



who's the dog here?

take back the leash
and walk yourself for
eCommerce success

the future is already here!

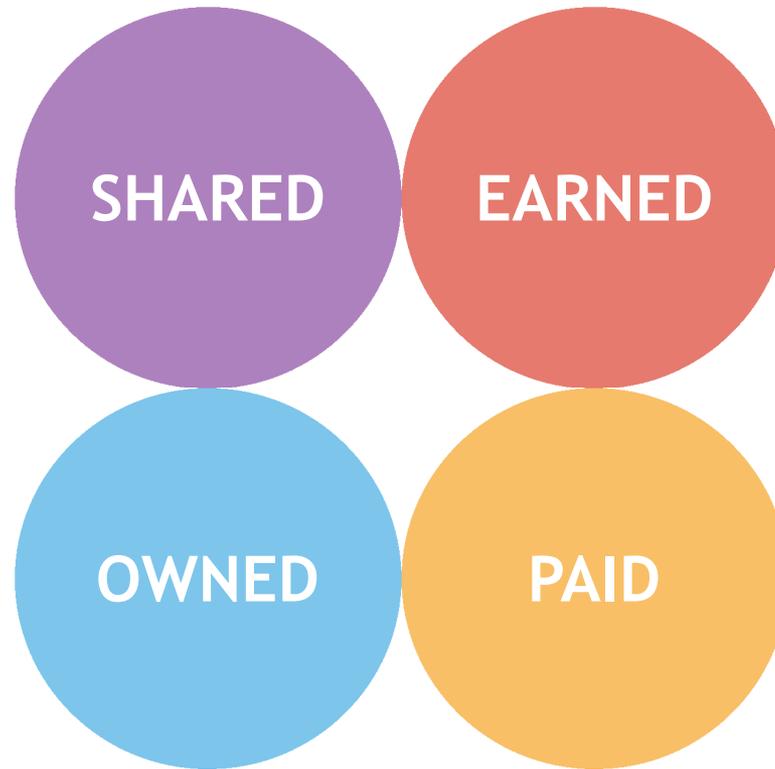


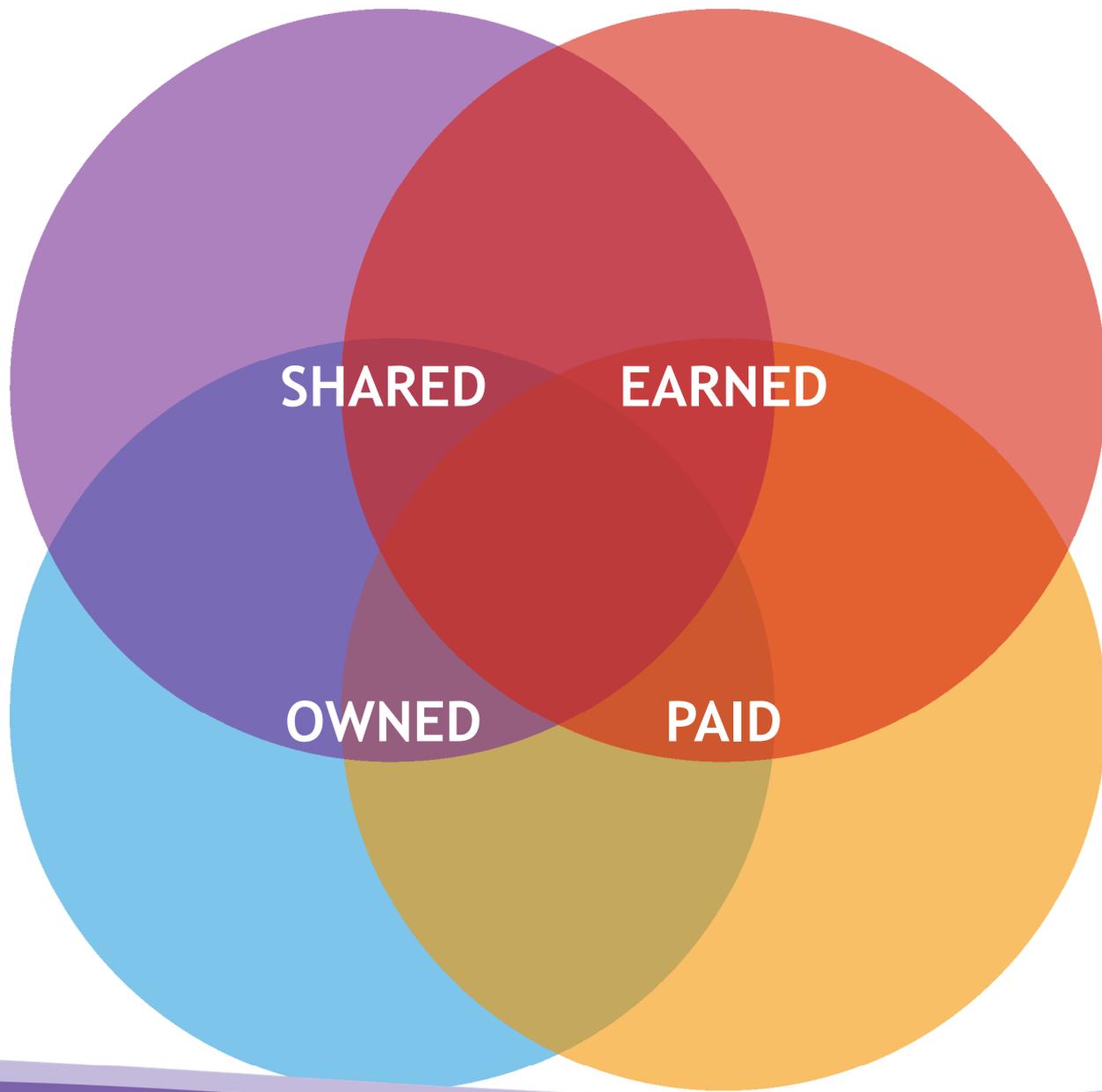
NEW!
amazon
adopt

FREE Same-Day Delivery with 

WellPet
at the heart of all we do 

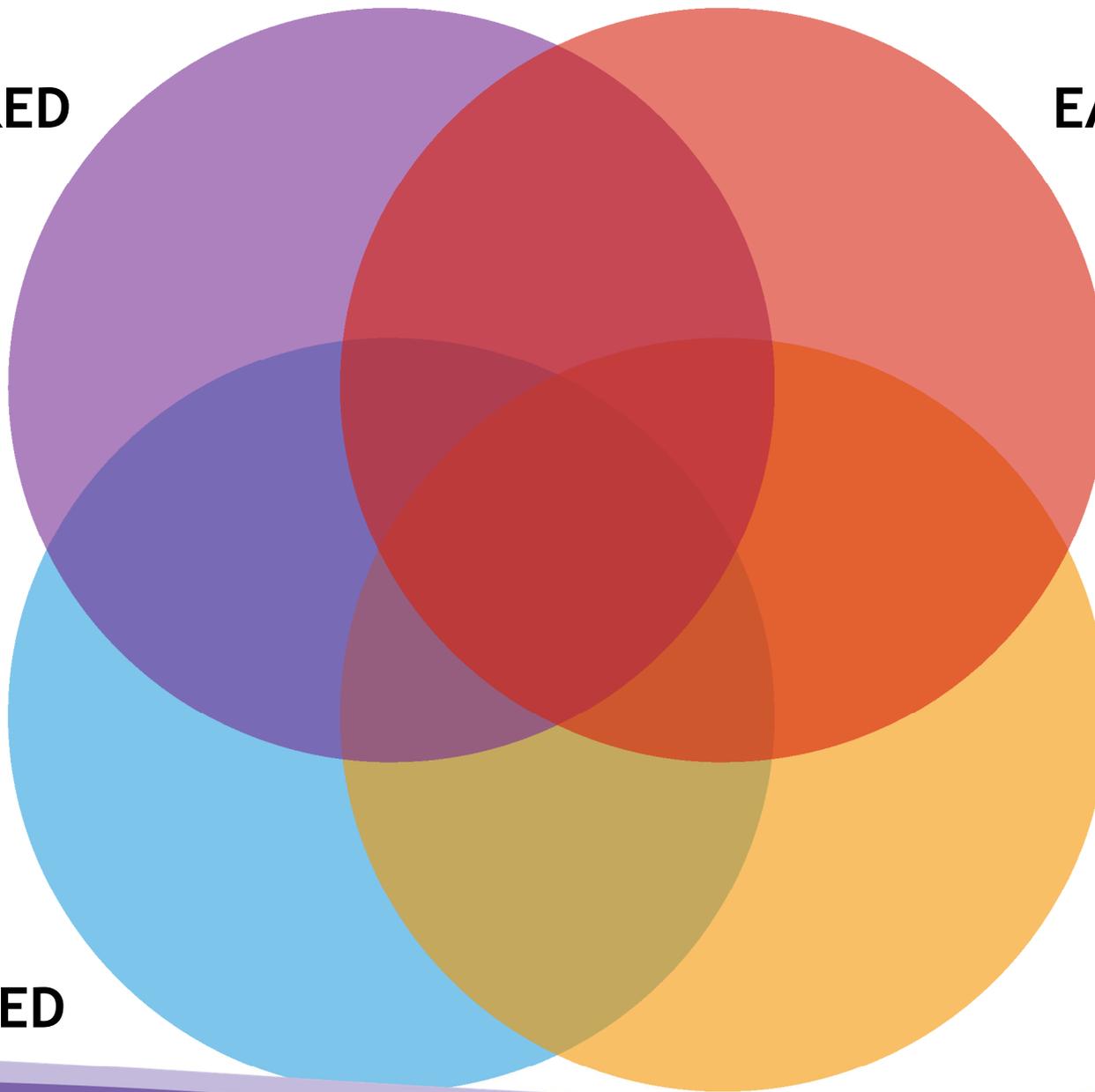
need comprehensive strategy to win





SHARED

EARNED

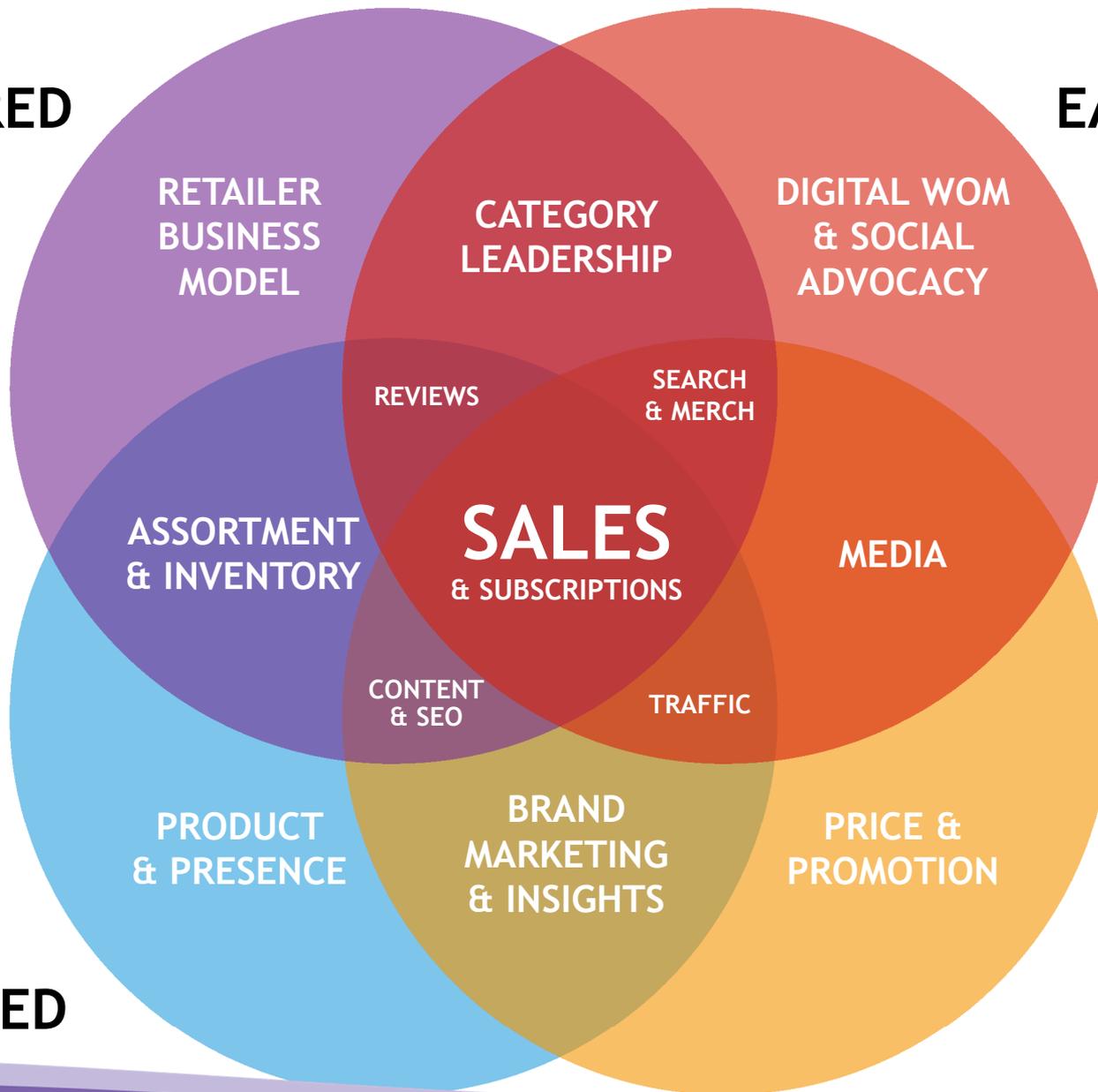


OWNED

PAID

SHARED

EARNED



OWNED

PAID

key manufacturer challenges



1. Pricing & Promotion

- How do you counter the eCommerce price “race to the bottom”?
- How do you promote your business in light of price challenges?

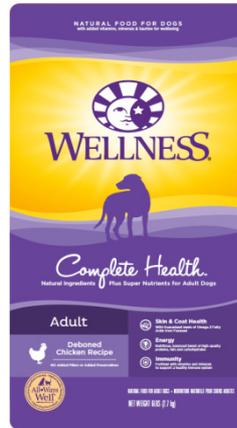
price wars: empire strikes back

Retailer A



\$10.00

Retailer B



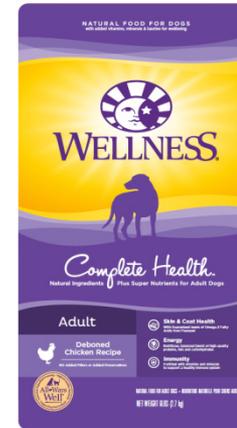
\$9.50

Retailer C



\$9.50

Retailer D

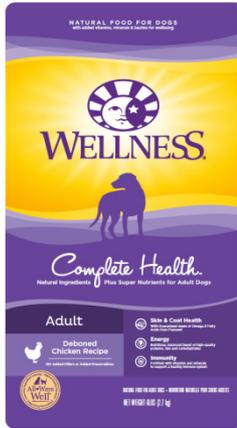


\$9.99

Cost to Retailers = \$7.50

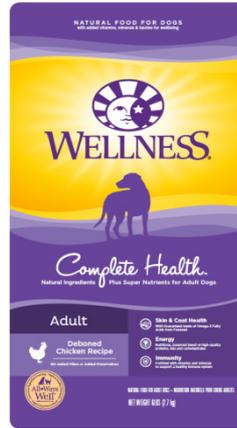
price wars: empire strikes back

Retailer A



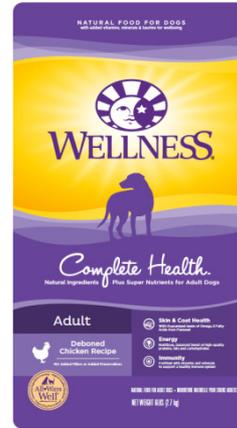
~~\$10.00~~
\$8.00
(20% OFF)

Retailer B



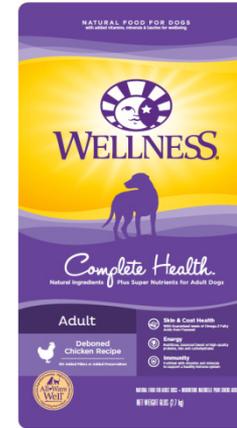
\$9.50

Retailer C



\$9.50

Retailer D

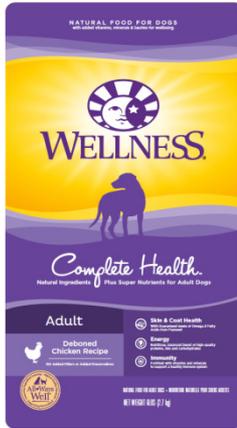


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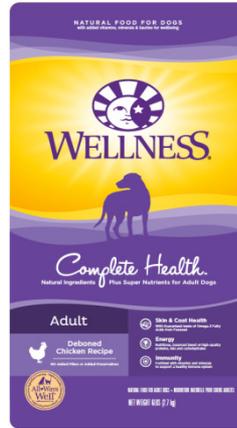
price wars: empire strikes back

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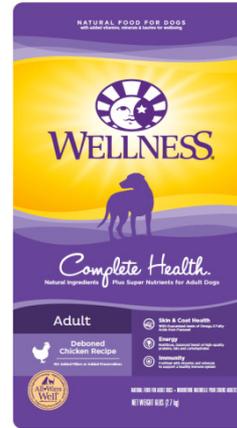
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Retailer B



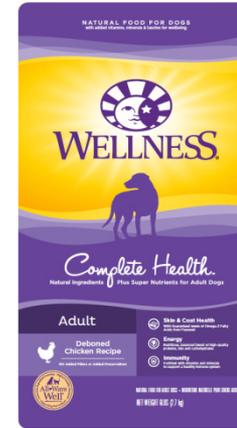
\$8.00

Retailer C

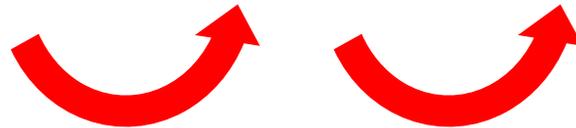


\$8.00

Retailer D



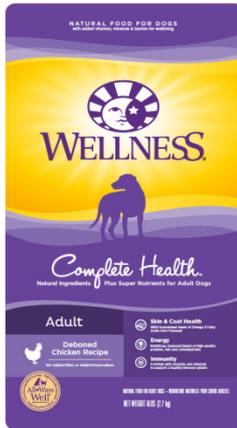
\$9.99



Cost to Retailers = \$7.50

price wars: empire strikes back

Retailer A



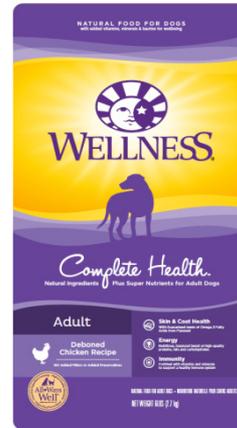
\$10.00

Retailer B



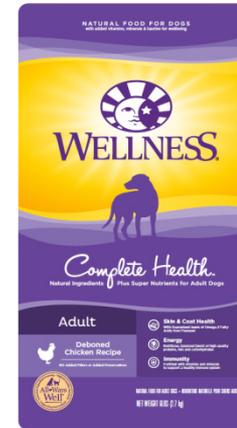
\$8.00

Retailer C



\$8.00

Retailer D



\$9.99

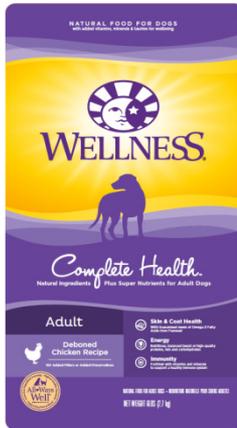


Pricing is at sole discretion of retailer...

Cost to Retailers = \$7.50

price wars: empire strikes back

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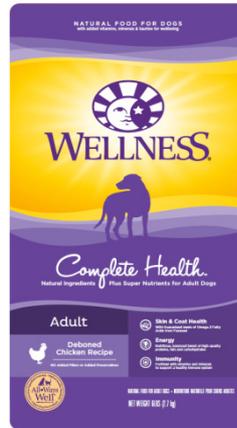
\$10.00

=

WANT \$\$

to stay competitive
and drive growth

Retailer B



\$8.00

=

NEED \$\$\$

to stay profitable
and drive growth

Retailer C



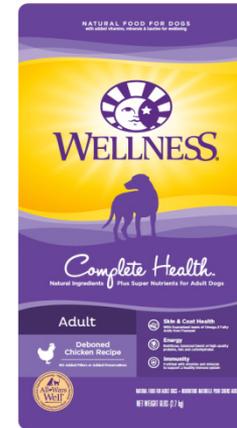
\$8.00

=

NEED \$\$\$

to stay profitable
and drive growth

Retailer D



\$9.99

=

WANT \$\$

to stay competitive
and drive growth



Cost to Retailers = \$7.50

price wars: empire strikes back

Retailer A

Retailer B

Retailer C

Retailer D



- Low-price retailers make no profit
- High-price retailers lose competitiveness
- Channel conflict arises
- Retailers ask for more investment
- You have no more money to give
- Consumers don't want to pay higher prices once you get things back to normal

a.k.a. no one is happy!

\$

=

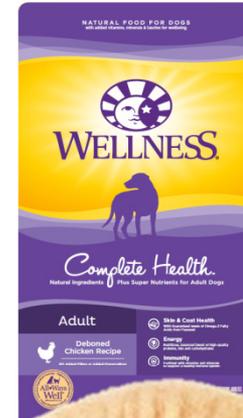
WANT \$\$
to stay competitive
and drive growth

=

NEED \$\$\$
to stay profitable
and drive growth

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NEED \$
to stay profitable
and drive growth



Cost to Retailers = \$7.50

pricing makes
me feel...



tug back!



Pricing Solutions

1. 4P Tracking Partner



2. MAP Policy

- Clear & Simple
- Strictly Enforced

3. Product

- Exclusive Items
- Unique UPCs
- Bundles

4. Promotions...

tug back!



Promotion Solutions

1. Tiered, Scale Offers
 - Buy \$75, Save \$10
 - Buy 2, Save 15%
2. Gift with Purchase
 - Buy \$75, Get \$10 GC
 - Buy X, Get Y
3. Deferred Discount
 - Buy X, \$5 Off Later
4. Rewards
 - Buy X, Get Y Points
5. Cause Campaigns
 - Buy 1, Give 1

key manufacturer challenges



1. Pricing & Promotion

- How do you counter the eCommerce price “race to the bottom”?
- How do you promote your business in light of price challenges?

2. Data & Insights

- How do I become smarter about my eCommerce business and prepare to make better investments, decisions and negotiations?

get smarter!



Data & Insights

1. Retailers

Peapod®

2. Data+Consulting Partners



3. External+Custom Research

4. Networking & Events

5. Industry Publications

6. ANALYSIS

key manufacturer challenges



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3. Partnership Terms

- How do I optimize my investment to maintain profitable growth and ensure a sustainable partnership investment trajectory?

bad to the bone

Partnership Terms

1. Know their goals and requests
2. Understand their P&L and what actually drives the business
3. Be prepared to make hard decisions and/or “walk away”
4. Ask too many questions
5. Ensure you know exactly what you get for the investment
6. Beware of margin enhancement
7. Maximize discretionary funds



key manufacturer challenges



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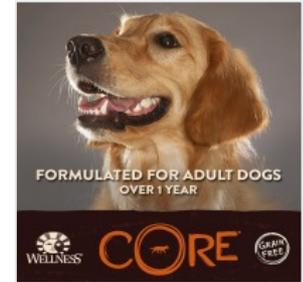
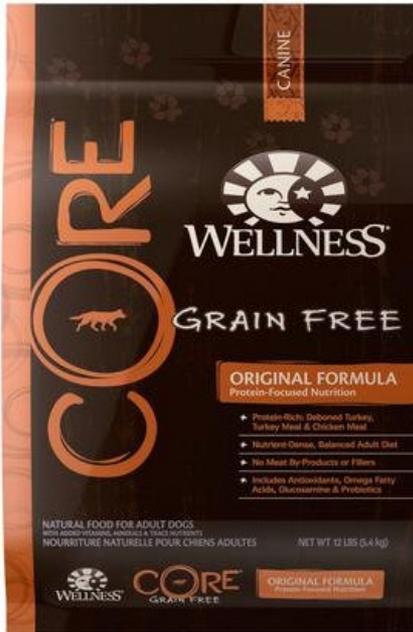
3. Partnership Terms

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4. Presence & Placement

- How do I improve my shelf presence and placement for increased visibility and sales?

content that converts



+ larger image | Roll over image to magnify



Wellness CORE Original Wet and Dry Dog Food

PROTEIN POWERHOUSE

With 80% more meat than traditional dog foods containing grains, CORE supports the raw feeding philosophy to provide an extremely high level of meat.

GRAIN FREE GOODNESS

CORE products are 100% free of grain and animal by-products, while remaining favorably of meaty protein.

ANTIOXIDANTS, OMEGA FATTY ACIDS, PROBIOTICS AND MORE

At the heart of every tasty CORE bite is a careful balance of natural ingredients for a nutrient-dense meal your pets can sink their teeth into.

A premium, all-natural, grain-free, high-protein dog food. We care for animals from the inside out, and your dog's long-term well-being is at the CORE of everything we do.

Our goal is to help you provide a healthy, happy, long life for your pet through the power of natural nutrition using a small number of simple, pure, authentic ingredients.

Feeding Wellness CORE Dry Dog Food

Grain-Free Goodness. Protein Powerhouse.

This dry dog food is specially formulated for adult, non-reproducing dogs over one year old. Puppies and pregnant or nursing mothers may have special nutritional requirements. See special formulations for puppies in the CORE products chart below.

Your pet may tend to eat more of CORE dry dog food. Watch intently to see if you need to adjust regular feeding patterns. Give your dog access to clean, cool fresh water at all times and feed Wellness CORE in combination whenever possible to increase the level of water in your dog's diet. Nutrition is the foundation of well-being, but be sure to give your dog plenty of love, exercise and see your veterinarian regularly!

It is important to slowly transition to a new diet. It takes a few days for your pet's body to adapt to the new nutrient levels in CORE dog food. To transition, gradually mix in CORE dog food over a 5-7 day period, increasing the amount each day, so that you are feeding 100% Wellness CORE by day 7.

ALLERGY ALERT!

- CORE dog food contains high quality meat-based proteins.
- Most CORE dog food formulations contain poultry and/or fish protein.
- Many CORE dog food formulations contain omega fatty acids from fish oil.
- Some poultry-free and fish-free dog food formulations are available (see formulation chart below).
- For a detailed ingredients list, see the specific CORE dog food formulation product page.



Wellness CORE Wet and Dry Cat Food

PROTEIN POWERHOUSE

With 80% more meat than traditional cat foods containing grains, CORE supports the raw feeding philosophy to provide an extremely high level of meat.

GRAIN FREE GOODNESS

CORE products are 100% free of grain and animal by-products, while remaining favorably of meaty protein.

ANTIOXIDANTS, OMEGA FATTY ACIDS, PROBIOTICS AND MORE

At the heart of every tasty CORE bite is a careful balance of natural ingredients for a nutrient-dense meal your pets can sink their teeth into.

A premium, all-natural, grain-free, high-protein cat food. We care for animals from the inside out, and your pet's long-term well-being is at the CORE of everything we do.

Our goal is to help you provide a healthy, happy, long life through the power of natural nutrition using a small number of simple, pure, authentic ingredients.

Feeding Wellness CORE Dry Cat Food

Grain-Free Goodness. Protein Powerhouse.

This dry cat food is formulated for adult, non-reproducing cats over one year old. Kittens and pregnant or nursing mothers may have special nutritional requirements. See special formulations for kittens in the CORE products chart below.

Your cat may tend to eat more of CORE dry cat food. Watch intently to see if you need to adjust regular eating patterns. Give your cat access to clean, cool fresh water at all times and feed Wellness CORE in combination whenever possible to increase the level of water in your cat's diet. Nutrition is the foundation of well-being, but be sure to give your cat plenty of love, exercise and see your veterinarian regularly!

It is important to slowly transition to a new diet. It takes a few days for your pet's body to adapt to the new nutrient levels in CORE cat food. To transition, gradually mix in CORE cat food over a 5-7 day period, increasing the amount each day, so that you are feeding 100% Wellness CORE by day 7.

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Presence Solutions

1. Content Partner(s)

MONT **(CLAIRITY)** content26



2. Visual Content

- Gallery Images
- Enhanced Content
- Video

3. Textual Content

- Bullets, Descriptions
- Ingredients, Warnings
- FAQs
- SEO Optimized!

4. Reviews

bazaarvoice:™



to the top!



to the top!

Placement Solutions

1. SEO Optimization

2. Paid Search

amazonmarketingservices

3. Search Retargeting

IdeaClick

4. Merchandising

5. Other Algorithm
Levers



key manufacturer challenges



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5. Team Resourcing

- Who do I need in my corner to be successful in eCommerce?

Team Resourcing

1. YOU
2. Executive Team
3. Marketing Expertise
4. Supply Support & Customer Service
5. Consulting, Data & Agency Partners
6. eCommerce Peers
7. Retailers

team up!



questions?

thank you!