<b>PIM SETUP &amp; INTEGRATION:</b> Review, verify, edit and publish product information to retail partners through a simple, consolidated process.
	<b>TRANSPARENCY:</b> Provide consumers access to detailed product information via SmartLabel™.
	<b>COMPLIANCE:</b> Comply with changing regulations without re-packaging.

### Product Attribute Metadata Is The Solution

Your existing product data is often not enough in a digital world. Rich product metadata that connects the products in your portfolio to the need states of consumers holds a key to growth today and into the future.



## The Opportunity Is Large

Hundreds of millions of consumers now search for products based on individual need-states. Need-state buying is big business. Whether these need-states are health related (*low sugar, heart healthy*), diet related (*Keto, Atkins*), allergy related (*no sesame, lactose-free*) or values driven (*sustainable, cruelty-free*), consumers expect you to know, and be able to address, their individual need states.

### DID YOU KNOW?

**200 Million**

*shoppers adhere to a particular diet or health related eating program.*

**180 Million**

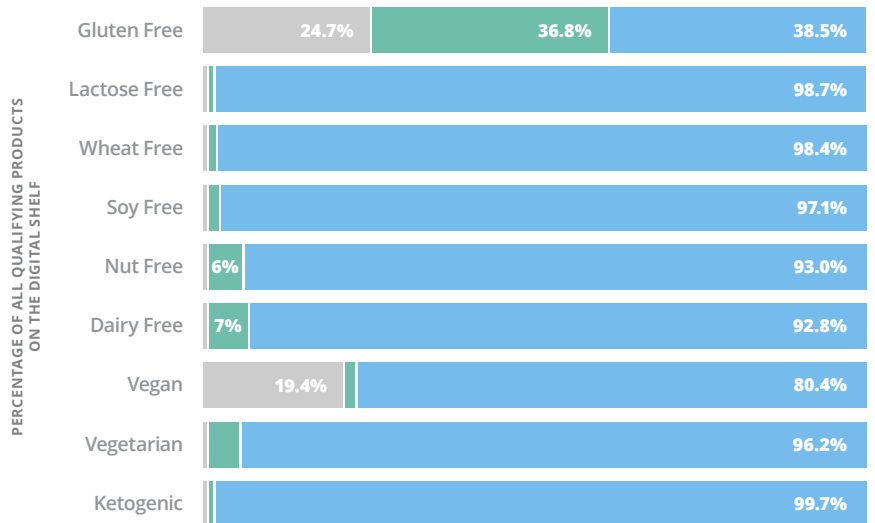
*shoppers have food allergies or intolerances that affect the way they shop.*

## Traditional Data Misses 99% of Qualified Products

To bring the opportunity into clearer focus, we worked with a top retailer to audit their website as a proxy to gauge the completeness and accuracy of their product data. We found that searches on their website for the top consumer need-states returned just 1% of the products in their assortment that were eligible. In other words, **99% of eligible products that qualified** for the need-states consumers were searching for most frequently **were missing from their digital shelf**. *The root cause is incomplete and inaccurate product data.*

### QUALIFYING PRODUCTS RETURNED FOR TOP CONSUMER NEED STATE SEARCHES ON TOP RETAILER WEBSITE

#### Findings:



## Driving Growth for Brands Through Unparalleled Product Transparency

Label Insight is the industry's trusted source of product attribute metadata. Far beyond cataloging on-package product information, we perform comprehensive ingredient and nutrient analysis to identify the unique attributes of over 540,000 UPCs from over 30,000 brands that cover over **99% of all consumer queries**. Tap into the most accurate, granular and complete product attribute database to power growth across your business.

### For More Information

Contact [sales@labelinsight.com](mailto:sales@labelinsight.com) or visit [labelinsight.com](http://labelinsight.com).

