



# DIGITAL SHELF MANAGEMENT

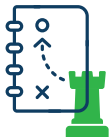


Forecasts project a full 20% of grocery sales will flow through a digital channel by 2025. In response to the extraordinary growth of e-grocery sales, R<sup>2</sup> has launched a transformative, three-pronged Digital Shelf Management Service that extends our service to encompass full physical and digital shelf management.

Our unrivaled commitment to Digital Shelf Management includes:



**DIGITAL CERTIFICATION FOR OUR BUSINESS SALES MANAGERS:** It's critical the teams that represent you are fluent in CPG digital commerce and have strong knowledge of how to win in this space. Our associates calling on retail customers and managing your business will be course tested and certified on understanding and leveraging new opportunities across the digital shelf. They will understand the importance of quality online content, the content syndication process, the roles search and online marketing media play, the marketing tactics unique and most influential to digital commerce, and the different sales and fulfillment processes used by merchants online.



**DIGITAL CUSTOMER POLICY PLAYBOOK:** In this new world, it is essential to understand how and when your products are showing up online. Retailers have unique online listing policies with corresponding algorithms that dictate online product availability. These policies range from simple to very complex. Most policies are tied to in-store sales and/or product availability and differ on the threshold and frequency of measurement. Working with the retailer community, R<sup>2</sup> has documented these policies and other indispensable information to create the most comprehensive and current policy resource available. The Digital Customer Policy Playbook includes online listing requirements, internal digital organization structure, product setup requirements and other information necessary for success on the digital shelf. **R<sup>2</sup> clients will have access to this information in a secure environment.**



**PROACTIVE DIGITAL SHELF MANAGEMENT:** R<sup>2</sup> associates will incorporate more than 70 retailers' online policies into their custom digital shelf management strategy and routinely assess the impact on your products' online listing. During critical periods, R<sup>2</sup> associates will engage retail customers in grocery, drug and mass to maximize product availability and sales.

R<sup>2</sup> looks forward to implementing our unparalleled, comprehensive shelf management service on your behalf. Please direct any questions to your Client Team Leader or R<sup>2</sup> Executive Sponsor, who will have more details.