Productsup

The grocery leader's guide to retail

Feeding consumers better product data

CONTENT

Buying groceries however, whenever, and wherever

Do you make a list, or do you like to roam the aisle for inspiration? Do you make routine trips to the supermarket, last-minute runs to the local store, or buy online for home delivery?

More than any other shopping category, buying groceries takes on many forms. There's no right or wrong way to restock the fridge and pantry. What matters most is having the option to shop however, whenever, and wherever is most convenient.

What does this mean for grocers? A whole lot of complexity in managing product data across all of these physical and digital touchpoints.

This guide will provide you with information about the top priorities for grocers this year, the challenges they face in managing product data feeds, and strategies for overcoming this complexity to build deeper relationships with consumers and win their hard-earned dollars.

Top 5 priorities for the digital and physical grocery aisle

How shoppers approach the grocery shopping experience looks completely different today than it did a year ago. And it will continue to evolve as newer technologies emerge and consumer expectations rise. Staying ahead in a competitive market will come down to how well grocers can adapt to these changes and focus on the right investments. Let's look a little closer at the top five priorities impacting grocery retail strategy right now.

1. Targeting with personalization:
By analyzing customer data and purchasing history, grocers can create personalized recommendations and promotions that resonate with each shopper. Leveraging new technology like generative AI can help create customized content for individual target audiences at scale.

2. Promoting private label:
Private label offers grocers differentiation and quality assurance. Consider an instance where a customer is looking for reasonably priced solutions. Because private-label items are usually more affordable than branded items, they offer an attractive way to save and stretch one's dollars even further. Additionally, private brands promote diversity in consumption by making premium products available to a broader range of customers.

Grocers can improve the efficiency of their private-label advertising by using social media and in-store promotions to target specific audiences. Also, making use of already-running marketing initiatives can help them effectively promote private-label products. This approach minimizes costs by maximizing reach and engagement with potential customers.

3. Optimizing digital discovery channels:
Search and social media are the most valuable discovery channels for grocery retailers. They can interact with prospective consumers, display products, showcase the latest promotions, and increase web traffic and sales. But it's important not to limit your online presence to just a handful of these platforms. Grocers should create a presence across all of the digital channels where their shoppers are active, including Amazon, Meta, and Google to name a few.

4. Leveraging local delivery platforms:
No one wants to make a long trip to the grocery store only to find that they're out of that paprika you needed for a recipe. People shop online for convenience, which makes local delivery a game changer. Grocers can enhance the shopping experience and reach new buyers by leveraging third-party local delivery platforms like DoorDash, **iFood,** Instacart, and Shipt.

5. Using responsive merchandising for seasonal promotions:
Grocers should optimize their product offerings to correspond with seasonal preferences. By optimizing product titles or adding keywords, with simple changes like "Summer" or "Holiday", grocers can direct consumers to exactly what they're looking for. Or, in some cases, provide inspiration for what they didn't know they wanted.

3 hurdles to managing grocery product data feeds

Grocers know they need to capitalize on these priorities, but that's a lot easier said than done. Something as simple as optimizing product descriptions by adding in a few keywords can take weeks or even months when dealing with thousands or even millions of SKUs across multiple online touchpoints. Let's examine the three most common issues grocery retailers deal with when managing product data feeds.

1. Data silos: Many grocers source product data from a multitude of suppliers, manage that data using various tools and internal systems, and then ship it back out to the channels they sell on. When product data is spread out across several systems and teams, it becomes extremely difficult for grocers to ensure accuracy and consistency across channels.

2. Manual updates: Product data for grocery items changes frequently, requiring grocers to make updates to their product listings and ads constantly. For example, product price and availability changes may occur due to sales, supplier quantity, seasonal availability, or supplier cost adjustments. If reliant on manual processes, this requires tedious human data entry and verification, which increases the risk of mistakes like typos or inconsistencies. Such errors result in a loss of sales, customer dissatisfaction, and a negative effect on the brand's reputation.

3. Regulation roadblocks: Rules governing how product data is disclosed are constantly changing, so grocers must stay up-to-date with industry regulations and channel requirements. Failing to update product data accordingly can result in hefty fines, products becoming disqualified, and a poor customer experience.

Poor product data management, more problems

Beyond the operational distress and inefficiency caused by poor product data management, grocers face a myriad of other consequences that impact their bottom line, such as:

■ **Pricing (and tax) panic:**
Pricing and taxes can vary depending on the locale. Inconsistency and inaccuracy across various platforms in one or more geographies create confusion, frustration, and the risk of chargebacks. Brands must make sure that their prices and tax calculations are up-to-date and consistent across all channels in the customer journey (e.g., search, social, circulars, retailer.com, etc.) This becomes increasingly difficult when advertising in multiple regions and markets.

■ **Loss of trust:**
Insufficient or inaccurate information about products can leave buyers skeptical about their legitimacy, quality, and perception of your store's brand.

■ **Outdated inventory status:**
If product availability isn't accurately presented across all channels in real-time, shoppers could come across false "out-of-stock" listings, discover that products in their cart are not available, or worse, drive to the store only to find their favorite yogurt is sold out.

■ **Chargebacks from delivery platforms:**
Mismanaged product data across delivery partners' platforms can have a costly impact. If a customer isn't satisfied with their order, delivery services have certain measures in place to protect the customer experience, including costly chargebacks to the vendor.

■ **Consumer health risks:**
In addition to regulatory fines and damaged brand loyalty, inaccurate product data poses serious health risks to consumers. For example, suppose a box of cookies doesn't specify nut contamination or a gallon of milk has the wrong expiration date – unknowingly, a consumer may consume a dangerous allergen or expired food that could severely compromise their safety.

Enhancing your grocery feeds:
Tips to improve product data

Enhancing your grocery feeds: Tips to improve product data

Luckily, there's still hope for grocers looking to create perfect product data across all of their channels. New technologies and strategies have emerged to help companies gain better control over their data for feed optimizations.

Here are a few tips grocers can use to deliver the right product data to the right audiences on the right channels.

■ **Data centralization to streamline processes:**
If you're a grocer who is still jumping from tool to tool to manage your feeds, it's time to rethink the approach. Technology has evolved to condense operations into a single user interface where different commerce functions are now integrated (e.g., ERP, PIM, third-party tools, reviews, .csv, etc.) This streamlines the process of sourcing data from various tools and thousands of suppliers, cleaning and organizing it, enhancing it, and then distributing it to all channels.

ⓘ See how ALDI "saved 66 hours of repetitive work every month" by centralizing their product data feed management with the Productsup P2C platform

■ **Local inventory ads to drive in-store traffic:**
Local inventory ads showcase your products that are available in nearby store locations to shoppers searching online. These ads blend the digital and physical shopping experience by making it easy for consumers to make purchases online and receive items immediately.

ⓘ See our complete guide for Google local inventory ads

■ **Dynamic creative optimization for social media:**
Each social media platform serves a different purpose to consumers, which means people expect different content from each one. By using dynamic creative optimization formats, like TikTok Dynamic Showcase Ads, grocers can ensure they're showing unique content including the latest pricing, promotions, and customer reviews to different audiences. Productsup can help you automate the creation of inspiring custom-branded and dynamic product images in minutes.

With social media becoming more shoppable through capabilities like native checkout, providing an engaging product experience on these platforms can generate attractive new revenue streams.

ⓘ See our dedicated guides for managing product data for social commerce and TikTok

Enhancing your grocery feeds: Tips to improve product data

■ **Category mastery for better targeting:**

For grocers with a large volume of SKUs, managing promotions by category with custom labels can be a more effective strategy. Not only does it enable grocers to create more promotions faster, but it also makes them more discoverable by consumers. For example, if someone is looking for low-sodium sauce, offering a "healthy" category of products and easily grouping these products as such in online ads can improve the shopping experience (while providing additional flexibility with your ad spend, too.)

■ **Automation for weekly circulars:**

Circulars are typically printed weeks in advance, yet information like price and inventory tend to change last minute. Many grocers struggle to keep their weekly circular ads on social channels up to date with the latest availability and promotions. By automating the process of updating product data feeds for weekly circulars, grocers can ensure that their ads promote the right information intended for the right audience.

■ **AI for faster agility:**

Leveraging automation and AI solutions in feed management enables grocers to make quick updates and adjust content as factors like price, demand, and availability change continuously. For instance, AI can be used to verify data is GS1 certified, extract visuals from labels, manipulate text to target certain demographics, translate text into multiple languages, and so on. We can expect this list of AI use cases to grow as more advanced data services come to market.

ⓘ Read our guide for CPG brands to discover more AI use cases for managing product data

Grocer success stories: Learnings from industry leaders

ALDI, renowned for its simplicity and reliability, faced challenges in adapting to the evolving demands of multichannel consumer experiences. Among their hurdles were creating new product feeds, tailoring feeds for diverse channels, and maintaining real-time pricing updates, especially on platforms like Google and Facebook.

These challenges required automation to avoid time-consuming manual processes prone to errors. By adopting a **Product-to-Consumer (P2C) strategy** to streamline its operations, ALDI gained extensive content manipulation capabilities, bulk image optimization, and automated feed updates. This streamlined the creation of Facebook Dynamic ads and ensured compliance with channel requirements, significantly reducing manual workload and mitigating the risk of errors.

ALDI's digital marketing team saved 66 hours per month and witnessed a substantial performance boost. The retailer also experienced a remarkable 30% increase in potential impressions on the Google Marketing Platform, demonstrating the effectiveness of P2C solutions in enhancing digital advertising across various channels while ensuring high-quality and up-to-date content.
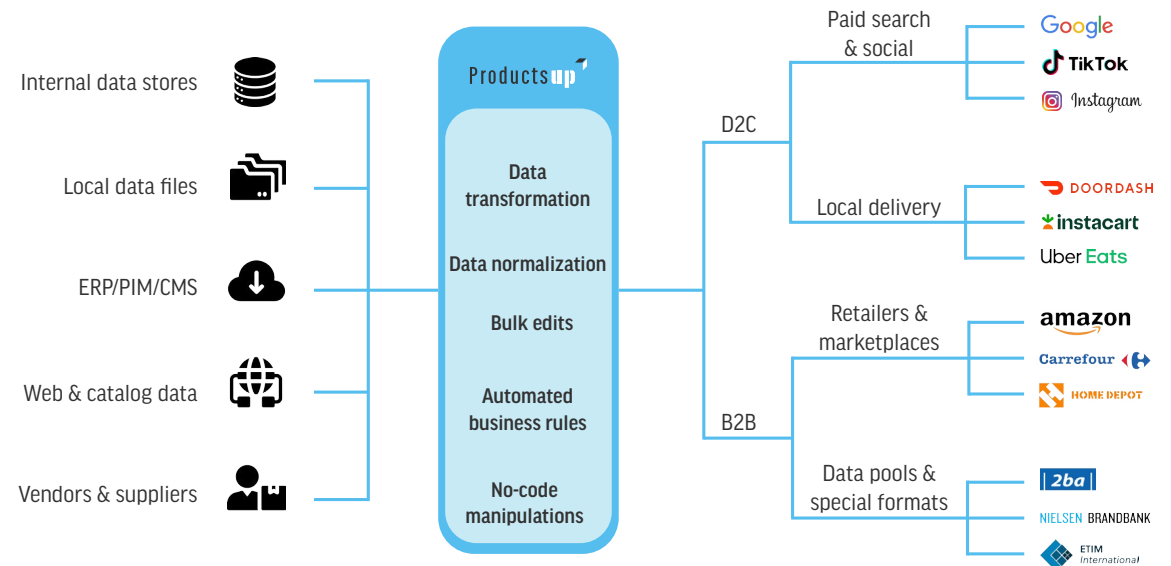
Read the full case study

9

How Productsup's P2C platform powers commerce success for grocers

Productsup supports over 1,000 global brands, like iFood and ALDI, with their product content journeys.

As a leading Product-to-Consumer (P2C) platform, Productsup serves as a backbone for your entire product content ecosystem – connecting every type of data source (and in any format) to all D2C and B2B channels.

One platform

Internal data stores

Local data files

ERP/PIM/CMS

Web & catalog data

Vendors & suppliers

Productsup

Data transformation

Data normalization

Bulk edits

Automated business rules

No-code manipulations

D2C

B2B

Paid search & social — Google, TikTok, Instagram

Local delivery — DOORDASH, instacart, Uber Eats

Retailers & marketplaces — amazon, Carrefour, HOME DEPOT

Data pools & special formats — 2ba, NIELSEN BRANDBANK, ETIM International

How Productsup's P2C platform powers commerce success for grocers

➤ **Smarter feed management with Productsup's Advertising PX**

Productsup's [Advertising PX](#) **is a best-in-class feed management solution that integrates, enriches, and distributes product data across all advertising, social media, and local delivery platforms.**

Want to see the Productsup P2C platform in action?

Book a demo

Ready to chat?

Contact us

Curious about all Advertising PX has to offer?

Visit our site

Advertising PX
empowers grocers to:

■ **Reduce cost per lead** by boosting ad performance with optimized product descriptions

■ **Decrease time to market** with automated workflows and bulk data uploads

■ **Unlock new revenue streams** with access to all global advertising channels

■ **Gain performance insights** by using A/B testing on landing pages

■ **Maintain compliance** by using content creation features customized for each channel

■ **Strengthen brand loyalty** by personalizing shopping experiences with powerful content optimization tools

■ **Drive sales** with the guarantee that all listings and ads across all touchpoints are consistent, accurate, and of the highest quality

Productsup

Empowering commerce

Get in touch today!

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