

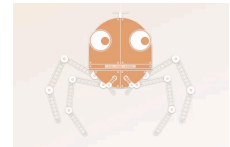
Edited Journal
Addison Mackenzie

Marketing Intelligence – Introduction to Edited Data

Overview: Introduction to how Edited can be used and what information it contains.

Three Key Learnings

1. Edited uses machine learning to collect, translate, and synthesize data.
2. Edited uses visual tracking software to decipher text and visual information that updates every single day.
3. Edited is able to collect data and sort into similar categories even when brands use inconsistent terminology.



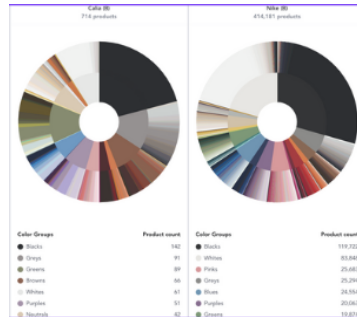
Reflection: Edited's software uses revolutionary machine learning to capture the specifics of product classifications. What Edited is able to accomplish in a day would take a single person 18 years to complete, which catapults the entire research process centuries forward in efficiency, making it an invaluable resource as it saves the most precious one: time.

Marketing Intelligence – Associate

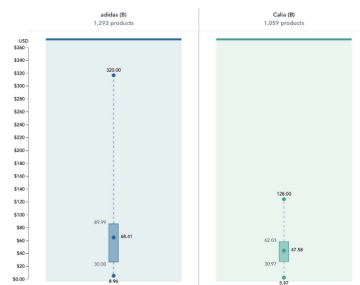
Overview: The Associate level takes you through the process of generating a basic dashboard for your retailers, diving into research on product attributes at the SKU level.

Three Key Learnings

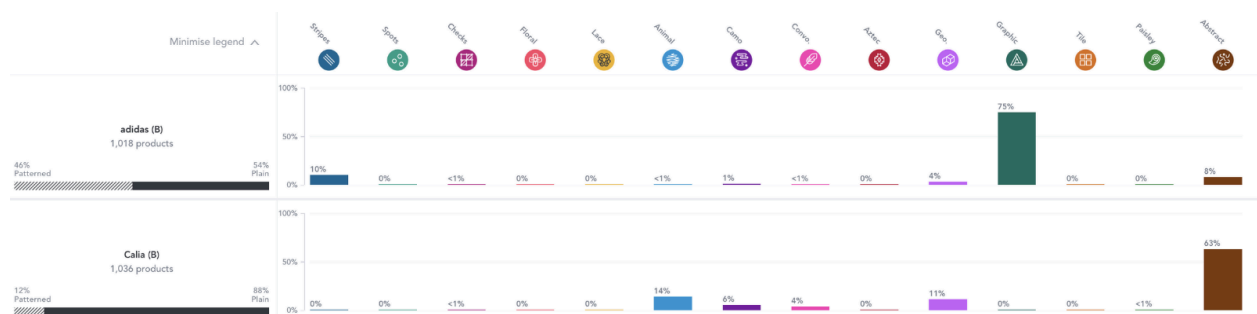
4. Color is broken down into color wheels that can evaluate assortment from general color (ex. blue) to specific hues (periwinkle). This is useful because it allows you to dive as deep as you want into the specifics of your data.



- Pricing architecture lets you see the full price range from entry level to the highest price point available, while also pinpointing the typical range. This is helpful especially for brands who have their own products as well as one of a kind pieces that would be outside their typical pricing index.



- Pattern and graphics show the average use for each type of pattern. This creates the ability for seamless brand comparison when researching on which patterns to introduce and which can help your brand stand out from the competition.



Reflection: The dashboard tools provide a wealth of information regarding brand comparison on the product level. For me to do this manually, I would have to spend hours researching and putting in time and money into store visits to Adidas and Dick's Sporting Goods to track my

own observations on assortments, but with Edited, I am provided a visually sound and well articulated measure of the available products in seconds.

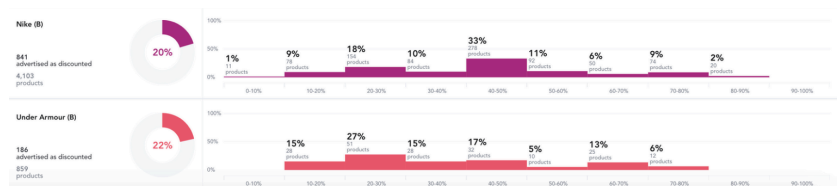


Marketing Intelligence – Professional

Overview: The Professional level focuses on comparing products to one another and how that leads to developing marketing strategies

Three Key Learnings

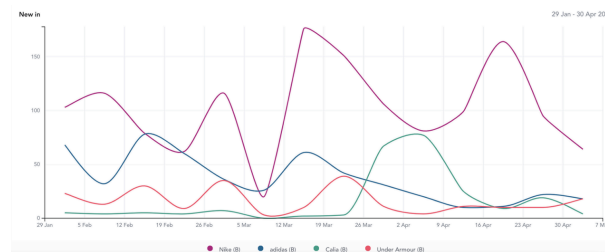
7. You can apply filters to ascertain the highest and lowest performing products by targeting discounts and replenishment rates.



8. Using the Price Index tool you can see how prices of individual products have changed throughout time. This gives you insight on the ebbs and flows responses to consumer behavior; such as, which products they're buying more of during which weeks, at the SKU level.

	Product types	adidas (B)	Calia (B)	Nike (B)	Under Armour (B)	Average
Highest	Tops	\$44.82	\$41.68	\$53.08	\$43.69	\$45.82
Average	Bottoms	\$51.96	\$54.50	\$60.69	\$50.53	\$54.42
	Outerwear	\$95.33	\$77.76	\$156.09	\$86.00	\$103.79
	Footwear	\$124.66	\$68.39	\$113.69	\$109.46	\$104.05
Lowest	Accessories	\$79.69	\$26.31	\$49.00	\$90.83	\$61.46

9. Using the history analysis you are able to witness price changes on a graph to tell a story of the highs and lows of product introductions, pricing, and trend growth. This pin points specific dates to see what worked when so we can plan more efficient launches in the future.



Reflection: These tools help us recognize product patterns and patterns in consumer behavior on a legible scale. By taking the guesswork out of how well a product is performing, we are able to make decisions backed by data on how to properly navigate trend flow. If Under Armour now knows that leggings typically sell better during the first week of every month and t-shirts sell better on the third week, then we can time the launches of these products to be available when the consumer is the most ready and willing to purchase them, increasing our chances of completing the sale.

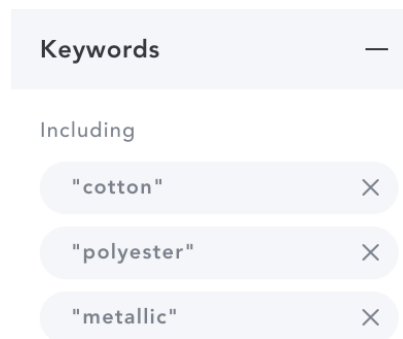


Marketing Intelligence – Retail Certified

Overview: How to use keywords to find information based on specific product details.

Three Key Learnings

10. Using the keywords function helps us reduce the amount of information we have to sort through, so we can find data on the performance of specific product features.



11. You can research your brand's keywords to find information on specific types of products, like typing "strapless" or (strapless AND floor-length) to see or omit particular turns of phrase.

Keywords —

Including

(cropped AND tank) ×

(socks AND ankle) ×

12. It is crucial to research your brand's particular vernacular so you know which way they are deciding to advertise the attributes you are looking for. For example, Adidas might call their leggings tights while Nike just calls them leggings. We are able to learn their phrasing from analyzing product pages found on Edited.

Product Options	Description
SKU Count	HeatGear® is Under Armour's original performance baselayer—the one you put on first and take off last. They made it extra comfortable by wicking sweat and stretching so you can move no matter what.
Colors 1	Fit & Design:
Sizes 5	HeatGear® fabric is super-light, breathable & dries fast
	4-way stretch material moves better in every direction
	Updated gusset shape & ergonomic flatlock seams deliver a comfortable, chafe-free fit
	Odor control technology minimizes odor
	Wed ID: 23UARW3SHRTYCRXXXAPB
	Care
	Exposed elastic waistband with wordmark detail87% Polyester/13% Elastane

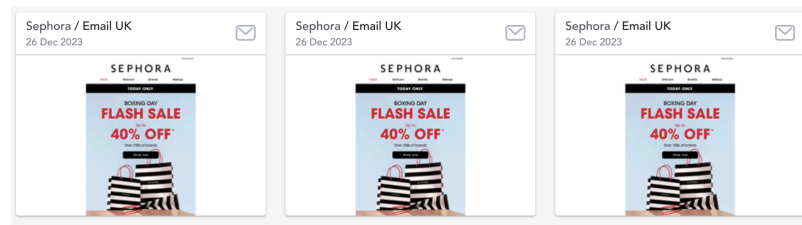
Reflection: The Keywords tool is useful to see which attributes are tied to the highest performing products. By using keywords we can see that Under Armour’s fabrication frequently features a polyester blend; however, the t-shirts that sell 100% cotton tend to sell better. This could lead to more funding in the cotton fabrication category because it can now easily deduct that it is a more lucrative product space.



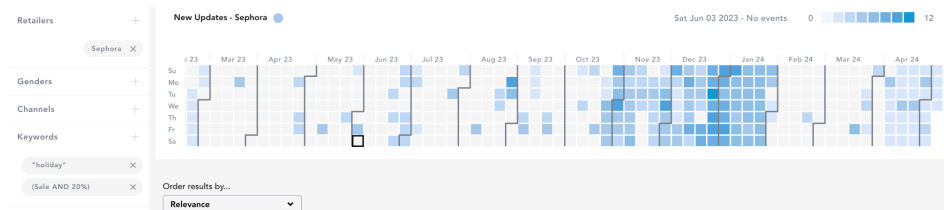
Overview: Visual Merchandising on Edited walks you through how to create dashboards that can help you analyze how brands are showcasing their websites, emails, display pages, etc. for different ranges of time, product categories, etc.

Three Key Learnings

13. You can program your dashboard to bring you updates on how brands are communicating with their users for inspiration or brand comparison. This is a good tool for small brands to learn ways institutionalized brands have been able to successfully articulate messaging to their consumers, so they can develop their own style and methods.

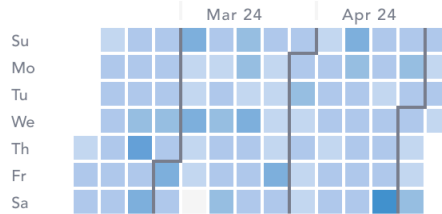


14. The keywords filters can be used to find how they form specific things like sales and holidays. If you are competing with Nike during the Christmas season, you could search (holiday AND sale) and see what they have used in the past and edit your format accordingly.



15. You can use the heatmap analysis to see when brands begin to introduce products as well; as in, when do they start advertising for halloween? Do we need to start advertising sooner or later to be more competitive?

New Updates - Sephora



Reflection: The Visual Merchandising feature creates the unique function of evaluating one brand's presence and communications against another's. If I were to research this myself, I would have to individually sign up for these newsletters with a very rare chance of being able to access any past newsletters. With Edited's features, I can go back in time to evaluate trends in style, buzz words, and see how consumers have been targeted and what has stuck to be proven successful. This is particularly interesting for me to look at, wanting to start my own business, and currently working for another small business because it is not easy to collect information on how brands are going about this beyond what I have seen personally, and can help me better plan and develop ideas for my brand's future aesthetic.

Congratulations on completing this course! You should be able to do the following in EDITED:

- Build and save a dashboard to monitor a retailer's communications.
- Create and share folders.
- Analyse trends in communications using the heatmap analysis.

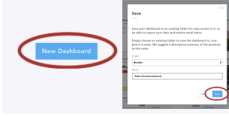
EDITED | An introduction to Visual Merchandising

Retail Reports

- Check out our [Trending](#) reports to see what our analyst team have been reporting on over the last 7 days.
- Make sure you read [The Loop](#) to understand the happenings that will be influencing your customer's purchasing behaviours, this report also includes our Monday Morning Meeting Guide
- [Weekly Visual Merchandising](#) reports outlines what retailers have been promoting over the past week?
- To get ahead of the game, don't miss our Events & Opportunities reports highlighted monthly key events [HERE](#).

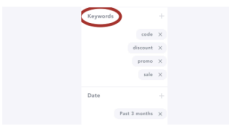
Visual Merchandising

Visual Merchandising allows you to use a historical archive of competitor communications to monitor how customers are informed about topics such as sales, promotions, events and trends:



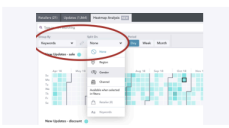
New Dashboard

- Select 'New Dashboard'
- Save your dashboard for future analyses and share with other members of your team



Keywords

- Use your filter panel as a custom view of the market
- Filter by:
 - Key retail competitors
 - By channel: homepage, blog, category landing page & email
- **Keywords** is your way of almost googling your dashboard
- Select key Dates for your analysis



Heatmap Analysis

- Use the group and split tool to slice and dice your data e.g. you can group by multiple regions and split by multiple retailers to see the level of communication for each retailer across different regions
- The darker the square within the heatmap the more activity happened on that day

Things to ask yourself...

What were the key communication messages sent by your competitors?

- Were they talking about new ranges or brands?
- Did they have any interesting content? (e.g. guest blog posts from celebrities)
- Did they advertise any promotions? If so, what were they promoting?
- Where there themes in the communications (e.g. is everyone talking about animal print?)
- Are other retailers talking about your brand?

If you ever need a helping hand, please don't hesitate to get in touch by emailing support@edited.com We would love to hear from you!