

# ZMS INSIGHTS

## Factsheet





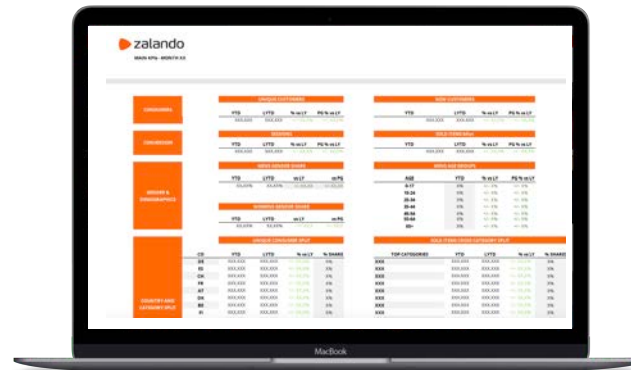
## Benefit from a holistic data understanding

- ▶ ZMS Insights provides brand partners with **access to purchase, onsite and customer survey data** of ~ 34 million active customers and across ~ 430 million monthly shop visits
- ▶ ZMS Insights enables **data-driven strategy, marketing and merchandising decision making**

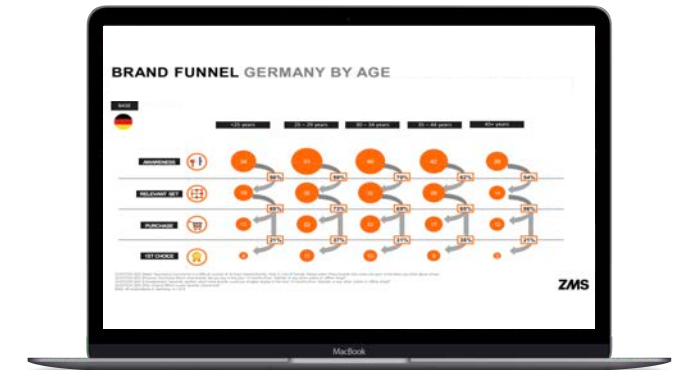
# ZMS Insights leverages Zalando data in three main ways



1. Self-Service: ZMS Insights Tool



2. Customized Dashboards



3. Consulting Services

Self-service

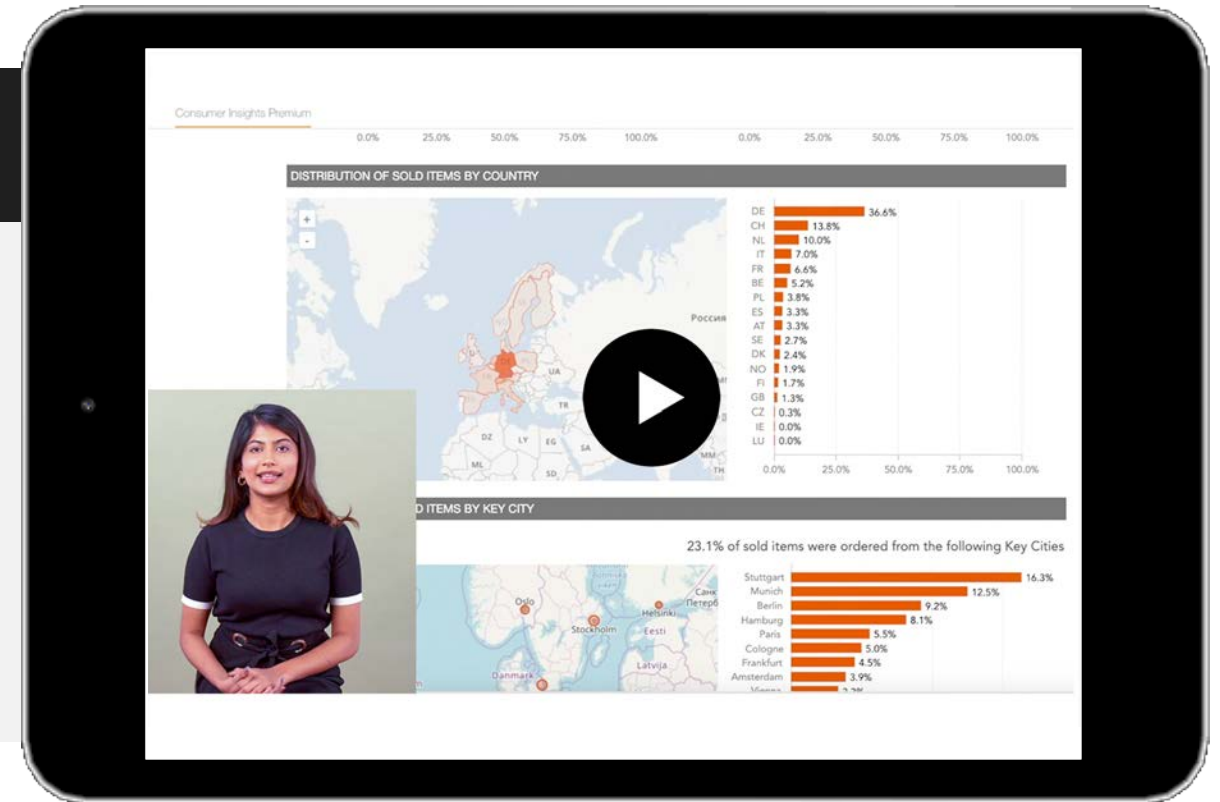
ZMS Insights offering to Zalando brand partners

Managed

# 1. ZMS Insights Tool

24/7 self-service platform with purchase, customer, onsite and SKU metrics on your brand's performance on Zalando

- ▶ 8 detailed dashboards with more than 30 metrics
- ▶ Compare your performance to a selected peer group
- ▶ Track your performance (WoW, YoY), up to 2 years
- ▶ Monitor your market share and competition on Zalando
- ▶ Drill down metrics on SKU level
- ▶ Apply learnings from the ZMS Insights Tool to ZMS campaigns



Check the [ZMS Insights Tool Video](#) and learn how to easily access relevant insights

Ask your Partner Consultant for more details.

# 1. ZMS Insights Tool

## Explore granular data insights

### Executive Dashboard

*by brand*

- Growth Merchandise Volume
- Product Detail Page views
- Customers
- Top product categories
- Product category market share

### SKU Insights

*by brand, SKU, age, gender, product gender, product category, country, city, timeframe*

- SKU demographics
- SKU item sales rank
- SKU Product Detail Page views
- Distribution of sold items by country and key city

### PDP Insights

*by brand, SKU, age, gender, product gender, product category, country, timeframe*

- Product Detail Page evolution
- Conversion Rate evolution

### Performance

*by brand, user gender, product gender, product category, country, timeframe*

- Gross Merchandise Volume WoW & YoY evolution
- Country distribution
- Country market share
- Country ranking
- Product category distribution
- Product category market share
- Product category ranking

### Customer

*by brand, user gender, product gender, product category, country, timeframe*

- Age
- Gender
- Urbanization
- New customers to brand / Zalando
- Basket contribution in items
- Basket contribution in value
- Pure orders
- Repeat orders
- Returning buyer share

# 1. ZMS Insights Tool

## Explore granular data insights

### Social Media Share of Voice

*by keywords, hashtags, mentions, channels, countries*

- # of content creators
- # of followers
- # of posts
- # of impressions
- # of engagements
- Engagement Rate

### Flexible View

*by age, user gender, product gender, product category, device, new/returning customers, new/returning visitor*

- # of visits
- Product Detail Page views
- Add to wishlist
- Add to cart
- # of orders
- Sold items

### Onsite Behavior

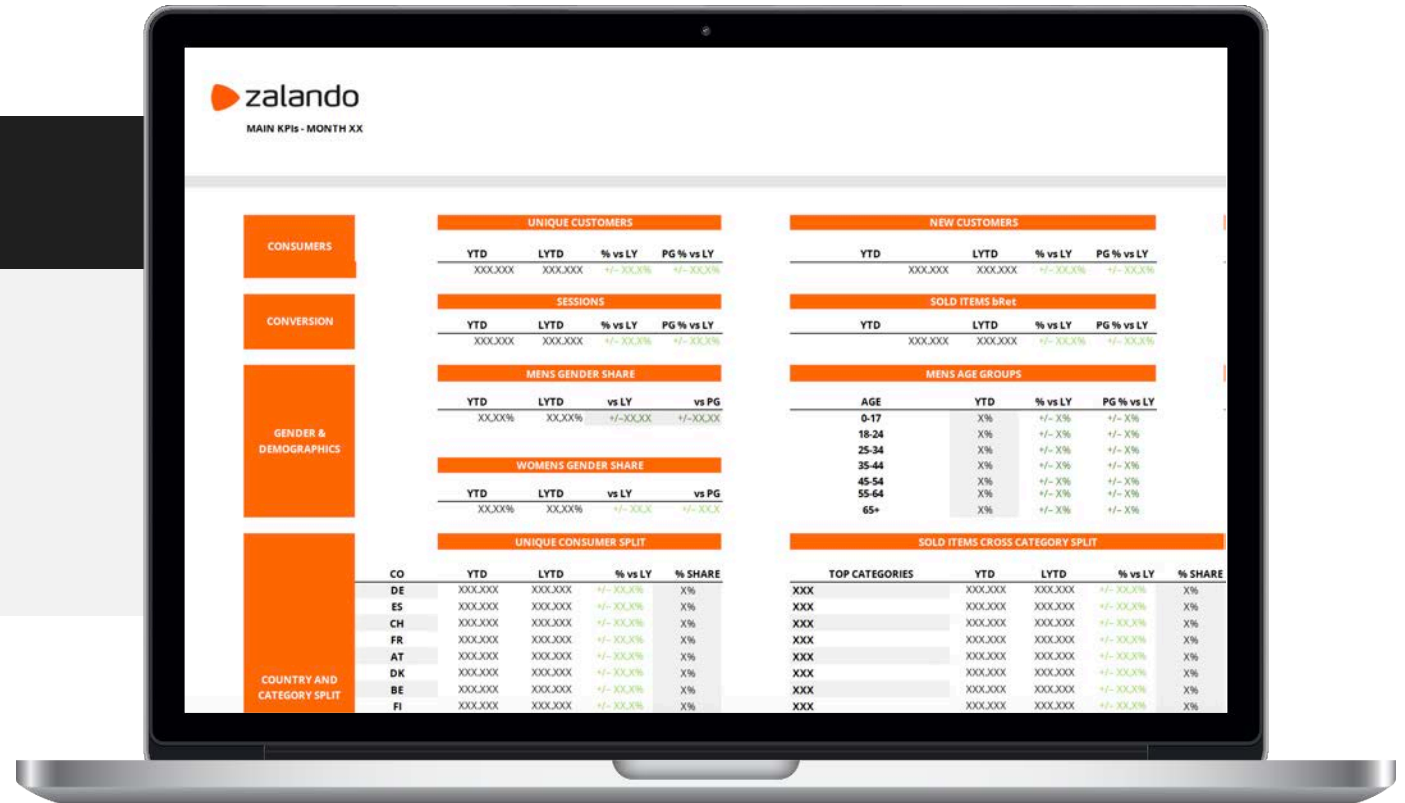
*by brand, product gender, country, timeframe*

- Device type
- Visits
- Orders
- Conversion
- Brand search
- Filter usage
- Product Detail Page views
- Add to wishlist
- Add to cart
- Basket to order rate
- Product Detail Page views to order rate
- Order ratio (conversion rate)
- Top 10 brand search phrases

## 2. Customized Dashboards

Track your performance on your own terms by fully customized dashboards

- ▶ KPI views of Zalando data tailored to your specific needs
- ▶ Identify poor or great performance early
- ▶ Track multiple data sources in one central location
- ▶ Make use of your own KPI definitions

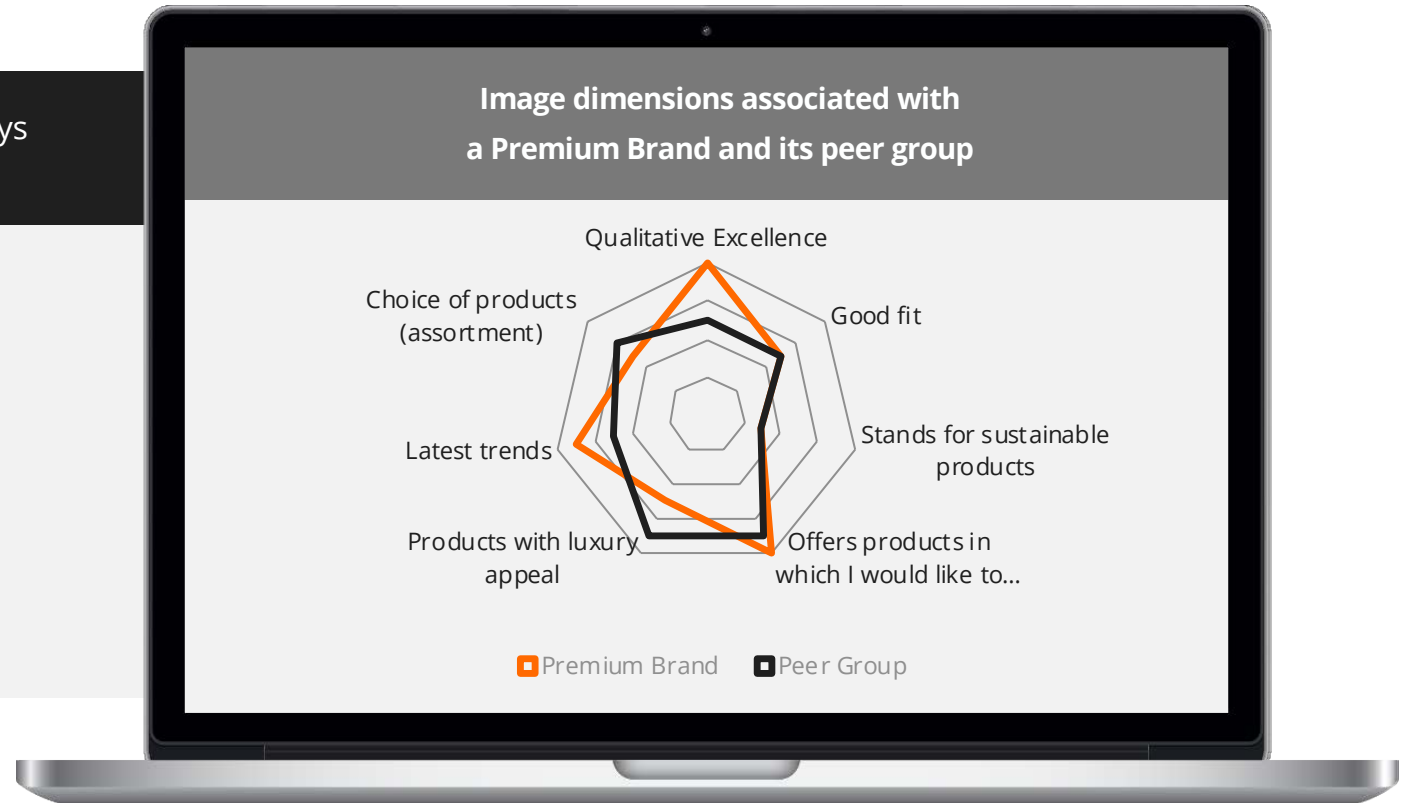


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# 3. Consulting Services

We combine purchase and onsite data as well as customer surveys for tailored brand & sales analysis

- ▶ Understand your brand perception
- ▶ Explore motivations & mindset of your target group(s)
- ▶ Gain valuable competition benchmarks
- ▶ Discover new market opportunities
- ▶ Benefit from early customer feedback on your future product launches



Ask your Partner Consultant for more details.