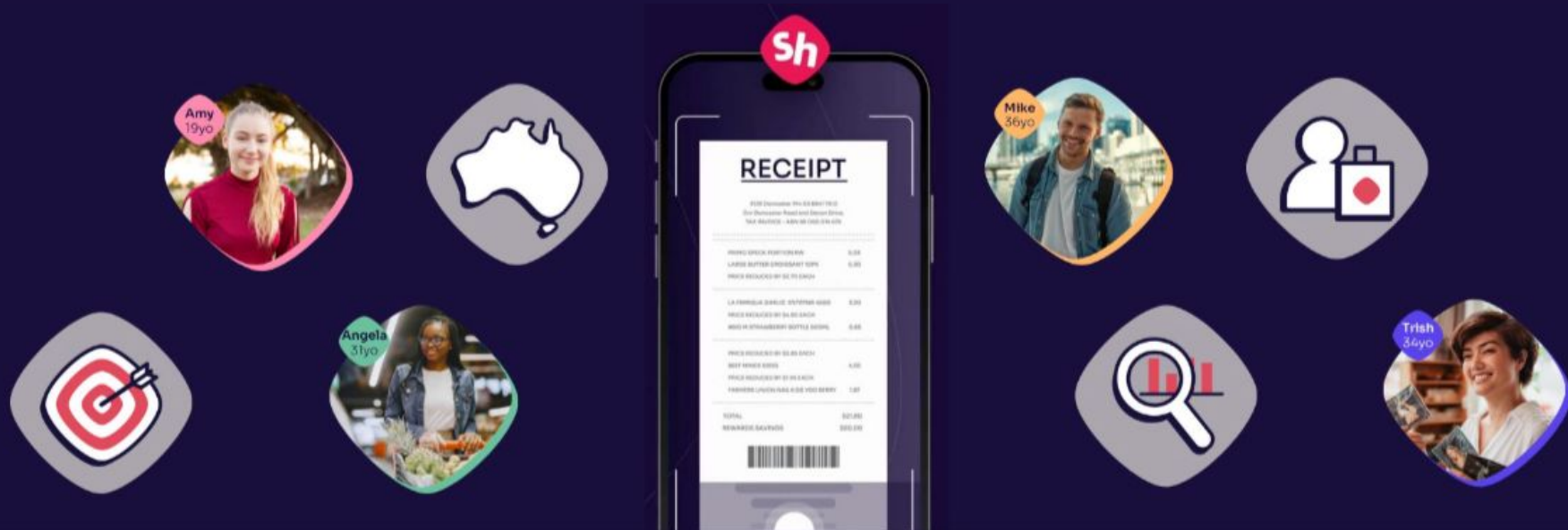


Winning Shoppers Beyond the Shelf

How FMCG Brands Can Build Direct Relationships in a Fragmented Market



Introducing your presenters



Simon Gillies

Head of Sales
Shping



Angie O'Rielly

Strategic Account Exec
Salsify ANZ

Agenda

1 - Owning the Shopper Relationship

2 - Limits of Traditional Channels

3 - Competing on the Digital Shelf

4 - Salsify + Shping: Closing the Loop

Session Format: a 30 - minute format followed by Q&A

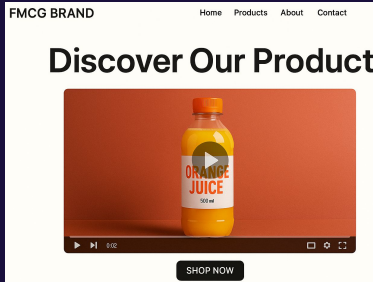


The Customer Ownership Gap

BRANDS



SHOPPERS



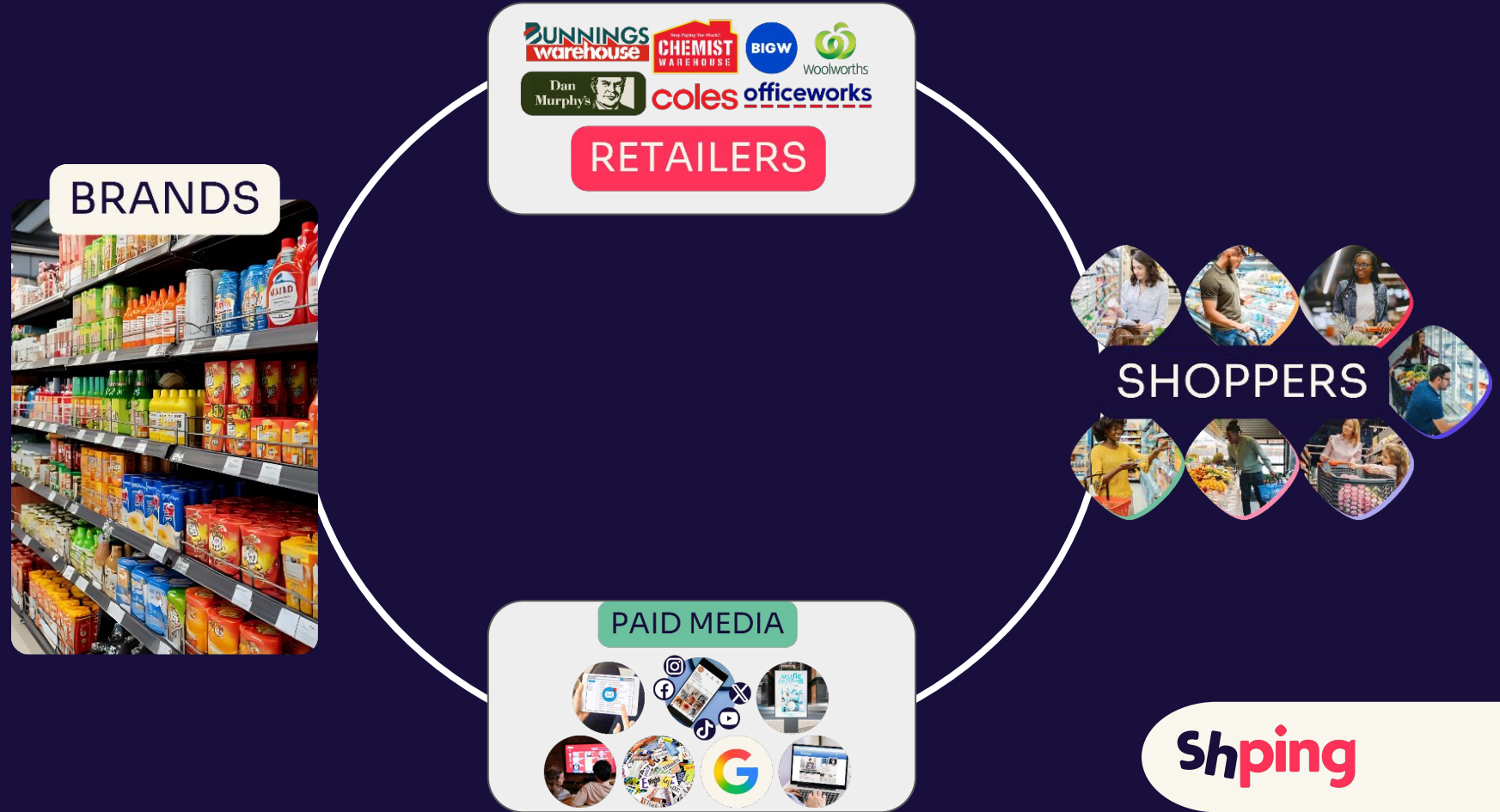
Less than 2% of shoppers visits
FMCG sites



Less than 1% scans QR
codes

Shping

The Challenge of Building Direct Relationships



Same Shopper, Conflicting Objectives

Retailers fight for market share, Brands fight to win the shopper

 Retailer	 Brand
Drive traffic, basket size & sales	Grow Market Share & loyalty
Push Private Label to lift margins	Increase repeat purchase and advocacy
Sell high margin Retail Media	Build brand preference and connection
Measure success by store profitability	Measure success by shopper retention

Shared shopper, different success metrics

Competing with Private Label – It's an unfair fight!

- Data & category insights
- Own the shopper relationship
- Understand purchase drivers
- Know upcoming marketing activities



Image is for illustration purposes only and
does not represent any specific retailer.

Shping

Every product experience matters.

67%

say they “webroom”
(research online, then buy in
store).

54%

abandon a sale due to
inconsistent product
content.

Commerce today demands more from your team.



More data to manage

across new products, consumer trends, and industry regulations

More channels to serve,

each with its own demands and audiences.

More volatility to navigate

as retailers continuously change requirements.

The impact is real.

Up to 15 days missed

Lost selling time per product caused by slow, manual processes.

Up to 10% in Lost Sales

Driven by inaccurate product content and inconsistent data across channels.

Up to 90% of Time Wasted

Spent on repetitive manual tasks that should be automated.

Source: Salsify Internal Data 2025

AI is driving a fundamental shift in Commerce

What kind of TV should I buy? I watch a lot of soccer.

Shopping assistant

Hey Emilia, I'm here to help. Got a question about this?

What kind of TV should I buy? I watch a lot of soccer.

Got it! For watching soccer, here's some key things to keep in mind when choosing a TV:

1. Refresh rate: Look for a high refresh rate to get smooth motion and reduce blurring.
2. Motion handling: Make sure it can handle fast-moving objects without

Rufus

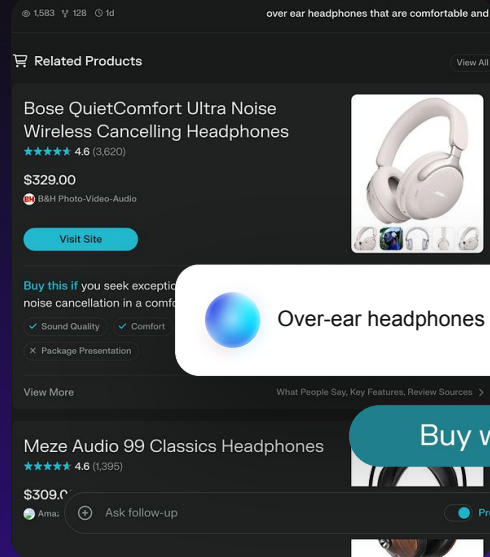
Hi, I'm Rufus!
You can ask me all your shopping questions. My answers are powered by AI, so I may not always get things right. [Learn more about Rufus](#)

- I am having a large group over for a BBQ, what do I need
- Can you share a bit more about the event? For example, "It's a graduation party for 50 people."

Search
Large Outdoor Grills

Heavy-duty grills with ample cooking surface for high volume.

Search
Charcoal Grill Accessories



Over-ear headphones that don't squeeze your ears.

Buy with **pro**

Does this grill require an electrical hookup?





Ask about
this product
Get an immediate
answer with AI

Answer

Yes, the Traeger Pro Series 22 Pellet Grill requires a 120V AC electrical hookup. The product details specify a 6 ft. AC power cord is included, which you plug into a standard outlet.

AI-generated from the text of manufacturer documentation. To verify or get additional information, please contact The Home Depot customer service.

Was this helpful?  

AI will power a new era of Product Experiences

From

Structured,
Schema-Driven Data

Static Product Detail
Pages

SEO-Driven,
Algorithmic Search

To

✦ Unstructured Data
Exchange

✦ Dynamic, Personalized
Product Experiences

✦ GEO-Powered,
Context-Aware Search

In the age of AI
every product
experience matters
even more.

4X

Conversion Lift

with shoppers that use AI chat to complete purchases.

28%

of shoppers view AI
tools as a valuable
shopping resource.

9 out of 10

retailers are now
adopting/piloting AI.

SKUlibrary by Salsify

The Intelligent PIM Platform designed for speed and efficiency.

SKUlibrary Centralised Source of Truth

Organize, structure, and govern a trusted source of consistent, accurate product data.



ANZ Syndication

Maximize reach by delivering validated product content to every channel, fast and reliably.

with tightly integrated add-ons that seamlessly extend the value of Salsify

SKUstudio

Content Creation
Services

SXM

Share your content to
SXM for Uber and
DoorDash

Shping

Share your content easily
with Shping

D2C + Brand Site

Power below-the-fold
product experiences.

Other Integrations

Streamline operations

Salsify PXM

For wider use case
For Global Growth

Salsify + Shping: Better Together

- **Salsify's SKULibrary platform** has more than 50 direct connection feeds with retailers across Australia and New Zealand
- **Shping integrates** directly with Salsify.
- Product pages in **Shping stay aligned with retailer data.**
- **Shping acts as another node** in the Salsify network.
- Keeping Salsify current = consistent data across retailers and Shping shopper engagement.

**Salsify ensures accuracy before purchase.
Shping ensures consistency and loyalty after purchase.**



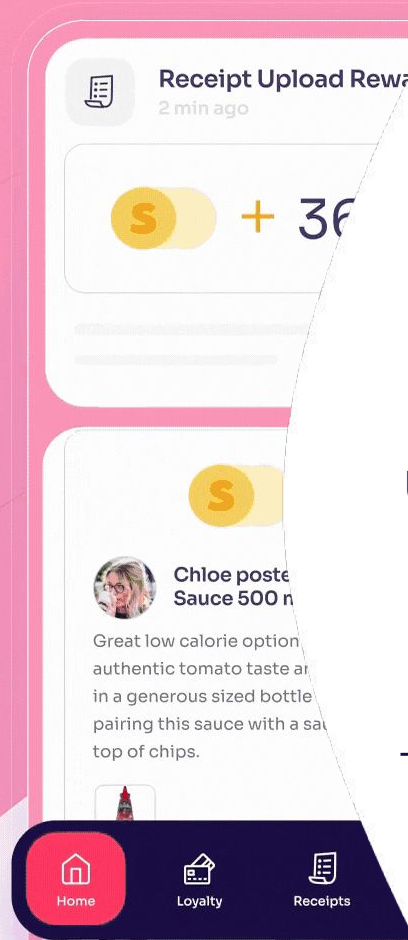
Introducing **Shping**

For Customers

Universal Rewards Program, rewarding shoppers for every purchase

For Brands

The first media channel purpose-built for brands to connect with shoppers



Shping offers Brands two solutions



Education-Led Conversion of
Verified Category Buyers into:

- First-Time Purchasers
- New Product Launches
- Shoppers Win-Backs

Awareness

37,590

Consideration

11,277

Conversion

2,141

Repurchase

1,061

Shping

Shping offers Brands 2 solutions



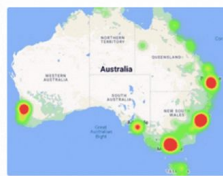
Loyalty Hub drives

- repeat purchase
- higher spend
- customer ownership
- and delivers 360° shopper insights

Brand Driven Dashboard

Heatmap

Heat map of user activity



Cross Basket Analysis

Frequently purchased in conjunction with their product/range

Product	Bought With	Appearances
ORIGINAL CHIPS 250G	FRENCH ONION DIP	86
SALT & VING. CHIPS - 150G	SPRING WTR 600mL	46
HONEY SOY CHIPS - 100G	TOM. SAUCE 200mL	44
TASTY CHEESE 12PK	SALSA MILD 150G	35

Brand Losses

12

Users stopped purchasing products over defined period

Users	Brand	Comp. Product	Amount
5	Home	Org. Chip 100g	\$19.75
3	Ultra	Party Mix 15pk	\$14.45
2	Ultra	BBQ CHKN 80g	\$4.00

Members overview

4,012

Active members over defined period

● Light Tier	2012	+10
● Loyal Tier	850	+5
● VIP Tier	150	-10

Demographic

Audience analysis for defined period



Inter-Purchase Interval

25.88

Days between purchases

Tier	Days	Change
● Light Tier	6.38	+4.1
● Loyal Tier	9.50	+6.1
● VIP Tier	10.00	+2.0

Brand Gains

Brand gains over defined period

Competitor	Converted Users
Ultra	75
Private Label	70
Open One	44
Farmer's Own	12



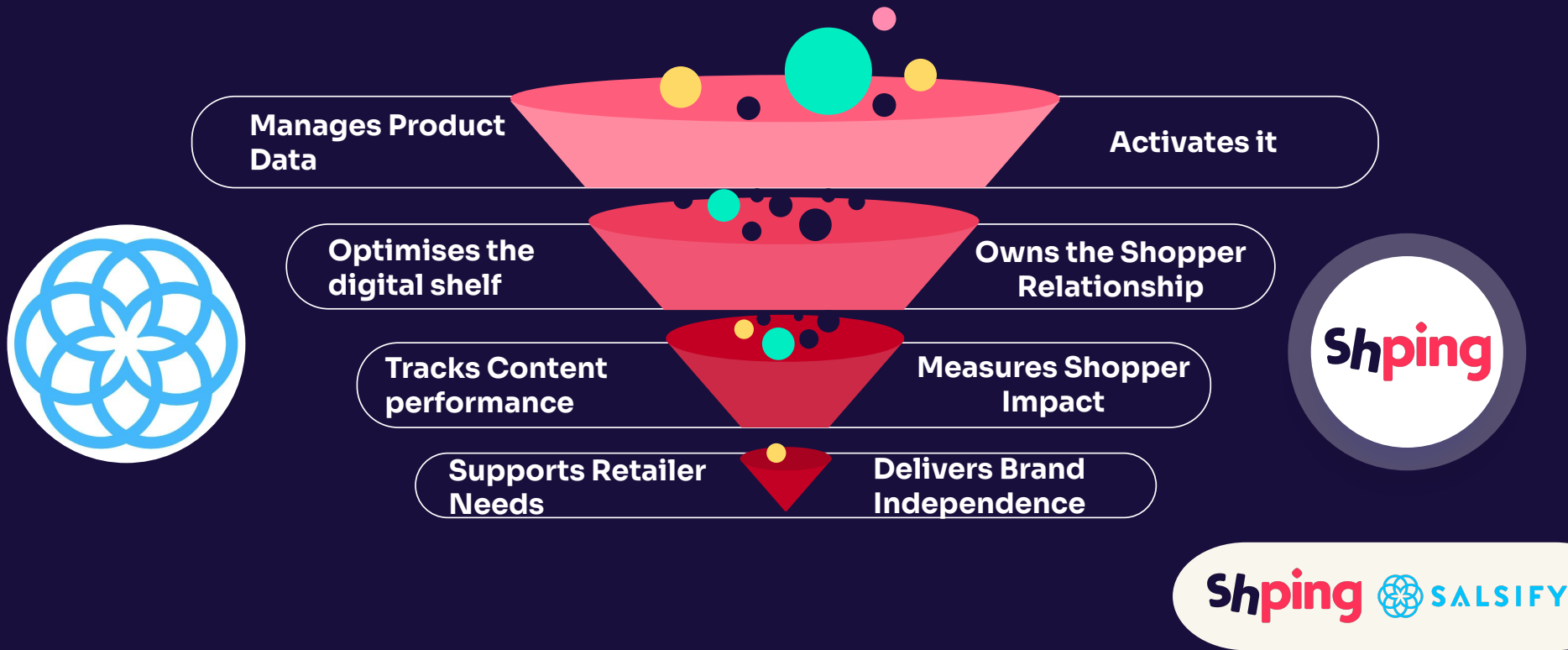
Shping

Closed Loop EcoSystem



Salsify manages your digital shelf and Shping owns your digital shopper.

Together they close the loop between content excellence and shopper conversion





DOWNLOAD REPORT



2025

REPORT

Consumer Research

Meet Every Shopper, Every Channel, Every Moment



Q&A



Simon Gillies

Head of Sales

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SALSIFY

Angie O'Rielly

Strategic Account Exec.

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