

**COMMERCE
LIVE**

 Profitero

Winning at the Digital Shelf: Tactics for the “New Normal”



Discuss the session live:
#2-grocery-cpg



Halee Patel

Sr. Director, eCommerce &
Business Development,
Califia Farms



Kiri Masters

Founder, Bobsled &
Forbes Columnist

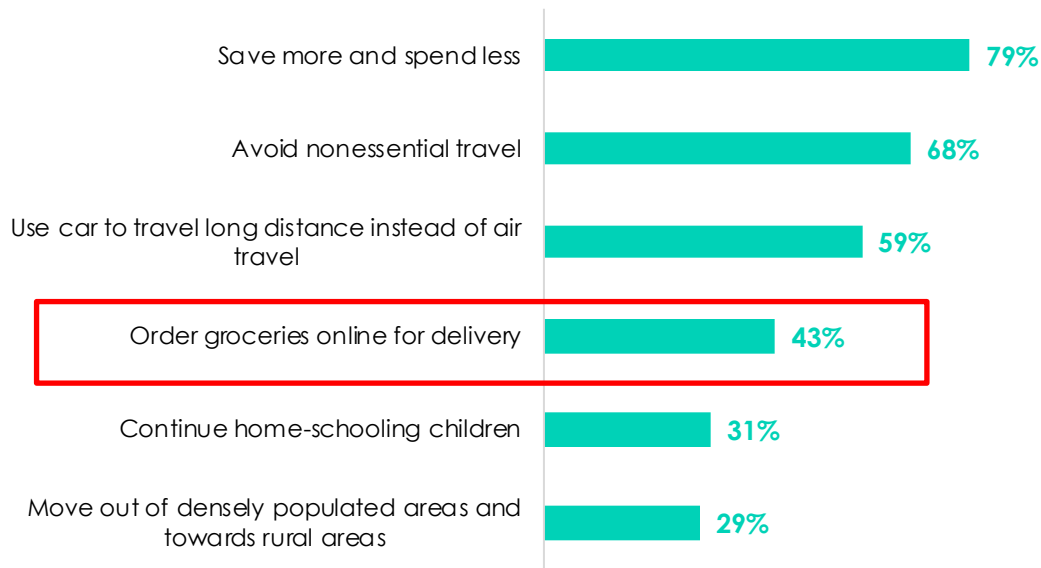
Ecommerce is essential and we are not going back.

Habits formed now will change forever.

Insurgents are upsetting incumbents.

Don't be left behind.

Activities U.S. adults are likely to do once the Coronavirus pandemic ends (April 2020)



% of respondents who answered 'very' or 'somewhat likely'

Source: The Harris Poll, "COVID-19 Wave 8", April 20, 2020, eMarketer

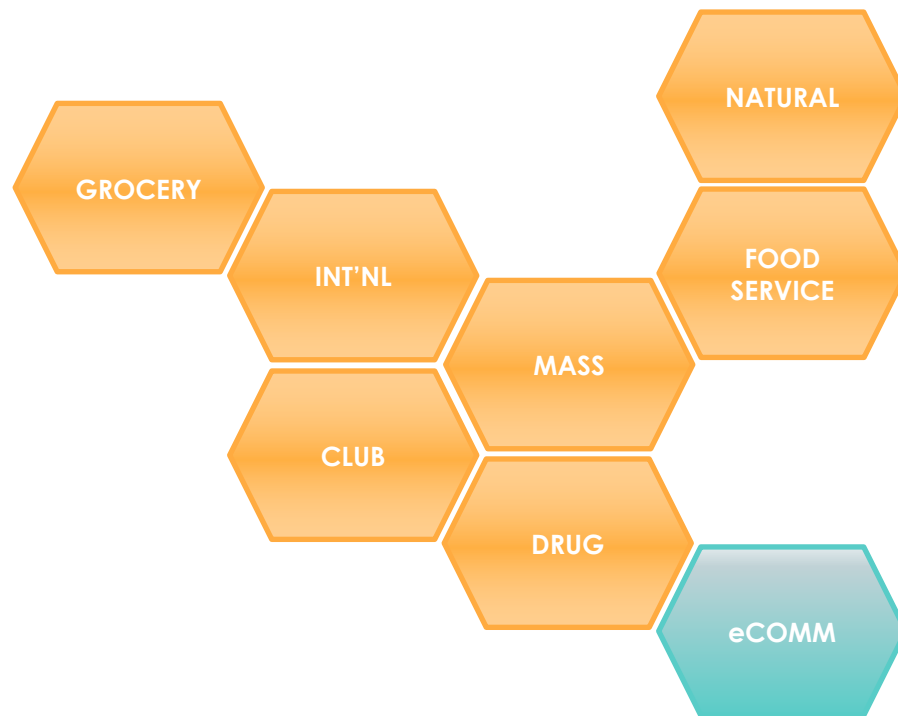


CALIFIA
FARMS®

Planting the
Future Together



Channel Shifting Can Occur When Least Expected



WHEN

Navigating the new normal

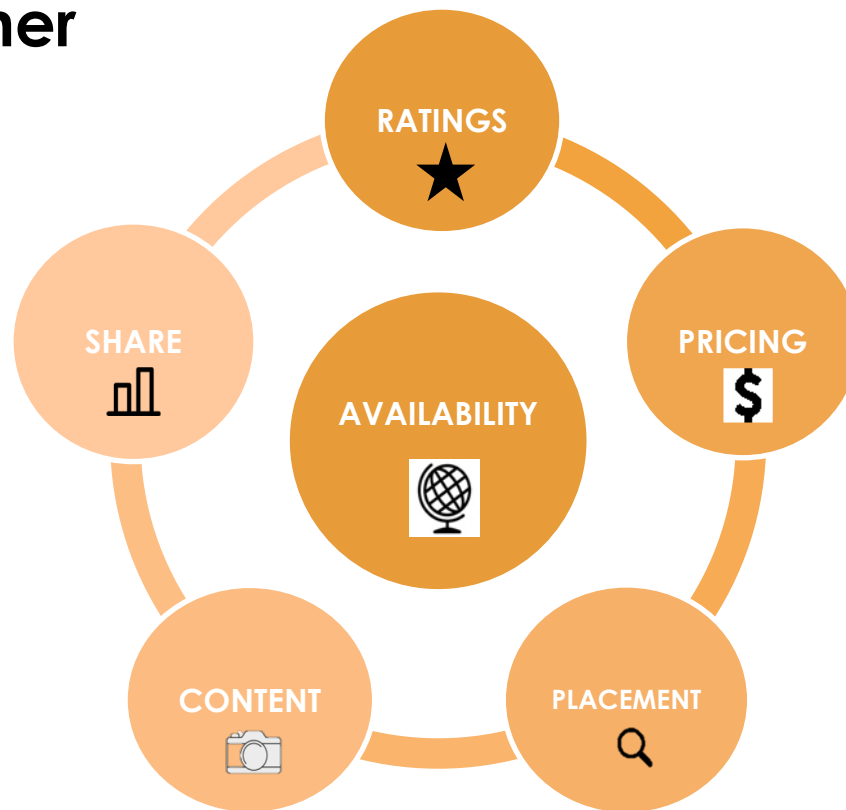
KNOW

eCommerce Grocery is here to stay

PLAN

Setting structure for growth

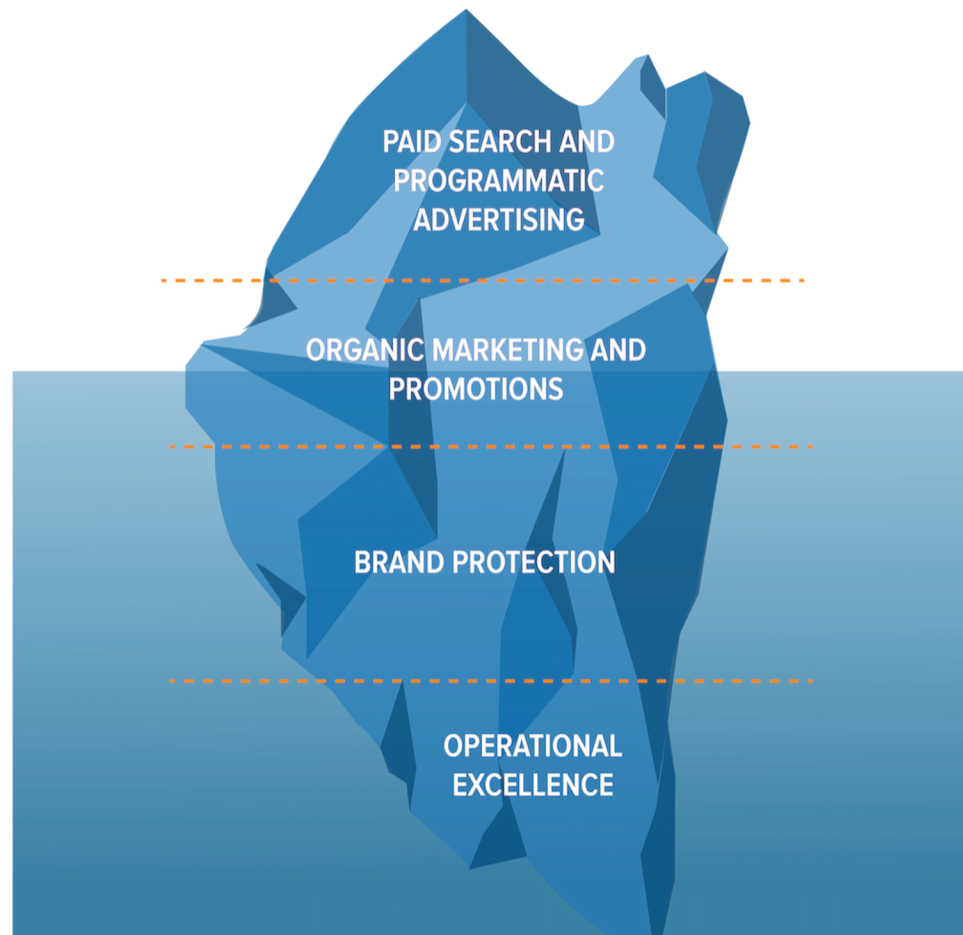
Live By Your Customer Value Index



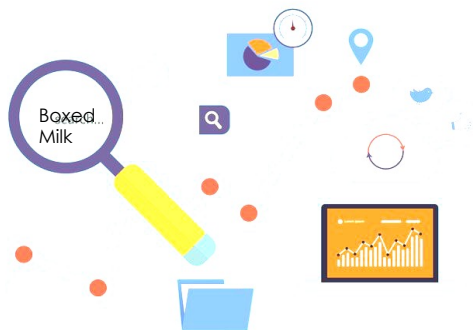
Our mission: Profitability

'Channels': a different model is needed.

Crawl, walk, run.



Leading Indicators to Action



WHERE - WHAT - WHEN

SEARCH



PROVIDE OPTIONS

AVAILABILITY



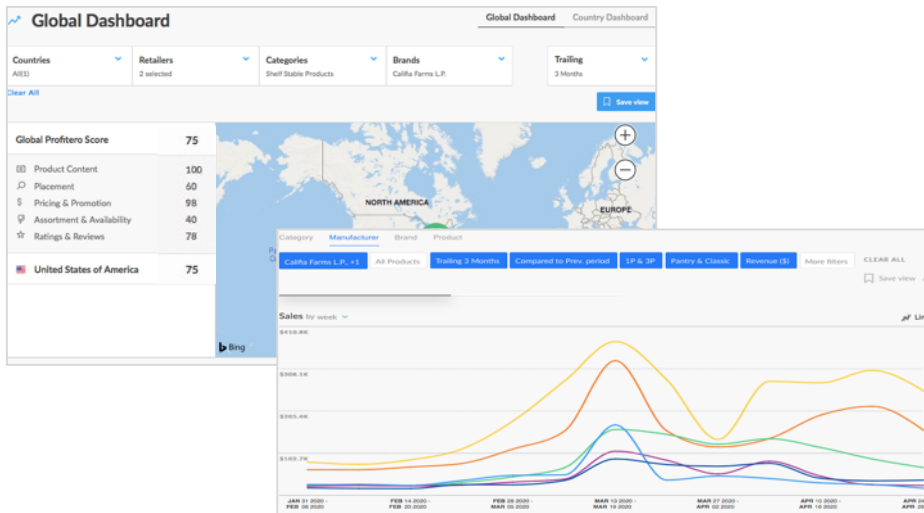
INSPIRE YOUR COMMUNITY

CONTENT



What Does Success Look Like

Create and measure KPIs off the core leading indicators



1. Search >> **Page 1 Relevancy**
2. Availability >> **Return on Ad Spend**
3. Content >> **Glance to Conversion**



THANK YOU!

Halee Patel

haleep@califiafarms.com



Learn more

Find our CPG guide in the Slack chat for this session, or **bobsledmarketing.com/CPG**

