the digital shelf

The SCAN Group

print and marketing... made better

# what is your brand's presence online?

The Evolution of Retail

The retail industry has evolved rapidly over the past few decades. What used to be a time-consuming and tedious purchasing experience for shoppers, is now done in a matter of seconds.

- Your customers get the product they want, when they want, without the hassle of crowded stores and lengthy checkout lines.

- Throw in free shipping and an expansive inventory of products to choose from, and online shopping becomes quite appealing.

While many of your customers use mobile devices and computers to purchase products online, others use the web to research products before actually purchasing at a brick and mortar store. Either way, it's highly beneficial that your brand's products are represented in a consistent and engaging manner.
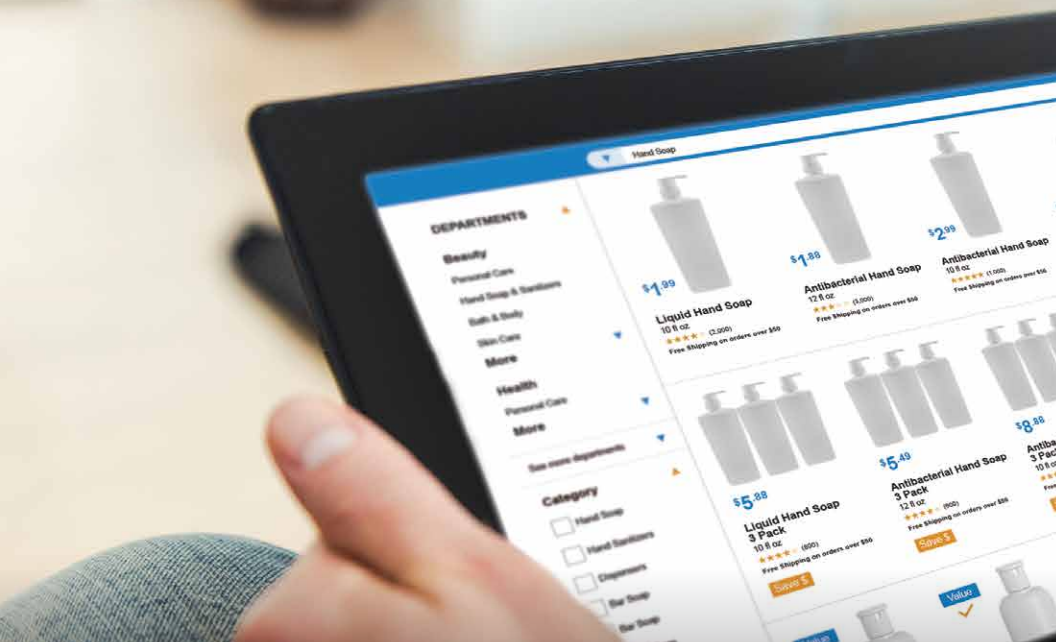
Digital Shelf Management's Role

Your brand's ecommerce presence needs to accurately portray what customers would see in-store. Outdated, low-quality or inaccurate images and product data will damage your brand's image and hurt sales.

Our Digital Shelf Management (DSM) Team can lift your brand's online image to the highest level. We foster close relationships with key players in the digital space – from Walmart and Amazon to many other online retailers. This valuable access allows us to manage your brand's presence with knowledge and speed.

By making sure ecommerce images, product data and enhanced content are in tight integration with the printed package, your brand's presence is seamlessly unified across all online channels. Your customers see the same, authentic product regardless of where or how they are shopping.

WE OFFER A CUSTOMIZED SOLUTION. Our DSM solution is tailored to your brand's specific online marketing needs. This management process is broken into 4 Phases:

P:1 We gather all of your brand's digital assets and develop an audit tool that contains product data, images and other relevant information.

P:2 We conduct an online audit of your brand's presence across multiple ecommerce channels and document findings in our tracking tool.

P:3 Based on our audit, we submit updated digital assets to your brand's online retailers and/or any necessary third party suppliers.

P:4 We perform a follow-up online audit to ensure updated content has been incorporated and is live.

Let the Scan Group manage your ecommerce product data to improve your customers' shopping experience and win you increased sales.

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Your Brand's Online Advantages

By investing in our Digital Shelf Management Solution, your brand will benefit from:

- Improved customer shopping experience. Customers get the most current and relevant product information that helps with their purchasing decision.

- Greater online retailer consistency. The same product is represented consistently across all ecommerce channels.

- Reduced customer complaints. What your customers see online is exactly the same product that they will receive.

Online Retailers Supported*

CONSUMER-FOCUSED

amazon   COSTCO.com   ⊙ TARGET

BJ's   ▲ Albertsons   Kroger

Walgreens   ULTA BEAUTY   Walmart �

Sam's CLUB   DOLLAR GENERAL   ShopRite

PROFESSIONAL-FOCUSED

Walmart �   OfficeMax   ReStockIt.com

shoplet.com   Sam's CLUB   Quill.com

Betty Mills COMPANY   edgenet   STAPLES

amazon   COSTCO.com   WHO BUT W.B. MASON

S.P.RICHARDS CO. A Tradition of Trust   Office DEPOT   ESSENDANT BEYOND ESSENTIAL

*Note: This is only a sampling of the online retailers supported. The retailer logos shown are for general identification purposes only. These trademarks are the property of their respective owners.

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With our online and technology driven marketing, all aspects of your marketing campaigns are seamlessly integrated. We make it easy for you to successfully share your consistent brand message across all channels.

Rely on the Scan Group to make it all work together.

- Design
- Photography
- Lithographic Printing
- Digital/Variable Printing
- Mailing Services
- Pre-Press & Retouching
- Flexographic Pre-Press
- Cross-Channel Campaigns
- Website Development
- Digital Asset Management

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