

# CORAM

## CASE STUDY TAKE CONTROL OF PRODUCT CONTENT



SITELUCENT



# SUMMARY

- The Coram group is mainly active in the field of bathroom and toilet and designs, creates, and sells products under multiple brands;
- Coram uses SiteLucent to work towards the SMART goal of bringing minimal and basic Digital Content Completeness criteria of their top 1000 products to 100% at all 24 retailers, within the next 3-6 months;
- The next step is to achieve the same goal for the complete Amazon assortment and Sealskin Get Wet Showers and focus on site search engine monitoring and optimization.



***Winning the digital shelf is fundamental to our eCommerce strategy.***

***Digital shelf monitoring offers us insights that we previously did not have. Making the customer experience transparent across our various sales channels means that we can make data-driven choices in our eCommerce growth ambitions.***

Peter Vogel  
Digital Business Director at Coram

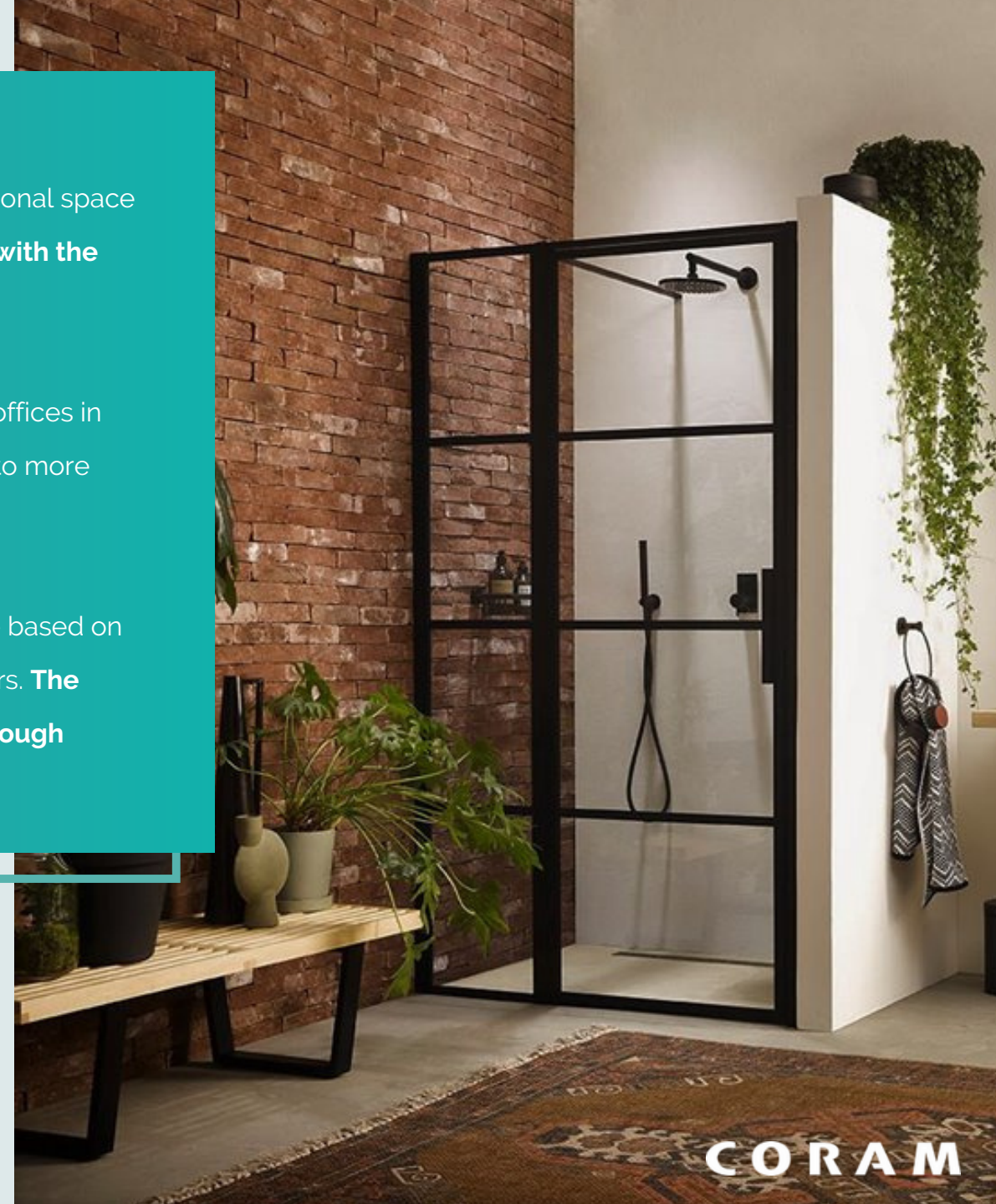


## ABOUT CORAM

Coram's goal is to make you feel good about your daily routines in the most personal space in your home. **'We design, create and sell bathroom accessories and showers with the highest standards in aesthetics, functionality and ease of use.'**

The Coram group is mainly active in the field of bathroom and toilet. Coram has offices in the Netherlands, Belgium, United Kingdom and Norway and exports worldwide to more than 70 countries.

Coram strives for a market position in the top ten of the largest players in Europe based on strong brands, innovative design and intensive cooperation with business partners. **The brands Tiger, Sealskin, Geesa, Esbada, Impey and Coram Showers are sold through multiple sales channels**





## THE CHALLENGE

Coram is in a **digital transformation** process. An important step in this process so far, was implementing a **PIM system** into the company's data management workflow. To successfully use the PIM system, it is important **to take control of all product content on the online shelves of resellers.**

**Important questions for Coram were:**

- How can we make sure that the correct product information is presented at the digital touchpoints used by online shoppers?
- How to continuously take the steering wheel in product presence and presentation on all online channels?



# HOW SITELUCENT HELPED

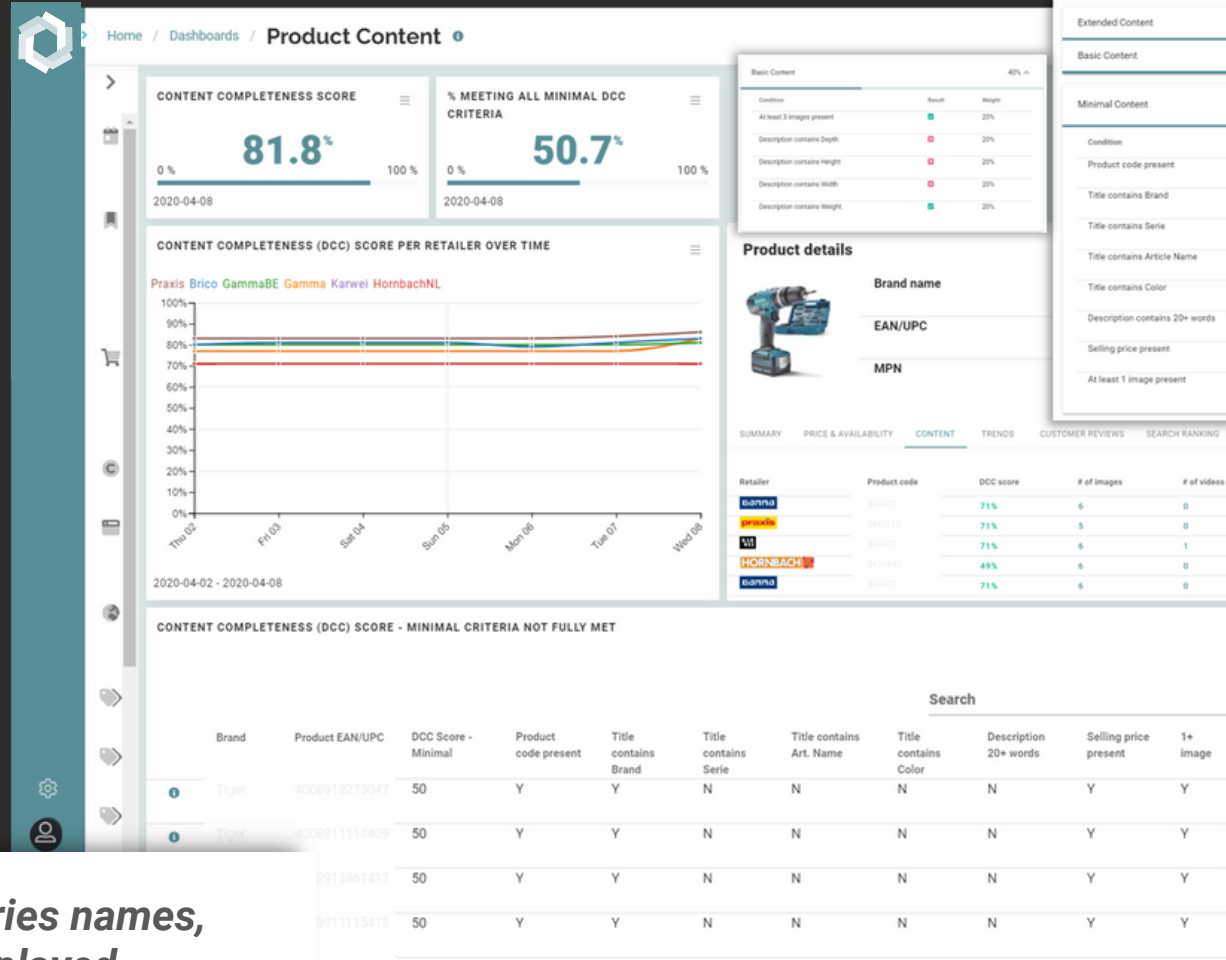
Before using SiteLucent, Coram **randomly** checked product detail pages of online retailers, **manually**.

SiteLucent now helps Coram by monitoring their **top 1000 products on 24 online retailers daily**, in order to:

- Map which products are listed (and which aren't) at all 24 online retailers;
- Analyze products' content and translate this into a Digital Content Completeness score;
- Define shortcomings in content, by using detailed data exports.

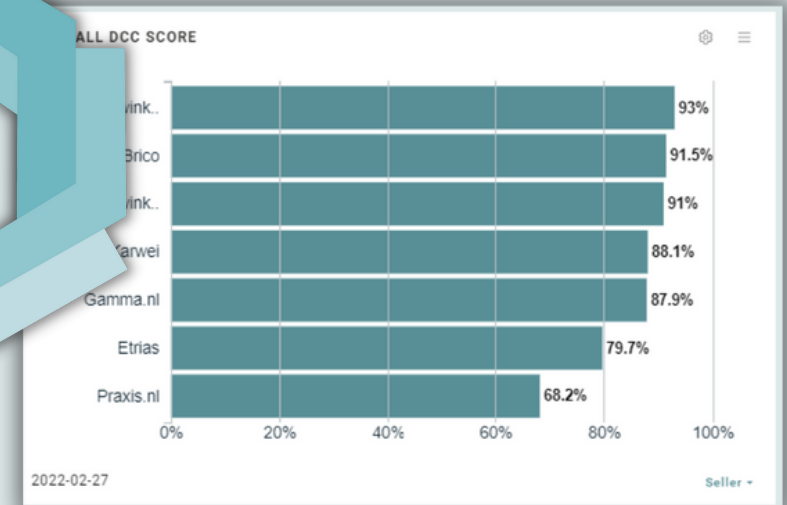
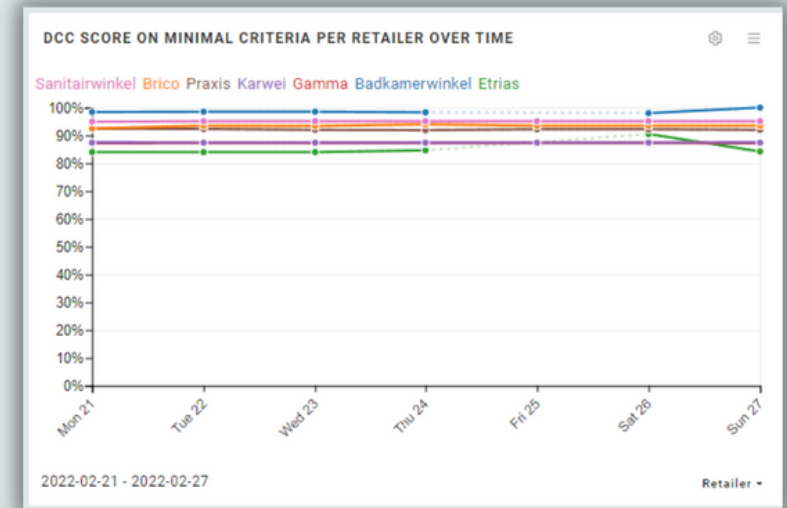
“We can monitor if product series names, dimensions and colors are displayed correctly, across all online channels”.

Stephanie Meijer  
Digital Content & Campaign Manager at Coram



# THIS RESULTED IN

- Working towards the SMART goal of **bringing minimal and basic Digital Content Completeness criteria to a maximum score** at all 24 retailers, within the next 3-6 months;
- **Broad support and opened eyes** towards ecommerce and content optimization, from the internal organization and our online partners;
- A joined effort to keep growing together continuously, which makes **cooperation with partners more pleasant** for both sides **and increases online store's sales**. A pure win-win situation!



“  
*Our digital transformation has quickly taken flight by jumping from guesswork to data exports and solid conclusions.*  
”

Stephanie Meijer  
Digital Content & Campaign Manager at Coram

## CORAM'S NEXT CHALLENGES

- The next step is to achieve the same content completeness goal for the Amazon assortment and Sealskin Get Wet Showers;
- To track the effects of content optimization on search results, using SiteLucent keyword and category search dashboards;
- Constantly monitor ratings and reviews and use customer feedback for product optimization during the total product life cycle.

***We now have insight into the content, availability and consumer price developments of our product portfolio. In addition, we want to achieve an optimal share of search - how often do our products show up in search results, on our most important keywords?***

Peter Vogel  
Digital Business Director at Coram

# CURIOUS HOW SITELUCENT CAN HELP YOUR BRAND?

## FOR MORE INFORMATION:

Contact us: [www.sitelucent.com/contact-us](http://www.sitelucent.com/contact-us)  
or visit [www.sitelucent.com](http://www.sitelucent.com).

Ask SiteLucent's sales specialists how we can help optimize your brands' digital shelf performances. Our software specialists are happy to give you more information!

