

PAXCOM

Driving eCommerce Success for Home & Kitchen Category in Australia and New Zealand



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Description

Overview:

When the client aimed to strengthen its eCommerce game across Australia and New Zealand, they turned to Paxcom for a data-driven edge. A dedicated team of six Paxcom analysts embarked on a mission to uncover insights that could supercharge their digital performance. The result? A project that not only boosted their on-shelf KPIs but also earned rave reviews from the client for its impact.

The Challenge:

The Home & Kitchen category needed a sharper eCommerce strategy to address:

- **Content visibility gaps:** Were their products getting enough eyes online?
- **Search performance hurdles:** How could they rank higher and outshine competitors?
- **Product availability issues:** Were their bestsellers always in stock?

The goal was clear: identify the pain points and provide actionable solutions to stay ahead in a fiercely competitive market.

Solutions Delivered:

1. On-Shelf KPI Analysis:

- A thorough examination of content visibility, pricing, promotion, and availability metrics.
- Enabled the brand to refine their [digital shelf](#) strategy and improve search visibility.

2. Custom Dashboard for Insights:

Leveraged Paxcom's proprietary tracking software (Kinator) and interactive KPI dashboards.

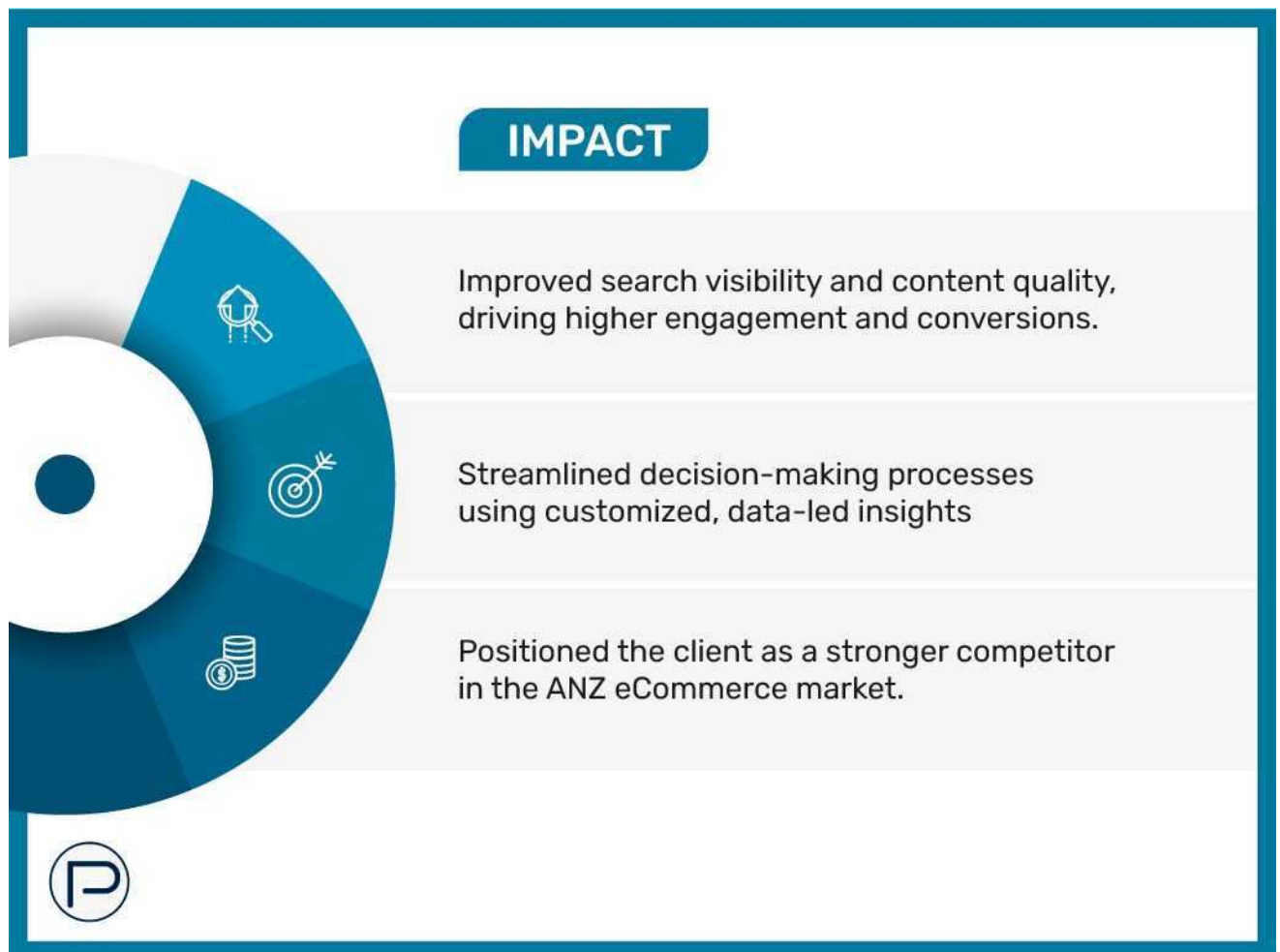
Delivered reports on real-time performance, aiding data-driven decision-making.

3. Competition Comparison:

- Provided detailed competitor analyses, highlighting gaps in visibility, pricing, and availability.
- Recommendations helped align their eCommerce strategy with market trends.

4. Timely Deliverables:

Delivered all analyses and reports on schedule, ensuring seamless project execution.



Client Feedback:

“The client appreciated the team’s dedication and the high-impact insights provided, resulting in repeat engagements and expanded collaboration opportunities.

This project exemplifies Paxcom’s ability to empower brands with tailored analytics and actionable insights to drive measurable eCommerce success.”