

# Focusing forward: a framework to guide your next steps

## CRAWL

Establish roles & responsibilities to keep pace with evolving digital shelf capabilities

## WALK

Democratize data & knowledge to boost collaboration and scale capabilities

## RUN

Embed omnichannel behaviors & implement automation to optimize performance

### PEOPLE

#### Strategy and Leadership

eComm is not a strategic priority

eComm is a strategic priority and measurable goals are developed with key retailers

eComm goals are built into each functional team's growth plans

#### eComm & Omni Education

Limited eComm training and best practices knowledge

eComm training has happened but understanding is minimal

eComm is embedded within the organization and teams have a strong understanding

### PARTNERSHIPS

#### Retailer Collab and JBP

eComm is rarely discussed in JBPs

eComm is included in an integrated strategy with retailers

eComm is included and goals are set for eComm growth plans

#### AI & Tech

AI technologies are not currently used

AI is included in future plans and limited tests have been implemented

AI has been built into workflows at scale and there is widespread adoption

### PRACTICES

#### Content Management

The content basis are covered

Alignment with best practices and benchmarks, active site auditing in place

Dedicated resources and analytics processes in place to action optimizations for sales lift

#### Retail Digital Media planning

No dedicated spend

Retail media budget is separate from brand

Retail media is part of total media and prioritized

#### Data and Insights

eComm performance tracking in place

Sales and digital shelf data are analyzed and combined with non-sales data

Advanced analytics models and automations in place

#### Assortment & Innovation Strategy

No dedicated eComm assortment strategy

Dedicated product strategy and innovation process for all eComm

Dedicated product strategy, innovation process and fulfillment models for distinct eComm retailers

#### Retail Search Media Reporting

Rare/no reporting or optimization for organic or paid

Regular (monthly or quarterly) reporting & optimization for organic & paid

Frequent (weekly or more) reporting & optimization for organic and paid