

Getting in the Digital Consideration Set: How Tyson Leverages Organic Search Data to Drive Sales and Unite Teams



Discuss the session live:

[#11-digital-consideration-set](#)



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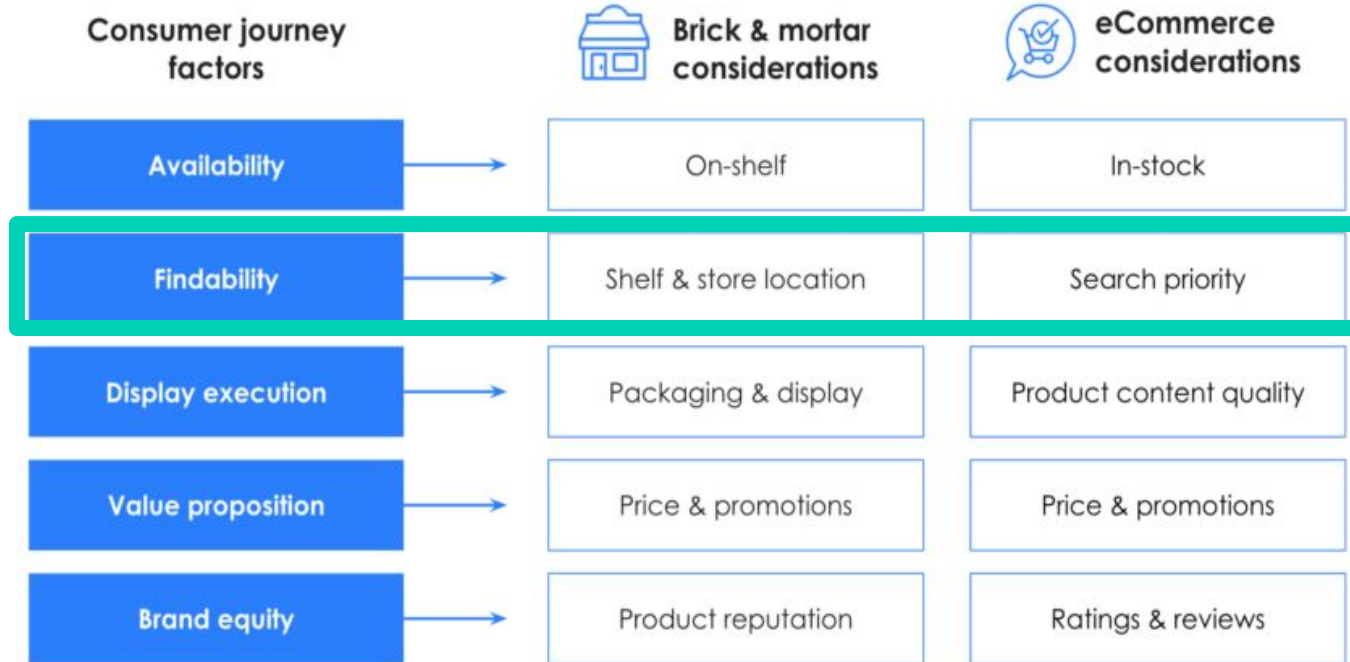


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**Winning on search is
important... and hard**

The in-store journey shares key similarities to online shopping...



The rewards of getting on page 1 are massive

Especially when you can do it organically!

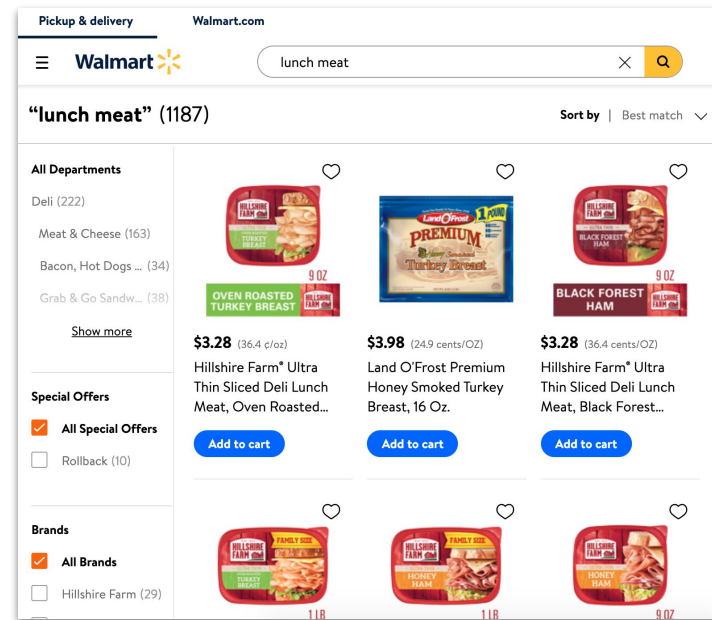


Source: Profitero; *High frequency keyword = among the top 250k search terms on Amazon.com; April 19 - May 19, 2020

However, competition is much broader online



VS

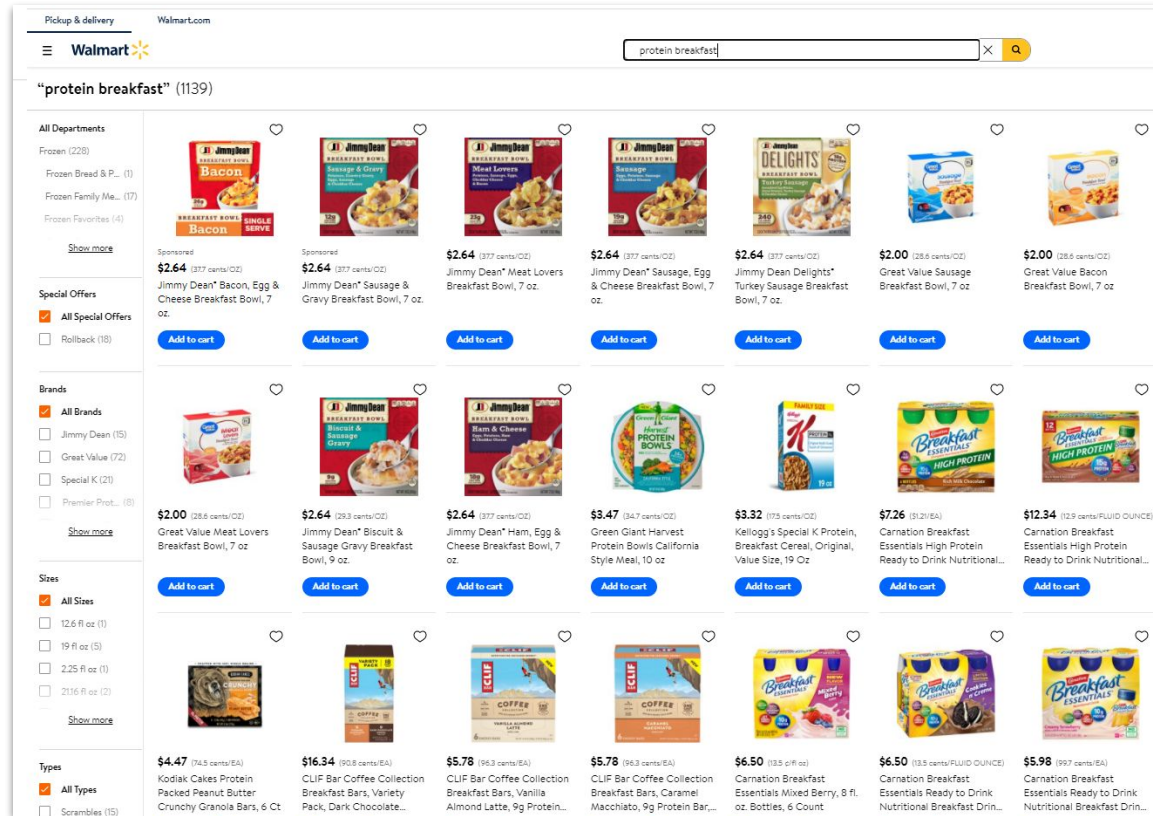


1187 Results for “lunch meat”

What is the digital consideration set?

Plain and simple: It's what comes up when you search

It may seem like basic, common sense, but for many **it's a whole new mindset.**



Challenge #1: Prioritizing your keywords and SKUs

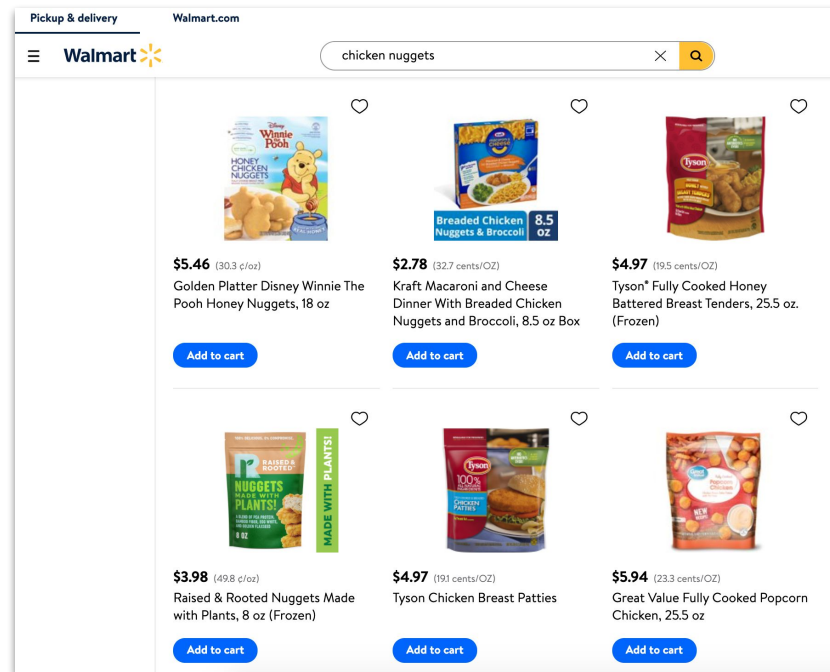
Understand consumer search behaviors

Identify top skus: You can't do it all, so prioritize content updates to key skus.

- Align internally on priority SKUs for the organization (might not be exclusively ecomm)
- Pick your 10 power SKUs

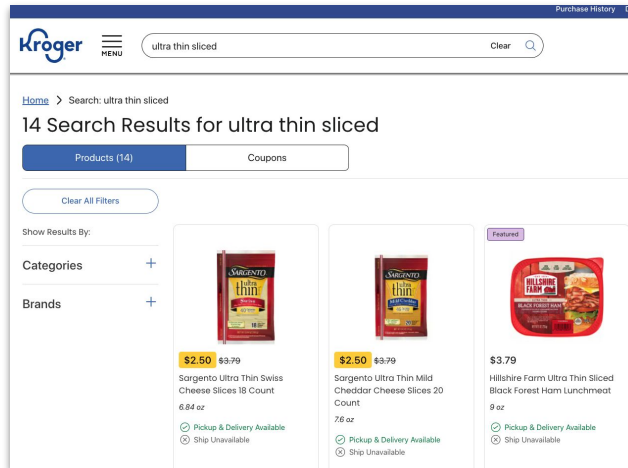
Narrow your search: To help prioritize keywords, collaborate with internal teams but also just **try it on a retailer site.**

- Focus on the fundamental category search term
- **Pro tip:** Parallel the navigation on key retailer sites to better understand how consumers search
- Understand your competitive set



Challenge #2: Education and getting people to understand

Education is an ongoing process



The Ugly Truth: The terms your brand stands for may *not* be as important as you thought because the average consumer isn't using that term to search for their product.



A Tale of Two Dogs: Tyson uncovered an opportunity to boost search for their corn dogs by leveraging the high search frequency term "hot dog" AND reinforced the DCS.

Challenge #3: Creating Proof Points & Believers

Benchmark your data

This allows us to

- Monitor performance and progress on top relevant keywords
- Understand which competitive brands are winning which keywords
- Improve low ranking SKUs for top keywords

Who is this information shared with?

- Brand teams
- Sales teams
- Shopper marketing

	Total Score	Search			
		% of keywords with products on Page 1 (organic)	% of keywords with products on Page 1 (sponsored)	% keywords with products in Top 5 (organic)	% of products indexed for priority keywords
USA	48 +5	82% +4	4% +2	22% +2	82% +4
Amazon 1P	44 +3	47% +2	1% ±0	11% -1	47% +2
Amazon Prime Pantry	54 +9	100% +8	11% +5	30% +5	100% +8
Amazon Fresh	47 +3	99% +1	N/A	25% -1	99% +1
UK	37 -2	98% +1	N/A	7% -0	98% +1
Walmart 1P	40 +2	90% -1	N/A	9% -2	90% -1
Walmart Grocery	33 -1	100% +2	N/A	5% ±0	100% +2
Sam's Club	35 -4	100% +3	N/A	12% ±0	100% +3
Jef.com	41 -3	100% +1	N/A	3% -1	100% +1
France	26 -1	88% +4	N/A	8% +2	88% +4

Securing (& Sharing) Quick Wins: Case Study

What we identified

Significant gaps in Tyson's digital content and a need to pinpoint key terms consumers were searching on

What we did about it

Tyson focused on its top SKUs for content optimization and partnered with their retailer contact to publish the enhanced content

What was the result?

Tyson secured more than half of the top 20 spots on a major grocery retailer site.



In less than a month

**Tyson went from
0% to almost
60% share of
page 1** on a major grocer
website

Three Key Takeaways



Prioritize what you
want to win on
and go for it



Education is
time-consuming
but essential



Secure and
socialize quick
wins at your org

REMEMBER: Search is not a set it and forget game and there's no silver bullet. Continuously learn, test, and educate.