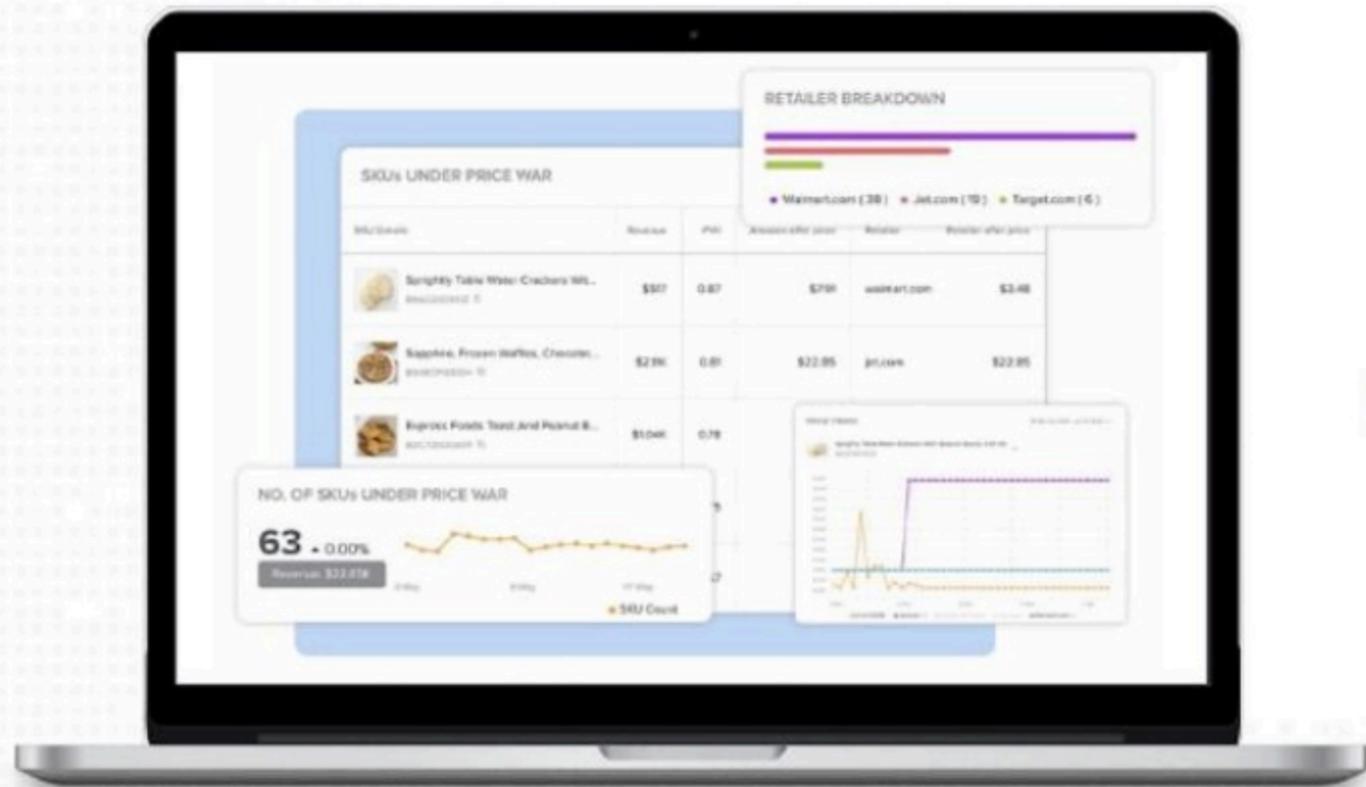


CommerceIQ

Powering E-commerce for Enterprise Brands

OVERVIEW



CommercelQ

E-commerce Management Platform

For Enterprise Brands

MORE

DECISIONS

By Scaling With Machines

BETTER

DECISIONS

With Management by Exception

FASTER

DECISIONS

With Real-time Automations

40% increase in
Sales

20% increase in
Profitability

20% increase in
Share of Voice

50% faster
Execution

Retail is Rapidly Shifting Online

LARGE, GROWING

E-commerce Market

U.S. E-commerce



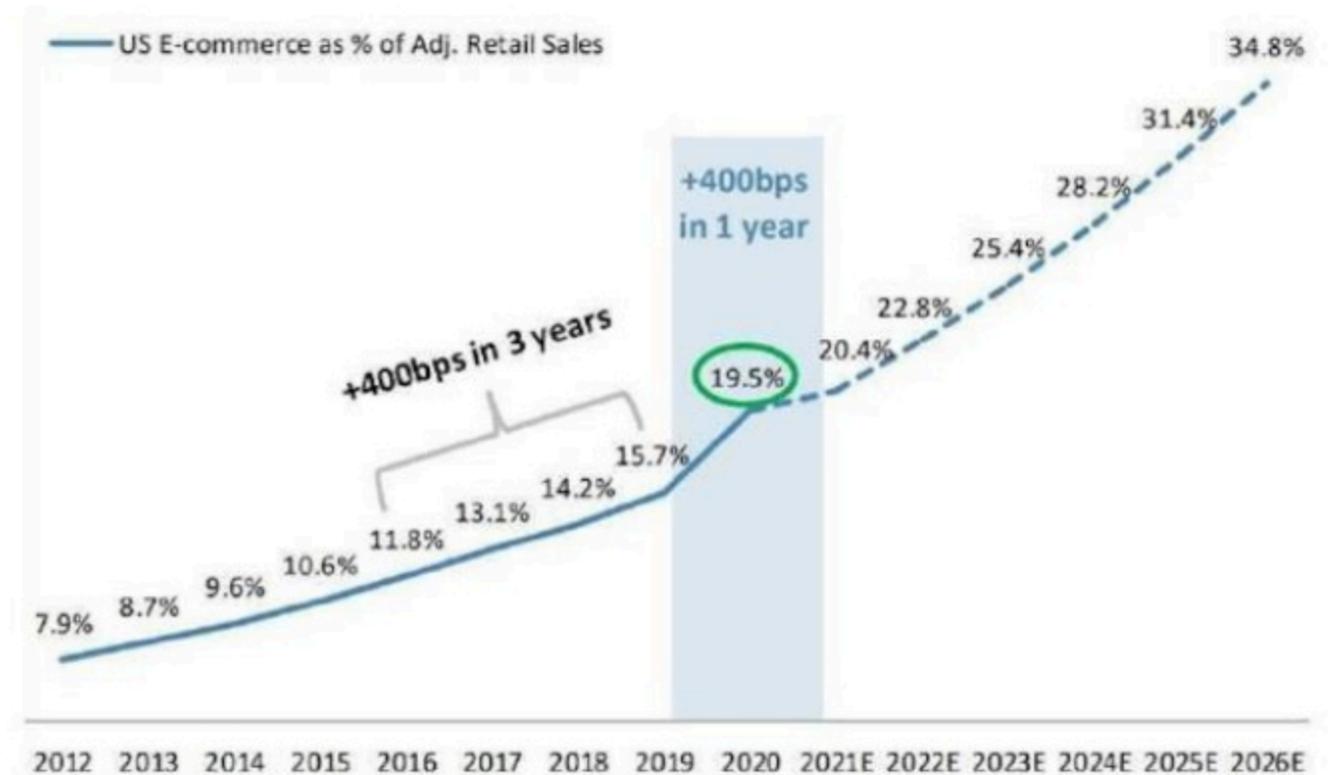
Source: eMarketer, Oct. 2020

Note: Includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales

ACCELERATING SPEND

in 2020

U.S. E-commerce Pulled Forward 2+ Years in 2020



Source: U.S. Department of Commerce and J.P. Morgan estimated.

Note: Adj Retail Sales food services & drinking places, automobile & other motor vehicle dealers and gasoline stations

Most Dollars in “Indirect”, Dominated by Top Channels

INDIRECT RETAIL

Is the Majority of \$1.2T Retail



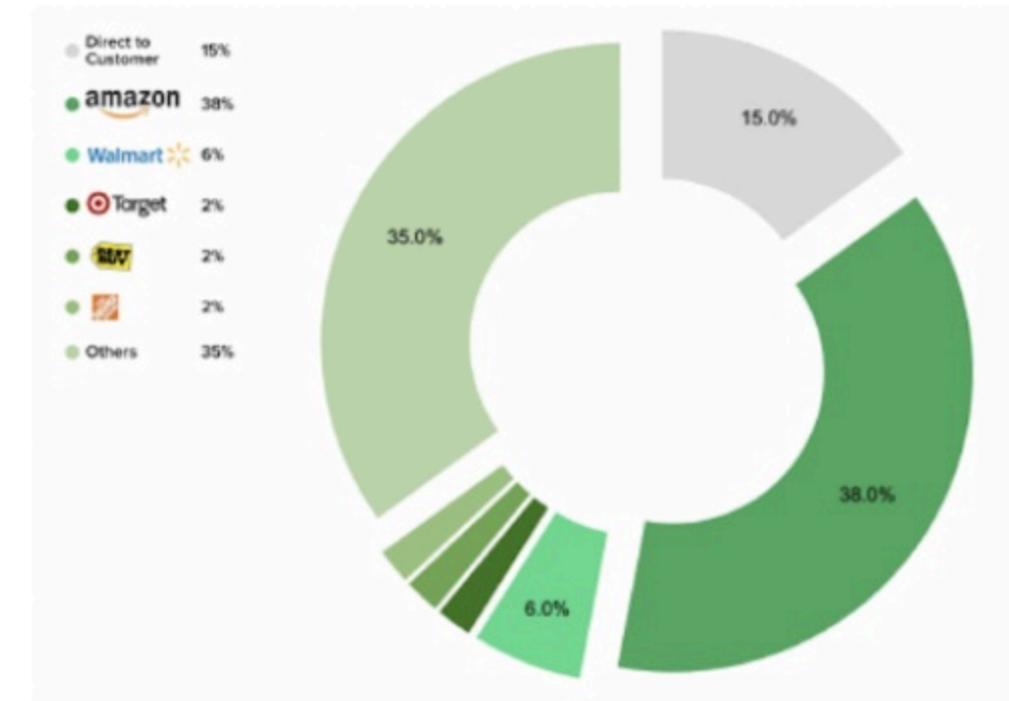
Source: eMarketer, Oct. 2020, Apr 2021

Note: Represents the gross value of products or services sold via the internet (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets

DOMINATION

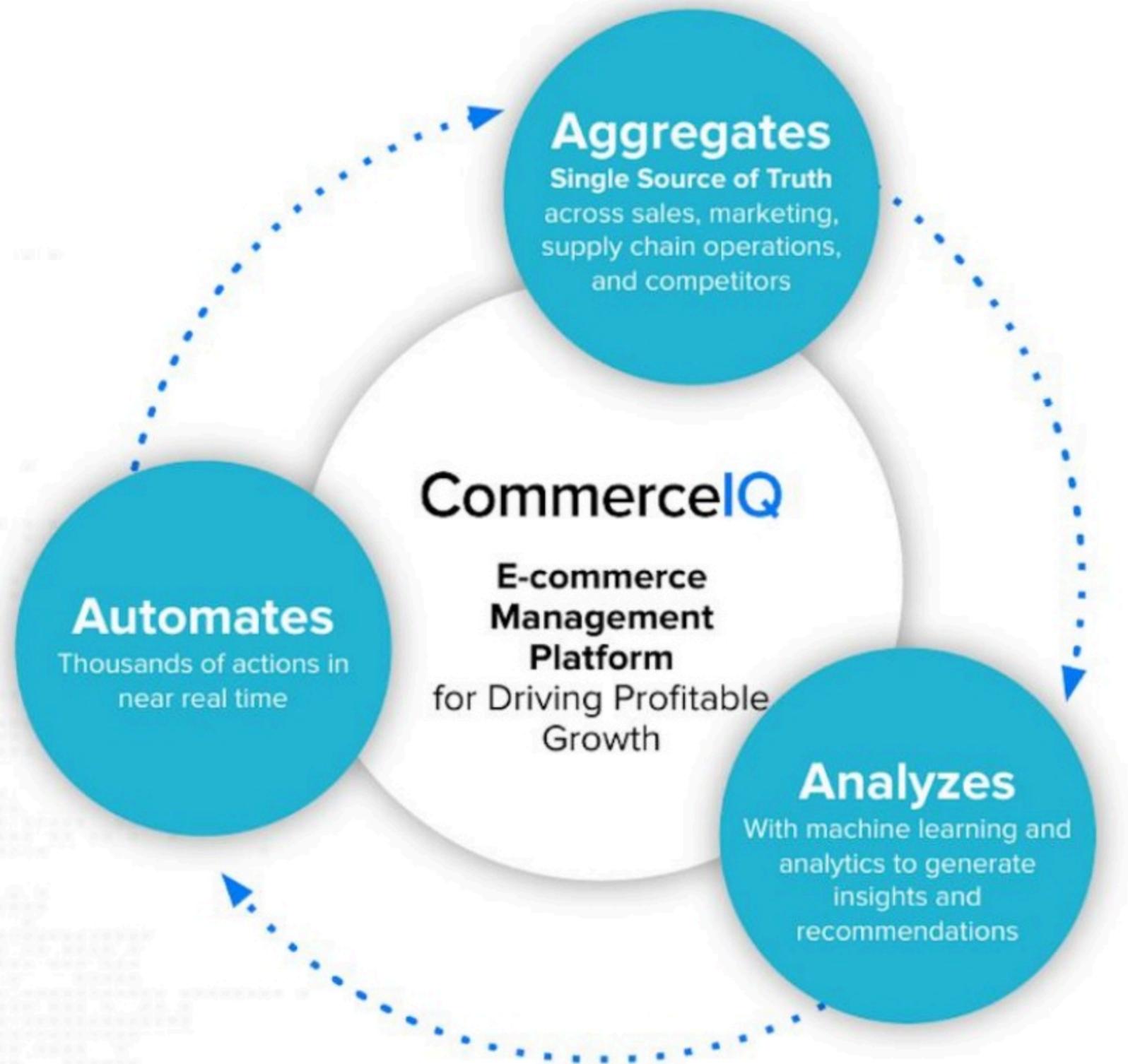
by Top Channels

U.S. Top 10 Retailers Drive 60% of Total Ecommerce Sales



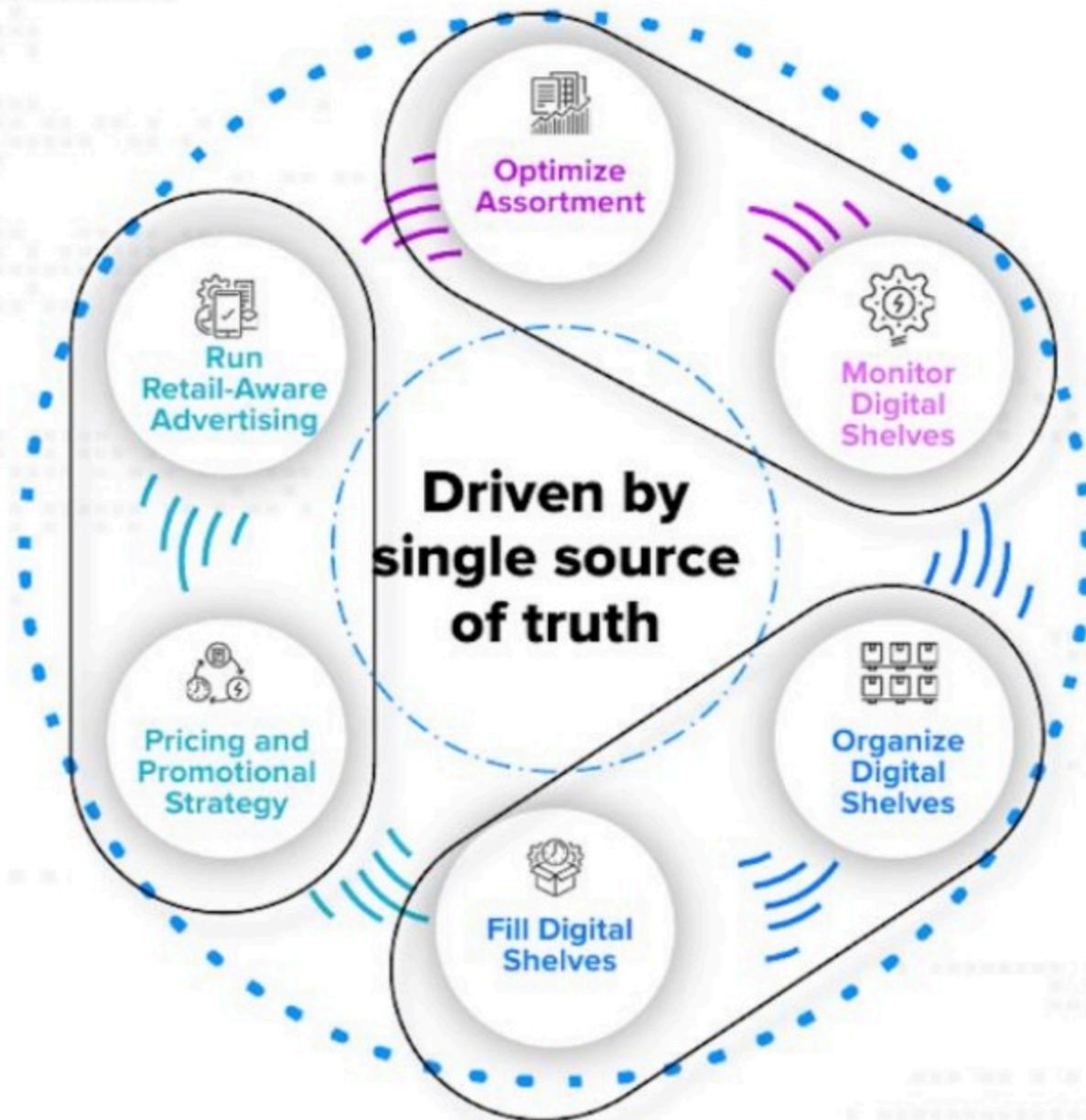
Winning in Indirect E-commerce Is Critical to a Brand's Success

CommercelQ: The 1st Technology Driven Platform for Managing E-commerce



We Support the Entire E-commerce Flywheel, Creating a Powerful Network Effect

3. Dynamic Advertising:
Profit-aware,
Inventory-aware,
Competition-aware
Advertising and Promos



1. Sales: Optimize assortment, own the digital shelves

2. Operations: Orchestrate and automate processes across digital shelf and supply chain

FORTUNE 1000

Company

Leading CPG Brand

\$3.8B revenue (2019)

+100 well known brands

+10,000 ASIN on Amazon

CommercelQ is their Essential
E-commerce Management Platform

“ Having spent many years at Walmart and Amazon, I knew we needed an ecommerce partner with a technology-first approach to help us optimize supply chain, sales operations and retail media spend.

I've been impressed by how quickly the **CommercelQ platform and experts** have become an integral part of how we run and profitably grow our **Amazon business**. We are now exploring how to take the same approach with our other channels.

VP of E-Commerce

FORTUNE 1000

Company

Leading CPG Brand

\$3.8B revenue (2019)

+100 well-known brands

+10,000 ASIN on Amazon

CommercelQ is their Essential
E-commerce Management Platform

CHALLENGES

Centered on **sales and BD. Marketing, IT, supply chain, etc.** reported to their own functional areas.

Teams operated in **Silos**

Use a **complex catalog** and tools such as DSM, Market Share

Limited to **no visibility** into day-to-day operations.

Agencies manage content AMS (advertising)

Manual processes not connected to the current state of the market

Structural

Operational

What Winning Looks Like: Fixing Out of Stock



LitterMaid Waste Receptacles,
18Count

★★★★☆ 1,205

\$21⁴⁷ (\$0.30/Count) \$25.72

Save more with Subscribe & Save

✓prime FREE One-Day

Get it Tomorrow, May 14

One-time purchase:
\$28.78

Currently unavailable.

We don't know when or if this
item will be back in stock.

Deliver to Chicago 60601

Add to List

Share

Results

Ordered Product Sales (OPS)



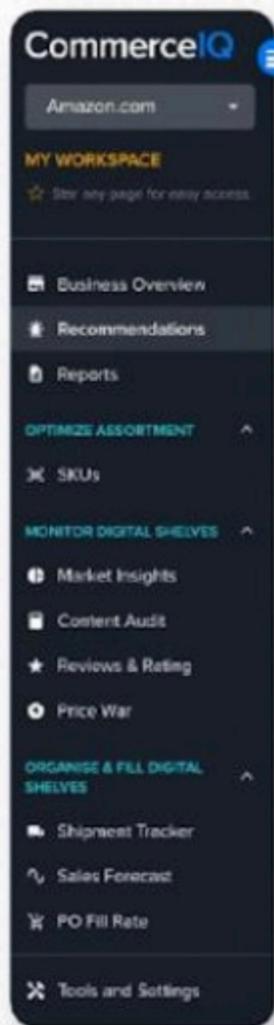
9/15 Amazon incorrectly called a SKU Out of Stock despite having **4,221 units on hand**

9/17 CIQ does a rapid detection and files an automated workflow with amazon

9/19 SKU was quickly available for purchase again, generating \$315K of revenue

\$315K in revenue recovered

What Winning Looks Like: Removing 3P Variants



Recommendations > Sales > 3P Variants

APPROVE RECOMMENDATIONS
1 recommendation(s) selected.

On approval, recommended actions with Supported by CommerceIQ will be initiated.

Would you like to Automate this process? Yes No

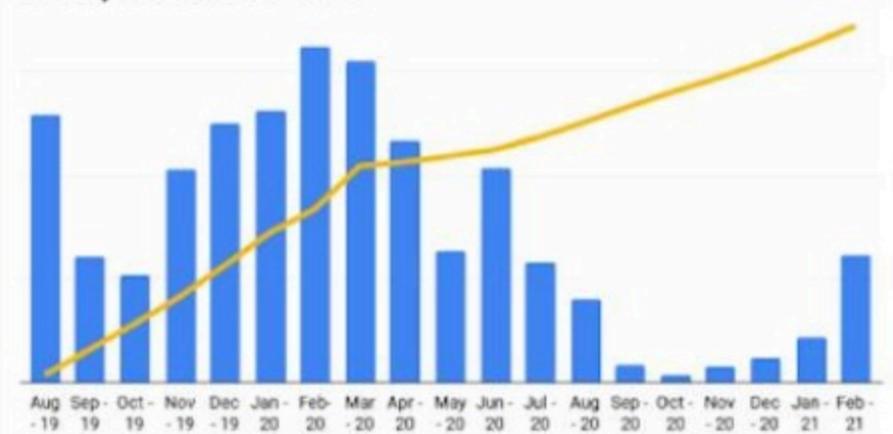
3. Automation:
CIQ submits ticket and tracks to resolution

2. Recommendation:
CIQ generates ticket

Status	SKU Details	Recommended actions	Tagged 3PT ASIN
<input checked="" type="checkbox"/> Open	BLACK+DECKER 20V MAX Cordless BOYA001CTO	<input checked="" type="checkbox"/> Create ticket	BOYA001CTO
<input type="checkbox"/> Open	LitterMaid Waste Receptacles, 18Count - BWEX008BQY	<input checked="" type="checkbox"/> Create ticket	BWEX008BQY
<input type="checkbox"/> Open	BLACK+DECKER 2-Slice Extra Wide Slot Toaster, B07H2MF8KC	<input checked="" type="checkbox"/> Create ticket	B07H2MF8KC

1. Insight:
CIQ automatically identifies ASINs with 3P issues (duplicates and unauthorized)

4. Result: \$1.3M in recaptured revenue



Recaptured Revenue

+\$1.3M

Tens of thousands of variants removed reducing ASINs with variants from 1200 to 0.

What Winning Looks Like: Owning the Digital Shelf



Kitty Litter
Q

Search Terms

(in order of importance)

Cat Litter	Yes
Kitty litter	Yes
Kitty litter best	Yes
Fragrance cat litter	Yes
Chemical free kitty litter	Yes
Subscription kitty litter	No
Sensitive kitty litter	Yes
Multiple cat litter	Yes

3X SOV

The client was able to double its **Share of Voice** by optimizing spend across **850 category keywords**, driving **millions incremental sales**

Setting Up the E-commerce Org for Success

Manual

Sales-driven silos, manual and disconnected tools



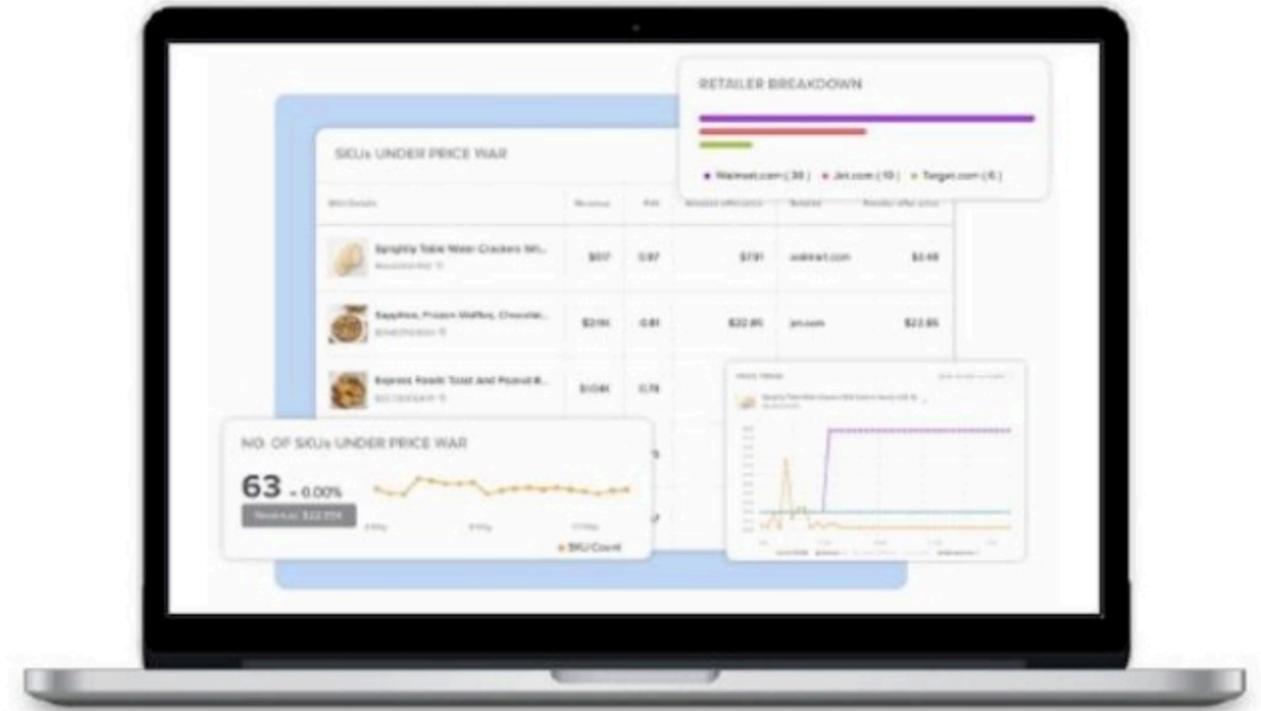
Automation

End-to-end, integrated managed function



CommercelQ

E-commerce Management Platform For Enterprise Brands



MASSIVE
Market

DIFFERENTIATED
Solution

EXPANDING
Adoption

ATTRACTIVE
Model

POSITIONED
for Success



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