

# E-Commerce – Optimisations and algorithms

How to optimise your product listing to win in search

# Agenda

**E-Retail Search Introduction**

**Search Algorithm Research Study**

**How to optimise for E-Retail search**

**Summary**



## A photograph of a retail store aisle, likely a pharmacy or health food store, showing multiple shelves stocked with various personal care and health products. The shelves are organized by product type, with categories like 'SERUM BAR', 'SKINCARE', and 'BATH &amp; BODY' visible. A large red sign on the right side of the aisle advertises a 'SAVE 1/3' discount. The floor is light-colored tile, and the ceiling has recessed lighting.



# How Do Customers Find Products?

In order to nail retailers algorithm brands need to understand customers journey

Intelligent Navigation

66% of E-Retailer shoppers use **SEARCH** rather than **BROWSE**.

vitamins|

vitamins

vitamin

micellar vitamin

moisturiser vitamin

linwoods vitamin

Search Terms

ASDA groceries

Search for products and recipes

Groceries ▾ Recipes ▾ Offers ▾ Favourites ▾ Delivery Pass ▾ ASDA Rewards ▾

Vitamin Supplements (242 search results)

Try: < vitamins vitamin d slimfast hayfever plaster antihistamine gaviscon r >






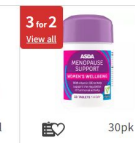
Sort Relevance (high to low) Dietary & Lifestyle Category Brand

Filters

 Bassetts Vitamins Multivitamins Blackcurrant & Apple... ★★★★ (4)	 Dextro Energy Blackcurrant + Vitamin C Bundle Contains 1 item	 Bassetts Multivitamins Citrus Flavour 12-18 Year Olds Contains 1 item	 Vitamin C 14 x 25ml ★★★★ (2)	 Vitamin C, Vitamin D & Zinc ★★★★ (50+)	 Amazing Beauty Food Supplement 180pk
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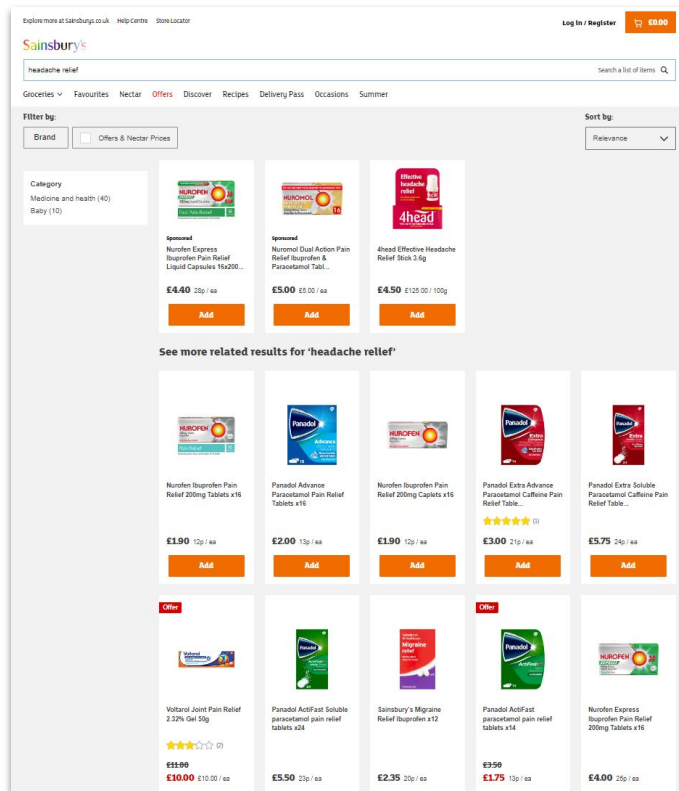
Customers who searched for vitamin supplements also considered

Recommended Products

 ASDA Odourless Garlic Heart Health Tablets 1 A Day ★★★★ (3) £1.50 (1.5p/each) Add	 ASDA Vitamin C 1000mg Immunity Tablets ★★★★ £4.00 (6.7p/each) Add	 ASDA A-Z Multivitamins & Minerals Wellbeing Tablets ★★★★ Add	 ASDA Glucosamine, MSM & Chondroitin Bone & Joint Health Tablets ★★★★ Add	 Vitality CBD Muscle & Joint Gel 18+ Add	 ASDA Menopause Support Women's Wellbeing 30 Tablets 100pk ★★★★ (4) Add
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# Winning the search page determines your success

## 'Headache Relief' Example



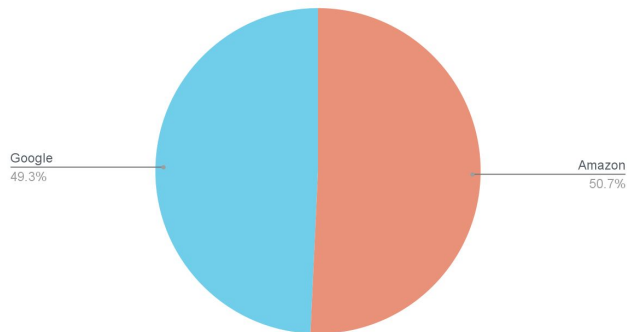
42% of customers never go beyond page 1 of search results

35% of shoppers click on the first product featured on a search page

# Amazon is the No1 Product Search Engine

## 58% of Health & Personal Care searches start on Amazon for products

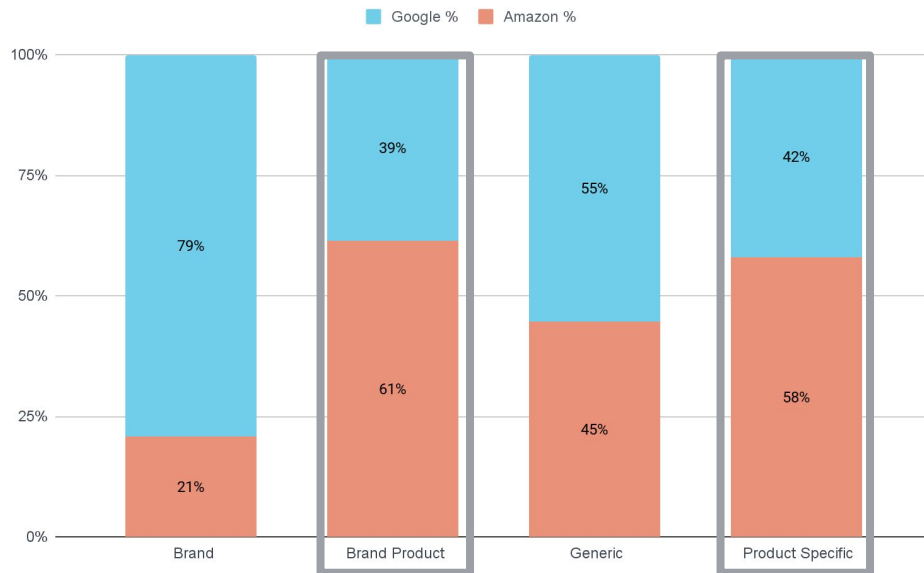
Google vs Amazon search split



Amazon is the top destination for Health & Personal Care **Product searches**

Customer predominantly use **Google** to find brands and ask general healthcare questions

Feed Advisor





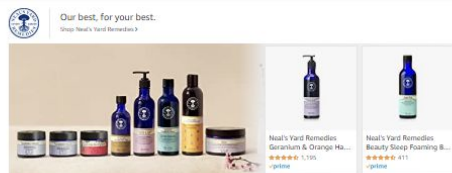
# The anatomy of a search page

## 'Hand Wash' Search

### Filters

- ☐ All Prime
- Delivery Day**
  - ☐ Get it Tomorrow
- Stars**
  - ☐ Amazon Fresh
  - ☐ Medications
- More sustainable Products**
  - ☐ Climate Pledge Friendly
- Department**
  - ☐ Baby Department
  - ☐ Beauty
- Bath & Body**
  - ☐ Bath Accessories
  - ☐ Bathing Accessories
  - ☐ Bathing Cleaners
  - ☐ Deodorants & Antiperspirants

### Main image



RESULTS  
Check each product page for other buying options. Price and other details may vary based on product size and colour.

### Offers

1/20/25/30/35/40/45/50/55/60/65/70/75/80/85/90/95/100

1/20/25/30/35/40/45/50/55/60/65/70/75/80/85/90/95/100

1/20/25/30/35/40/45/50/55/60/65/70/75/80/85/90/95/100

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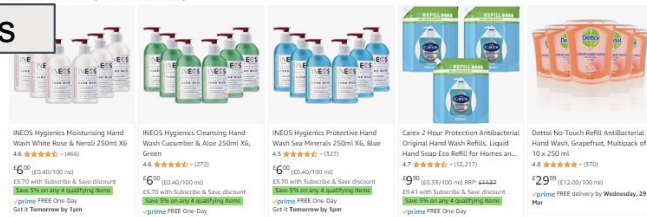
1/20/25/30/35/40/45/50/55/60/65/70/75/80/85/90/95/100

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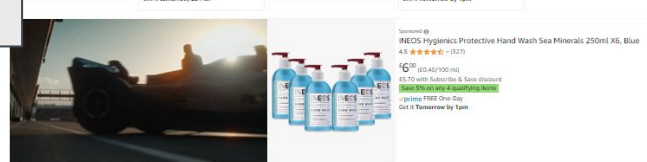
### Widgets

HIGHLY RATED

Sponsored | Based on star rating and number of customer ratings

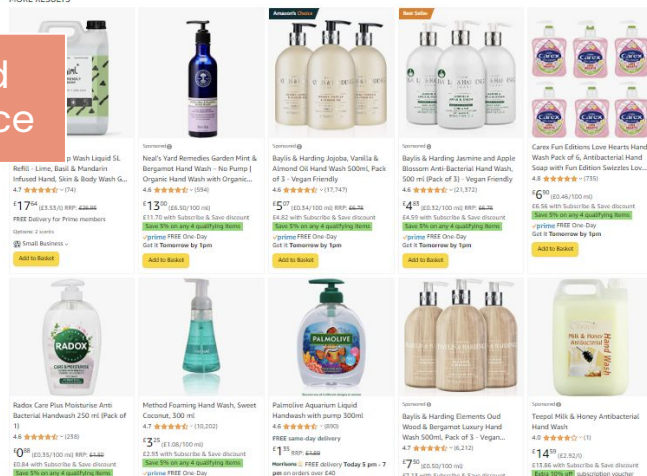


### Ads



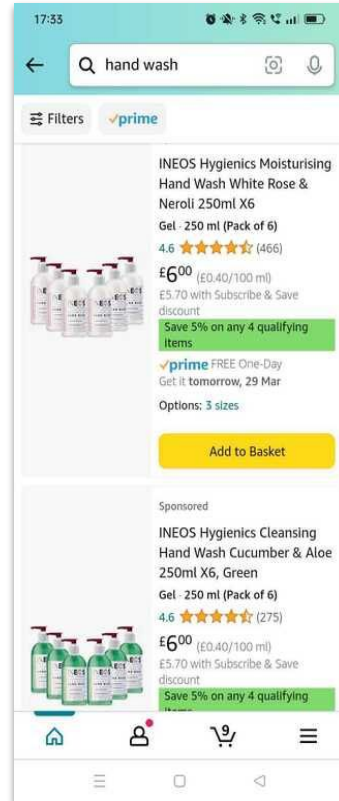
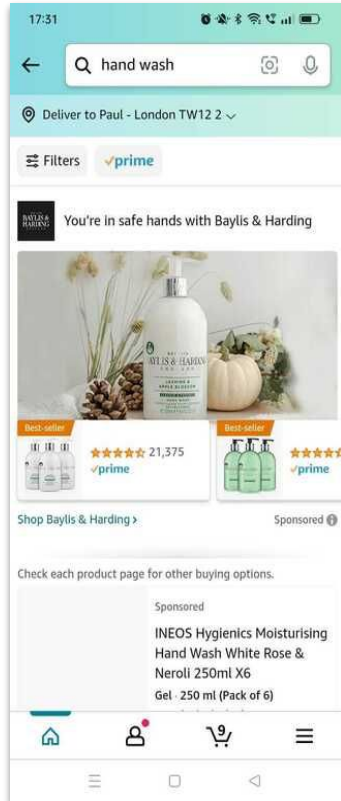
MORE RESULTS

### Keyword relevance



# Consumer Search is predominantly mobile

72% of shoppers start their shopping on their smartphone\*



Less attention  
Less real estate  
Image first  
More Advertising  
Smaller images & copy  
Rating widget



# Algorithm Research Study

May - Sept 2022



# Search Algorithm Research Methodology

## Process

**Amazon & all major UK E-Commerce retailers**

Data Collection over 3 months

Hourly data collection

1,000 Keywords

2 x FMCG categories

### Keyword analysis

Using our proprietary research tools gathered more than 700 most popular keywords related to JTI products

### Information Extraction

Using keywords analysis, information was extracted from E-Retailer, Ocado, Sainsburys, Morrisons, Asda and Tesco

### Signals identification

Identify the signals (price, OOS, ranking and etc) which has impact for the retailers algorithm

### Data Analysis

Data modelling and deep dive analysis to identify key components for the products ranking on the retailers websites

### Strategic recommendations

Using the data Analysis and our understanding of the algorithms, provide optimisation recommendations on a retailer by retailer basis.

**ASDA**

**TESCO**




**amazon**

**ocado**

**Morrisons**  
Since 1899

**Sainsbury's**

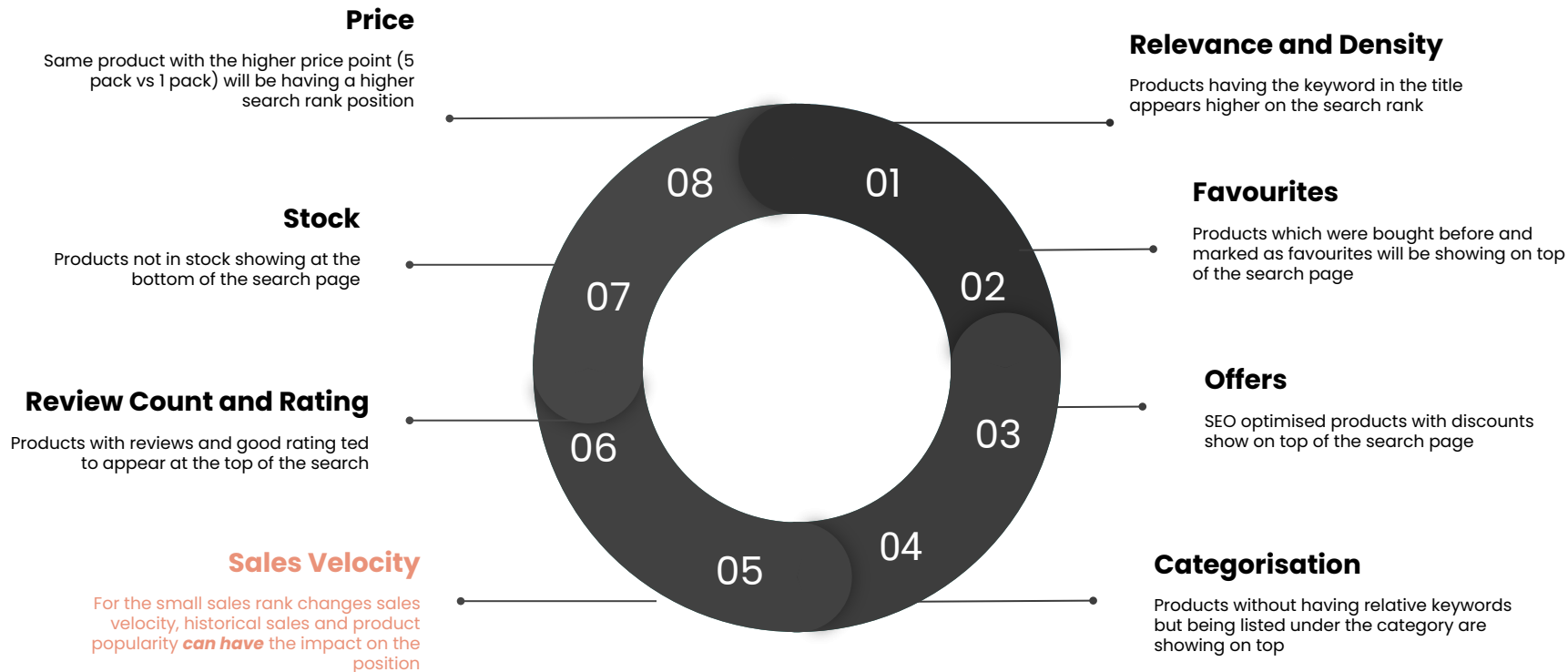
# Results: The quality of search results differ by retailer

BASIC	INTERMEDIATE	ADVANCED
<div data-bbox="359 336 517 386"></div> <p>Results display based on the <b>exact search terms and the order of the keywords.</b></p> <p>Keywords need to appear on the titles or descriptions.</p> <p>There is almost no changes in the product positions over time.</p>	<div data-bbox="730 330 1141 405"></div> <p>Results display based on the <b>exact search terms, but not always in the exact order.</b></p> <p>Results appear based on categorisation and if the keywords are included in the title.</p> <p>Constant movement on the product rank.</p>	<div data-bbox="1242 295 1601 459"></div> <p>Results display on <b>keyword context relevance.</b></p> <p>Less impact on misspells and for common mistakes algorithm <b>recognise the context.</b></p> <p>Stock, reviews, ratings and etc has an impact for the visibility.</p>

# Results: E-Retail search engines rate different attributes

	Amazon	Asda	Morrisons	Ocado	Sainsburys	Tesco
Availability	Other offers available	Item listing suppressed	Item listing suppressed	Item listing suppressed	Displayed as out of stock	Item listing suppressed
Pricing	Lower Price point products tend to appear at the <b>top positions</b>	Higher price point products tend to appear at the <b>top positions</b>	Higher price point products tend to appear at the <b>top positions</b>	Higher price point products tend to appear at the <b>top positions</b>	Lower Price products related to the search term appears on <b>top positions</b>	Higher price point products tend to appear at the <b>top positions</b>
Reviews	Products with reviews tend to appear on the top positions	No impact	Products with reviews tend to appear on the top positions	Products with reviews tend to appear on the top positions	No impact	No impact
Ratings	Products with low rating at the bottom	No impact	Products with low rating at the bottom	Products with low rating at the bottom	No impact	No impact
Search updates	Daily	Once a week	Once a week	Once per month	Couple times a week	Most likely <b>every other week</b>
Misspells	Intelligent navigation	Shows <b>same</b> results	Shows <b>different</b> results	Shows <b>same</b> results	Shows <b>different</b> results	Shows <b>different</b> results

# Results: Search Rank Hierarchy differs by E-Retailer



# The five key factors for optimising performance

Recommendations from research study

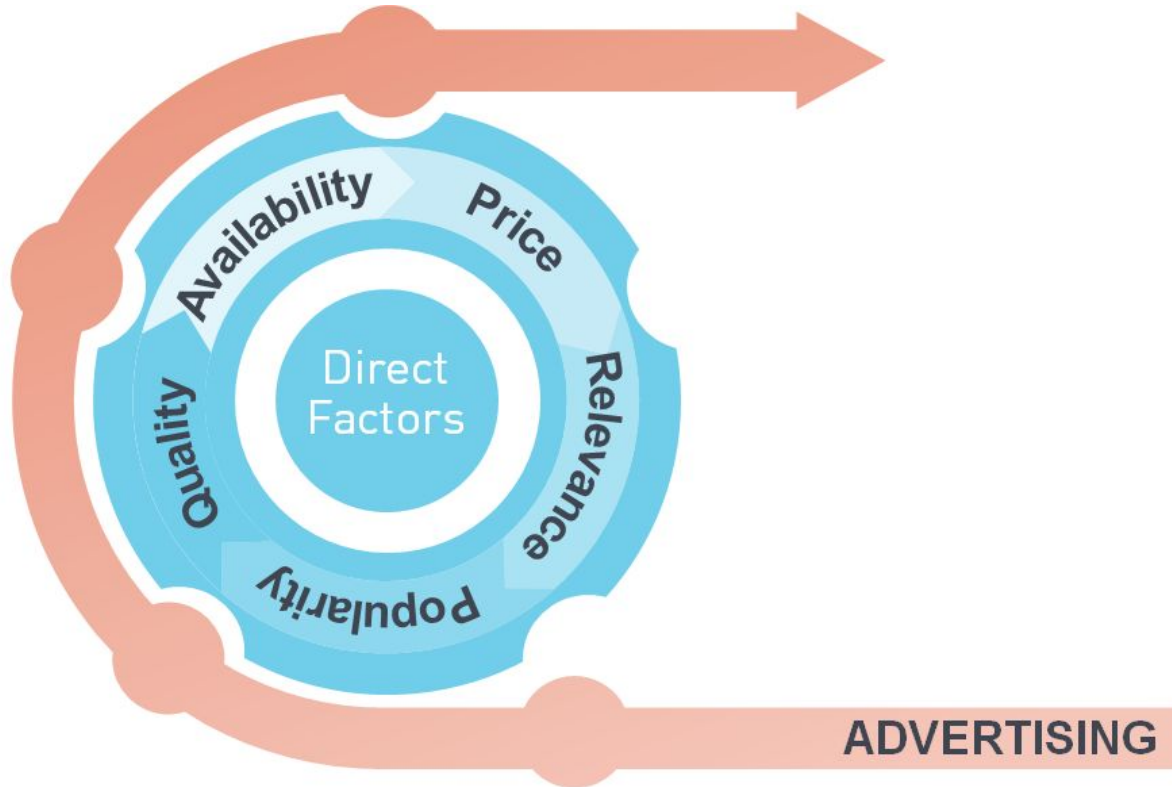




# Five factors to optimise performance on E-Retailers

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# 1. Stock Availability

## Availability

Ensure stock is prepared early to avoid missing out

### Restock Inventory



Optibac Probiotics Bifido & Fibre - V...  
SKU: ROW041 USA  
A BIN: B09KCHF3LS


Dismiss

Sales in the last 30 days	65
Days of Supply	0
Total Inventory	33
Recommended Quantity	115

Restock Now

< BackNext >

3 for 2  
View all



30pk

Centrum Men 50+ Multivitamin Tablets


★★★★★ (33)

£6.50  
(21.7p/each)

Add

View the shelf

3 for 2  
View all



30pk

Centrum Kids Multivitamins Mixed Berry


★★★★★ (50+)

£6.00  
(20.0p/each)

OUT OF STOCK

View the shelf

3 for 2  
View all



30pk

Centrum Advance 50+ Multivitamin Tablets

★★★★★ (33)

£11.99  
(£53.29 / l)

Add

View the shelf

### Imperial Leather Foamburst Body Wash Lychee Lotus Flower Foaming Mini Shower Gel- Multipack 6 X75ML Mini Cans, Clear


Visit the Imperial Leather Store

★★★★★ 34 ratings

Get a £125 statement credit when you spend £1,000 in your first three months.  
No annual fee in the first year.  
Subject to approval. Rep APR 37.2% Variable. Terms & cap apply. Amazon is a credit broker, not a lender.

### Consider a similar item

Amazon's Choice



Faith In Nature Natural Wild Rose Body Wash, Restoring, Vegan and Cruelty Free, No SLS or Parabens, 400 ml  
400 ml (Pack of 1)  
★★★★★ (15779)  
£3.50 (£0.88/100 ml) ✓prime  
Climate Pledge Friendly

FormatGel

Items not in stock will not appear in search and you will lose your ranking for weeks to months

FREE delivery **March 10 - 14**. Details

📍 Deliver to Tambo - London SE1 9

**Only 10 left in stock**

Quantity:

Add to BasketBuy now

PaymentSecure transaction  
Dispatches fromMHS PHARMACY  
Sold byMHS PHARMACY  
ReturnsReturnable within 30 days of receipt






Add to ListAdd to Baby WishlistAdd to Gift List





Have one to sell?  
Sell on Amazon

## 2. Quality

### Quality

E-Retailers measure the quality of your products through customer ratings and conversion rates

 Amazon's Choice	 Best Seller			
Natures Aid Multivitamins and Minerals, 90 Count (Pack of 1), (Packing may vary)	Centrum Advance Multivitamin & Mineral Tablets, 180 count (pack of 1)	Multivitamin and Minerals   180 Vegan Tablets   26 Key Vitamins and Minerals for Women and Men   6...	Multivitamins & Minerals One a Day 360 Tablets 100% RDA. Made by Health4All	Vitamin Store A-Z Multivitamins & Minerals Food Supplement, 150 Tablets per Tub, Pack of 2 Tubs, 10...
Tablet	Multivitamin		Tablet	
★★★★☆ ~ 3,431 400+ bought in past week	★★★★★ ~ 16,090 200+ bought in past week	★★★★★ ~ 2,191 400+ bought in past week	★★★★★ ~ 2,099 50+ bought in past week	★★★★★ ~ 245 50+ bought in past week
£7.99 (£0.04/count)			£10.89 (£0.03/count)	£9.99 (£0.03/count)
			Save more with Subscribe & Save	

 New	 New		
Gaviscon Double Action Heartburn & Indigestion Mint Sachets	Gaviscon Heartburn & Indigestion Mint Sachets	Nexium Control Heartburn and Ac...	Gaviscon Double Action Heartburn & Indi...
24 per pack	24 x 10ml	14 per pack	48 per pack
★★★★☆ (1)	★★★★★ (1)	★★★★★ (10)	★★★★★ (6)
£6.00	£12.00	£13.99	£9.80
25p each	£5.00 per 100ml	92.9p each	20.4p each
Add to trolley	Add to trolley	Add to trolley	Add to trolley

Many E-retailers will not rank products with low rating and reviews. And pages that have low conversion

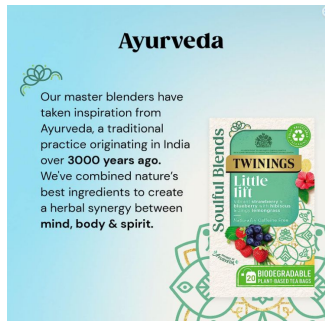
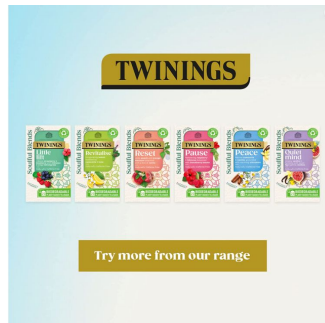
Understand what av rating and review score is needed to get on Page 1. This differs by category and retailer

## 2. Quality

### Product Page Quality

#### Quality

High quality PDP pages drives up conversion rate and increases traffic from search page




High quality impactful imagery improves conversion

Utilise the full content suite (Storefronts, video, interactive banners, Brand Pages, image stack)

# 3. Price

## Price

Ensure you are priced competitively and carefully manage retail pricing to avoid profitability issues on E-Retailer



Featured from our brands

Amazon Brand - Amfit Nutrition  
Whey Protein Powder 1kg  
Raspberry, 33 servings

★★★★★ ~ 14,481

£20<sup>17</sup> (£2.02/100 g)


£19.16 with Subscribe & Save discount

Extra 10% off subscription voucher

✓prime FREE delivery by Tuesday, Feb 14

Options: 2 sizes, 12 flavours

Add to Basket



Sponsored

Phd Diet Whey Protein Powder,  
Low Sugar, Low Fat, High  
Protein with Added CLA, L-...

★★★★★ ~ 3,152


£19<sup>99</sup> (£2.00/100 g) £32.99

£17.99 with Subscribe & Save discount

Extra 15% off subscription voucher

✓prime FREE One-Day  
Get it tomorrow, Feb 13

Add to Basket



Sponsored

Phd Diet Whey protein powder,  
Low sugar, Low Fat, High Protein  
with added CLA, L-Carnitine an...

★★★★★ ~ 422


£19<sup>99</sup> (£19.99/count) £32.99

£17.99 with Subscribe & Save discount

Extra 15% off subscription voucher

✓prime FREE One-Day  
Get it tomorrow, Feb 13

Add to Basket



Sponsored

Phd Diet Whey protein powder,  
Low sugar, Low Fat, High Protein  
with added CLA, L-Carnitine an...

★★★★★ ~ 863


£19<sup>99</sup> (£19.99/count) £32.99

£17.99 with Subscribe & Save discount

Extra 15% off subscription voucher

✓prime FREE delivery by Tuesday,  
Feb 14

Add to Basket



Sponsored

Optimum Nutrition Gold  
Standard Whey Protein, Muscle  
Building Powder With Natural...

★★★★★ ~ 17,500

£29<sup>95</sup> (£3.33/100 g) £32.99

£26.96 with Subscribe & Save discount

Extra 10% off subscription voucher

✓prime FREE One-Day  
Get it tomorrow, Feb 13

Add to Basket

Consumers will seek value for money.

In competitive categories a promotion is expected.

E-Retailer will delist products when they can't realise a profit

Monitoring your price position is imperative

Some Pure play E-Retailers will price match other retailers and D2C



# 4. Popularity

## Popularity

Drive sales quickly to get to the top of the ranking

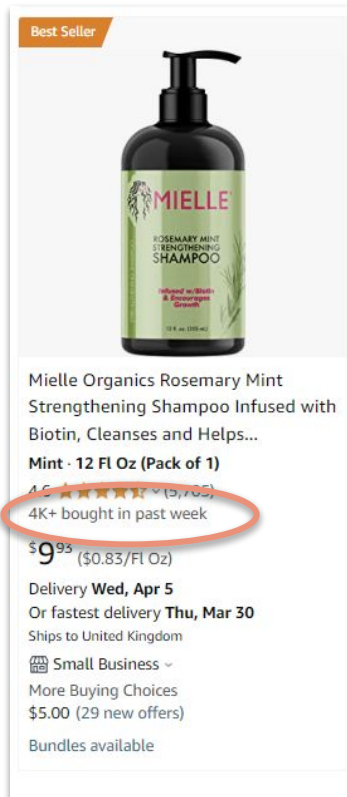
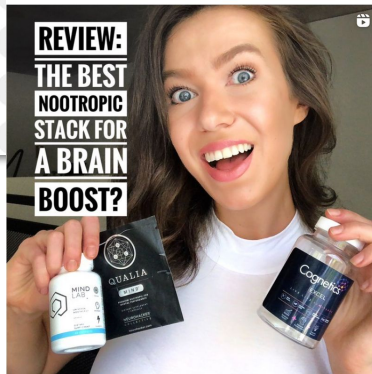
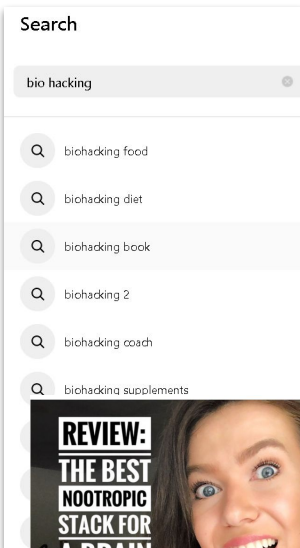


trending tik tok stuff

trending tik tok stuff

trending tik tok stuff 2023

#amazonhaul  
#amazonmusthaves  
#amazonfinds



Some Pure play E-Retailers reward external traffic in ranking. Use influencers and brand posts to boost traffic

Use social and website to drive traffic to E-Retailer PDP's



# 5. Relevance

## Relevance

Ensure your product and it's content fulfils the consumers needs and is SEO friendly

The started with info but missing important keyword in tablet

## 'Multivitamin tablet' organic search results page

Inessa Multivitamin with CoQ10 100mg, Vitamin D3 2000 IU, K2 100mcg, B Complex, Vitamins A 800mcg, Folic Acid as 5-MTHF 400mcg, Zinc 20mg and Lutein

MORE RESULTS



Advertised Product on Page 2 of 'Multivitamin Tablet' search

Identify the most important keywords and give prominence on product

High relevance reduces bid prices and increases visibility for advertising

# 5. Relevance

Build the customer journey around the keyword (even the packaging!)

## Keyword Focus

High volume & high conversion keywords

## Relevance

Advertising and product titles match keyword exactly

## Advertising

Headlines and copy reflect consumer need

## Product Pages

Use keywords relevant to consumer interest

'Sleep Tea'  
'Camomile'  
'Superblends'



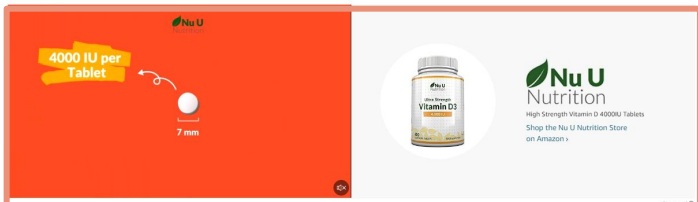
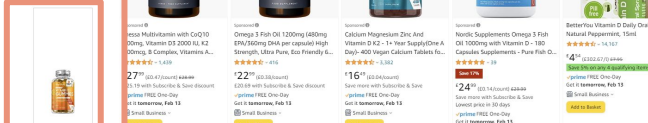
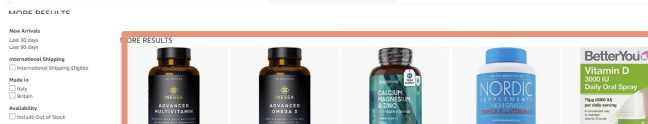
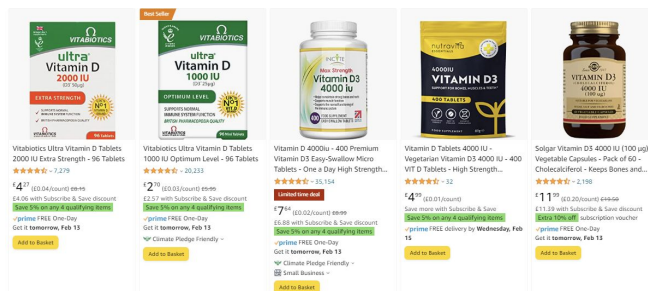
# Powered by Advertising – Amazon

**Advertising**  
60% of Page 1 is advertising

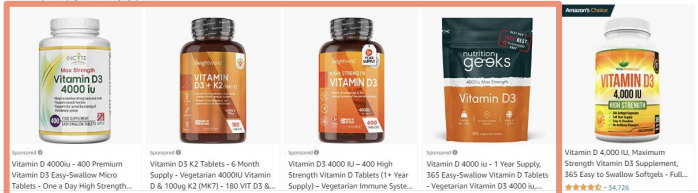
Search: Vitamin D

Advertising powers your overall performance and guarantees visibility.

But without the search fundamentals it is less effective and expensive



RESULTS  
Click each product page for other buying options.



# Powered by Advertising – Other E-Retailers




## Advertising

60% of Page 1 is advertising

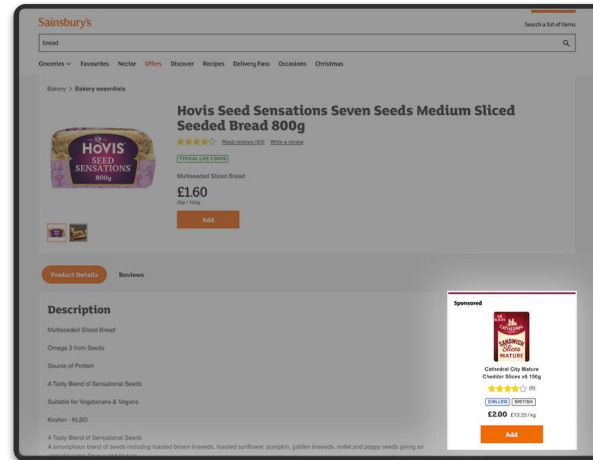
Search: Pain Relief



## Sponsored Products













		
<b>Sponsored</b> Nurofen Express Ibuprofen Pain Relief Liquid Capsules 16x200...	<b>Sponsored</b> Nuromol Dual Action Pain Relief Ibuprofen & Paracetamol Tabl...	4head Effective Headache Relief Stick 3.6g
<b>£4.40</b> 28p / ea	<b>£5.00</b> £5.00 / ea	<b>£4.50</b> £125.00 / 100g
<a href="#">Add</a>	<a href="#">Add</a>	<a href="#">Add</a>

## Cross Sell



Off amazon, there are other advertising opportunities to boost awareness and drive sales. Due to low competition for space you can achieve good results

# Different ad platforms manage different retailers

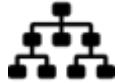
Retailer	      
Platform	     

Criteo	Citrus	E-Retailer	eBay
<p>Asda Morrisons</p> <p>/</p> <p>Onsite, offsite, and commerce display advertising</p>	<p>Tesco Waitrose Sainsbury's Ocado</p> <p>/</p> <p>Sponsored Product ads Banner ads (static)* Banner X ads (responsive) Brand pages</p> <p>*Search and Shelf (each retailer will be different)</p>	<p>E-Retailer Retail Site</p> <p>/</p> <p>Sponsored Brands Sponsored Products Sponsored Display Programmatic Direct buy</p>	<p>eBay Retail Site</p> <p>/</p> <p>3 Types of eBay Ads · Promoted Listings · Display Ads · Classified Ads</p>

# Advertising systems are similar across all E-Retailers

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Buy in the expertise to set up campaigns effectively



## Structure

Ad Type  
Naming Conventions  
Campaign Structure



## Targeting

Match Type  
Targeting Types  
Creative/Products Advertised



## Optimisation

Bid Optimisation  
Search Query Management  
Negative Keywords



## Tech

Skai Automation  
Tracking SoV



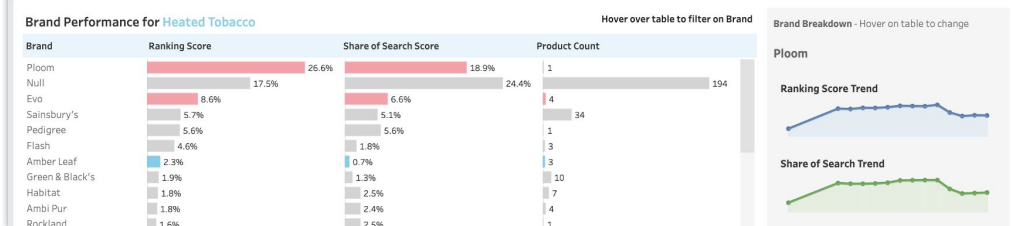
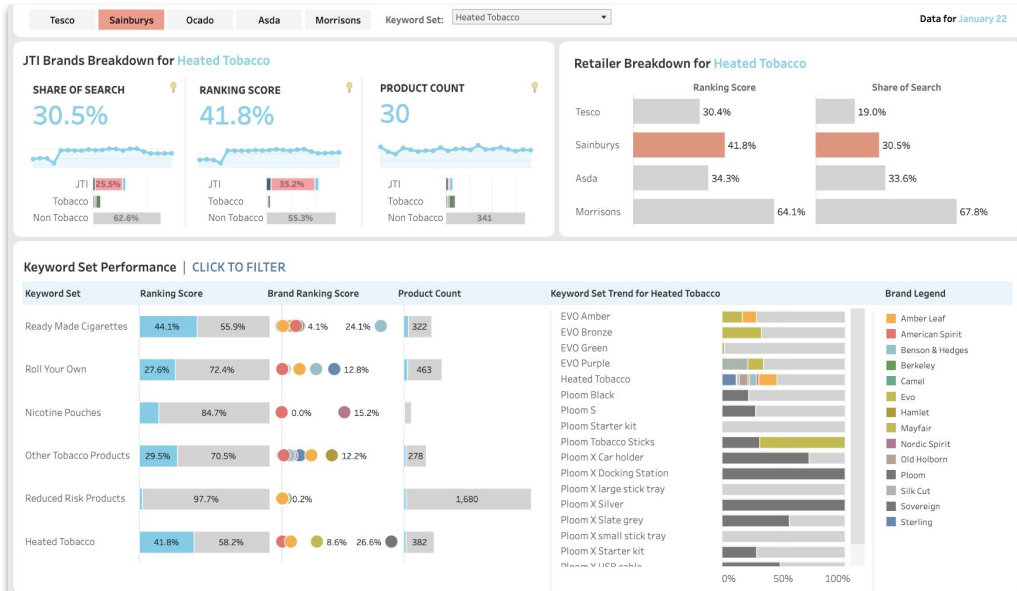
# Amazon is the most sophisticated ad platform

But other E-retailers are adding new capabilities



# Use E-Retail Analytics dashboards to optimise performance

## Keyword Share of Search

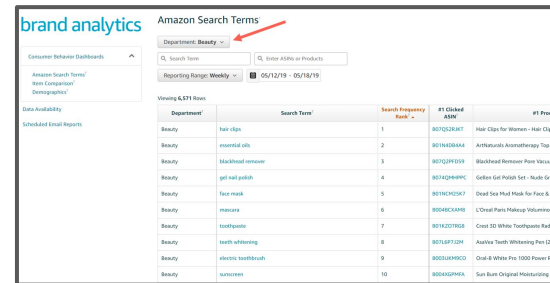


## Ratings & Reviews, Content quality



RETAILER DATA		PRODUCT DATA					
Nivea		1 Retailer					
RETAILER NAME	COUNT	AVERAGE	RECOMMEND?	1-2 STARS	3 STARS	4-5 STARS	LATEST
Total	310	4.5					
ASDA		1 Retailer					
RETAILER NAME	COUNT	AVERAGE	RECOMMEND?	1-2 STARS	3 STARS	4-5 STARS	LATEST
Total	28	3.3		12	2	13	17 Nov 20
Boots		1 Retailer					
RETAILER NAME	COUNT	AVERAGE	RECOMMEND?	1-2 STARS	3 STARS	4-5 STARS	LATEST
Total	32			4	1	12	27 Nov 20
Sainsbury's		1 Retailer					
RETAILER NAME	COUNT	AVERAGE	RECOMMEND?	1-2 STARS	3 STARS	4-5 STARS	LATEST
Total	12	2.9		5		7	10 Feb 19
Superdrug		1 Retailer					
RETAILER NAME	COUNT	AVERAGE	RECOMMEND?	1-2 STARS	3 STARS	4-5 STARS	LATEST
Total	18	4.2		2		7	31 Aug 20
Wilkinson Sword		12 Retailers					
RETAILER NAME	COUNT	AVERAGE	RECOMMEND?	1-2 STARS	3 STARS	4-5 STARS	LATEST
Total	8495	57%		177	41	886	15 Dec 20

## Keyword Research



# Summary

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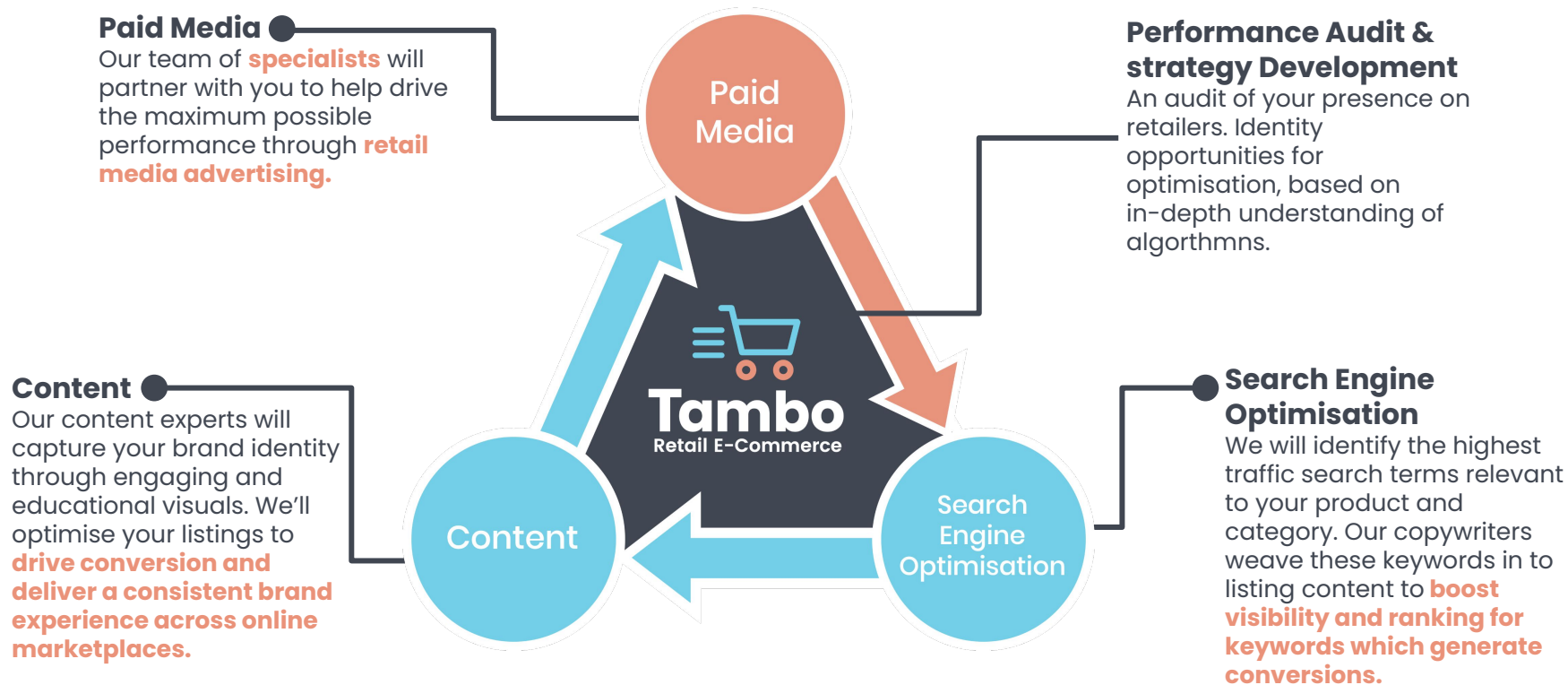
- E-Retailers work differently to traditional retailers, so requires a different sales and marketing approach
- E-Retailers are product search engines. Winning in search determines your success on the platform
- Most E-Retail search pages are dynamic and frequently evolving - keep an eye on them!
- The algorithm are complex and differ by each retailer, optimise for every e-retailer - don't be lazy!
- There are five key factors influencing retail search: Availability, Price, popularity, relevance quality
- Advertising powers the flywheel without it you can't succeed
- Ensure that you address the fundamentals of your listings to be competitive in search

# Supporting HFMA members



# Tambo: Retail E-commerce services

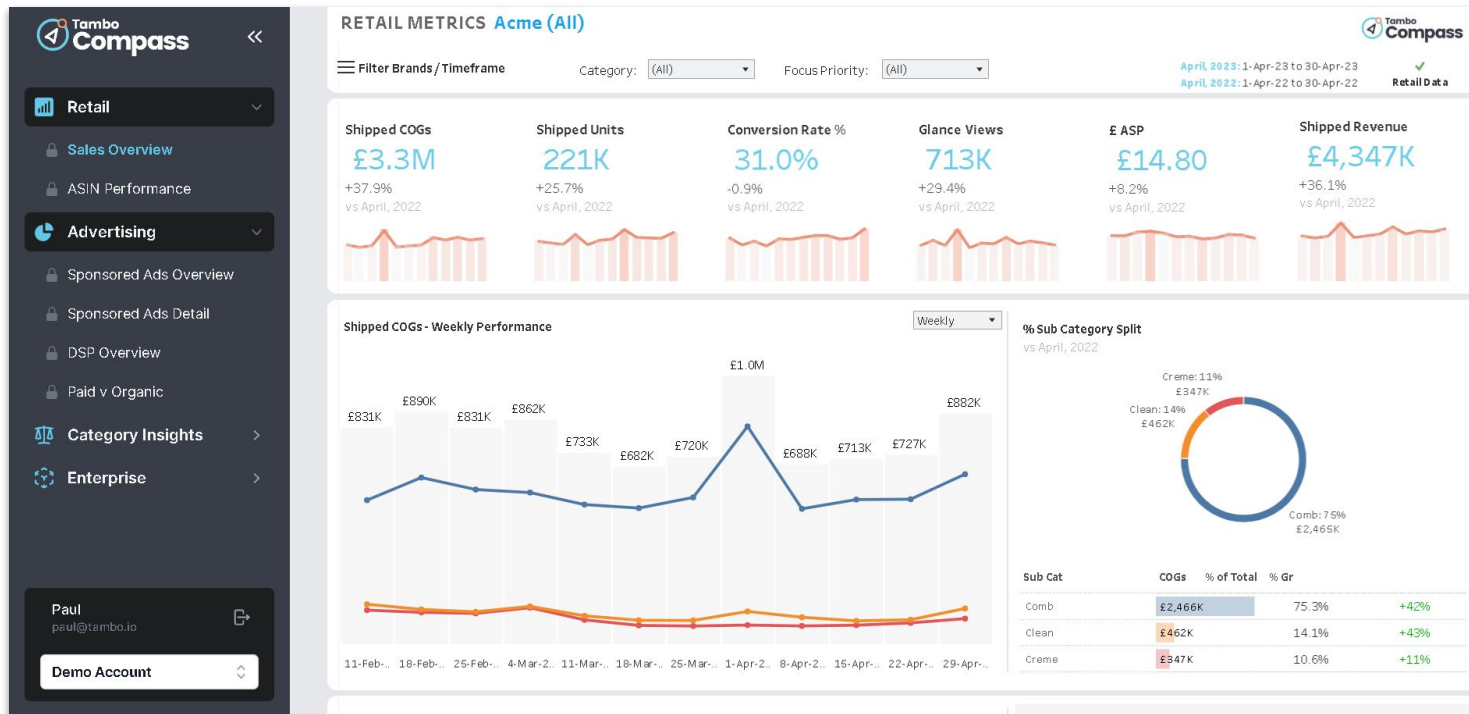
A full service solution – Built on search algorithm knowledge



# Tambo Compass Offer

## Free E-Retailer Intelligence Tool

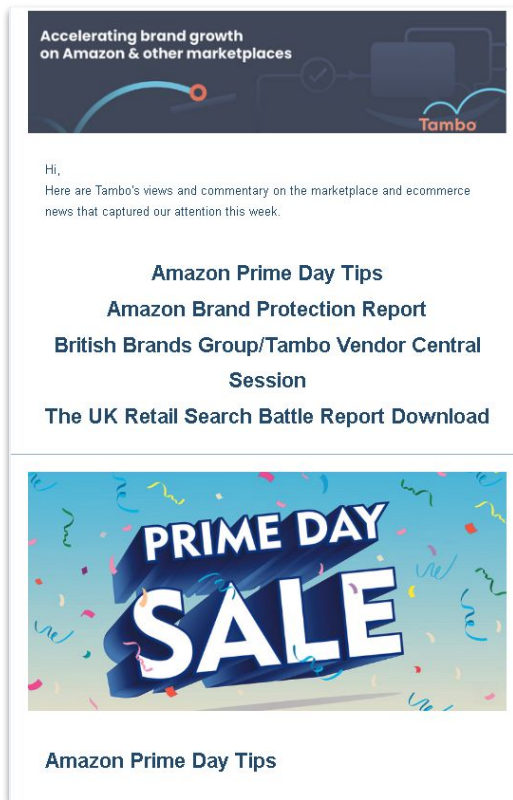
Email: [Paul@tambo.io](mailto:Paul@tambo.io) to receive a FREE Starter Package





# E-Commerce Newsletter

Email [Paul@tambo.io](mailto:Paul@tambo.io) to sign up



- A FREE weekly newsletter delivered every Sunday evening
- We curate the big stories in e-commerce for that week
- Includes other features: Blogs, reports, events and case studies
- 
- Keep up to date with Tambo news

# Thank You

