

Performance Scorecards: Key Performance Indicators (KPIs)

Define the success criteria by which you will measure your digital shelf performance across all retailers.

Module	Metric with customizations	Definition	Contribute to Overall Scores
	Metrics can be duplicated, customized, and removed.		Some metrics are purely observational and do not contribute to scores.
Product Content	% of products compliant for content field	For the content field selected, the % of products that meet the expected content rule (on the last day of the time period).	✓
Placement	% of products on Page 1 for keywords/retailer categories including organic/sponsored/all results	The % of products that were on page 1 of search results for at least one selected keyword (daily average). “Organic only” will exclude sponsored results from consideration; “sponsored only” will exclude organic results from consideration.	✓
	% of products in top X spots for keywords/retailer categories including organic/sponsored/all results	The % of products that were in the top X spots of search rankings for at least one selected keyword (daily average). “Organic only” will exclude sponsored results from consideration; “sponsored only” will exclude organic results from consideration.	✓
	% of keywords with products on page 1 including organic/sponsored/all results	The % of keywords for which the selected products were on page 1 of search rankings (daily average). “Organic only” will exclude sponsored results from consideration; “sponsored only” will exclude organic results from consideration.	✓
	% of keywords with products in top X spots including organic/sponsored/all results	The % of keywords for which the selected products were in the top X spots of search rankings (daily average). “Organic only” will exclude sponsored results from consideration; “sponsored only” will exclude organic results from consideration.	✓

Module	Metric with customizations Metrics can be duplicated, customized, and removed.	Definition	Contribute to Overall Scores Some metrics are purely observational and do not contribute to scores.
Placement	Average share of page 1 for keywords/retailer categories including organic/sponsored/all results	The average share of page 1 search results for the selected keywords (daily average). “Organic only” will exclude sponsored results from consideration; “sponsored only” will exclude organic results from consideration.	Observational
	Average share of top X spots for keywords/retailer categories including organic/sponsored/all results	The average share of top X search results for the selected keywords (daily average). “Organic only” will exclude sponsored results from consideration; “sponsored only” will exclude organic results from consideration.	Observational
	Average menu placement locations for retailer categories	The average number of retailer categories in which products are listed (daily average).	Observational
Pricing & Promotions	MAP Compliance Rate	[Only available if MAP is configured in your account] The % of available products with price \geq MAP (daily average).	
	% Buy Box wins	[Only for Amazon] The % of products that were sold by Amazon 1P and for which Amazon 1P won the Buy Box (daily average).	
Assortment & Availability	% of products listed	The % of all products that were listed as in-stock OR out-of-stock. Unavailable items or in-store only items are not considered. (Daily average.)	
	% of products in stock	The % of all listed products that were in stock (daily average). The denominator includes only products that are listed as being sold online—in-stock items and out-of-stock items, excluding unavailable items or in-store only items.	
Ratings & Reviews	% of products $>X$ reviews	The % of products with review counts $>X$ (on the last day of the time period). Variated products that share star ratings / reviews are counted only one time.	
	% of products with star rating $>X$ stars	The % of products with average star ratings $>X$ (on the last day of the time period). Variated products that share star ratings / reviews are counted only one time.	
	Average star rating	The average star rating of products (on the last day of the time period). Variated products that share star ratings / reviews are counted only one time.	Observational

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Ratings & Reviews	Average review count	The average review count of products (on the last day of the time period). Variated products that share star ratings / reviews are counted only one time.	Observational
	# of new reviews with star rating	The number of new reviews posted in the time period with the specified star rating(s). Duplicated reviews are counted only once.	Observational
	Review velocity	The average number of new reviews per product (across the time period). Duplicated reviews are counted only once.	Observational