



An eClerx Digital case study

AMD

Gaining actionable insights by effectively measuring digital shelf metrics.

Capturing, tracking, and analyzing key digital shelf metrics to identify trends and opportunities to stay ahead of the competition.

Results:

80%

faster identification of market opportunities

20–25%

share of shelf achieved in top markets

eClerxDigital

Case Study: AMD

Gaining actionable insights by effectively measuring digital shelf metrics.

CHALLENGE: Capturing relevant retail data for use in effective analysis.

AMD, the American multinational semiconductor company, wanted to capture relevant market and retail data to gain actionable insights. However, their process of capturing data from multiple retailer websites was inefficient. Only limited data points were available for effective analysis across various aspects of the digital customer journey. This is a very common problem for businesses. In general, data harvesting is a challenge due to aggressive blocking and constant security enhancements deployed by websites.

SOLUTION: Using Market360 to capture and leverage large amounts of market data, delivering actionable insights.

To effectively monitor and measure KPIs across online marketplaces and retailers, we deployed our proprietary digital shelf analytics platform—Market360. The platform offers a range of features including data visualization, market monitoring, competitive analysis, and performance tracking. It leverages big data technologies and machine learning algorithms to process and analyze large amounts of market data, delivering actionable insights and recommendations to its users.

Setup of campaign data mart.

- Establishing the campaign data mart setup
- Analyzing campaign journeys
- Identifying levers for campaign success
- Designing tests to identify successful campaigns
- Developing a learning framework for scaling successful campaigns.

The following KPIs were monitored by the platform:

- Product availability
- Price & promotion
- Share of search & share of shelf
- Ratings & reviews with sentiment analysis
- Content compliance

These KPIs were monitored across 7 countries, 45 sites, and 4 product lines (CPU, GPU, Notebook, and Desktop) on a weekly basis. With its user-friendly interface and customizable dashboards, the platform allowed AMD to track and analyze key metrics, identify trends and opportunities, and make informed decisions to drive growth and stay ahead of the competition.

RESULTS & KEY METRICS:

- 80% faster identification of market opportunities
- 90%+ content compliance across products
- 4.7 average customer rating attained across SKUs
- 20–25% share of shelf achieved in top markets

