fireside ventures

bigbasket Playbook

Starter Kit for optimizing brand discovery and performance

January 2020

Big Basket Playbook

Journey Plan

BB Sales Channels

BB terminology

Visibility Assets

Pre-Boarding Checklist
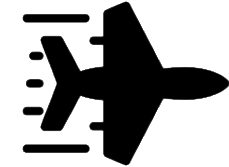
Category Market Analysis

BB Accelerate Program Basics

Inventory Management

On-Boarding Measures

Category & Product Listing

Monthly Metrics Tracking

Visibility Assets: Best Practices

Full Funnel Solutions for BB

Creative Performance Analysis

Category Activations/ Big Sale Days

Social Media Campaigns

Recommended Marketing Calendar

Brand Take-Off

Comparative Benchmarking

Who am I losing to?

Range Rationalization

Accelerate Extension

BB Playbook

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BB Sales Channels
BB runs 4 different apps: We recommend focus on BB B2C app only

BB B2C
The online hyperlocal delivery app

Focus only on App elements– 80% orders are from App

BB revenue contribution by medium

0%	20%	40%	60%	80%	100%

■ Web-based ■ App-based

BB Instant
IoT-enabled vending machines for product purchase

Only Recommended for impulse purchase F&B categories at a INR30-40 price point.

Eg: YogaBar Energy/Breakfast Bar – OK NOT for large Muesli packs. NOT for Personal Care categories.

BB daily
Subscription service for daily delivery of essentials

Pro-Tip: For brand discovery and awareness; not a major revenue contributor except for high frequency categories such as:

Milk, Fruits & Vegetables, Bread, Dairy & Eggs, Pooja Essentials

BB B2B
Sales to MT/GT, institutions and HoReCa

Startup brands should not focus on B2B

■ Contribution to overall sales

For details on sales channels, please refer annexures

BB terminology
Category & Product Hierarchy

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Category L1
Top-level category
(TLC)

Primary category on the BB website/application
> **11** L1 categories ranging from Fruits and Vegetables, Beauty and Hygiene to Baby Care

Category L2
Mid-level category
(MLC)

Secondary category on the BB website/application
> *Second degree categorization under each primary category*
> *Example: Oral Care, Hair Care, Makeup, etc under Beauty and Hygiene L1 Category*

Category L3
Low-level category
(LLC)

Tertiary category on the BB website/application
> Third degree categorization for specific product ranges
> Example: Shampoos, Hair Color, Hair Oil

As the categories appear on the website

L1	L2	L3
SHOP BY CATEGORY	OFFERS	BB EXPRESS	BB SPECIALTY

L1	L2	L3
Fruits & Vegetables	Oral Care	Shampoo & Conditioner
Foodgrains, Oil & Masala	Feminine Hygiene	Hair Oil & Serum
Bakery, Cakes & Dairy	Bath & Hand Wash	Hair Color
Beverages	Hair Care	Hair & Scalp Treatment
Snacks & Branded Foods	Men's Grooming	Dry Shampoo & Conditioner
Beauty & Hygiene	Health & Medicine	Hair Styling
Cleaning & Household	Skin Care	Tools & Accessories
Kitchen, Garden & Pets	Makeup	
Eggs, Meat & Fish	Fragrances & Deos	
Gourmet & World Food		
Baby Care		
View All		

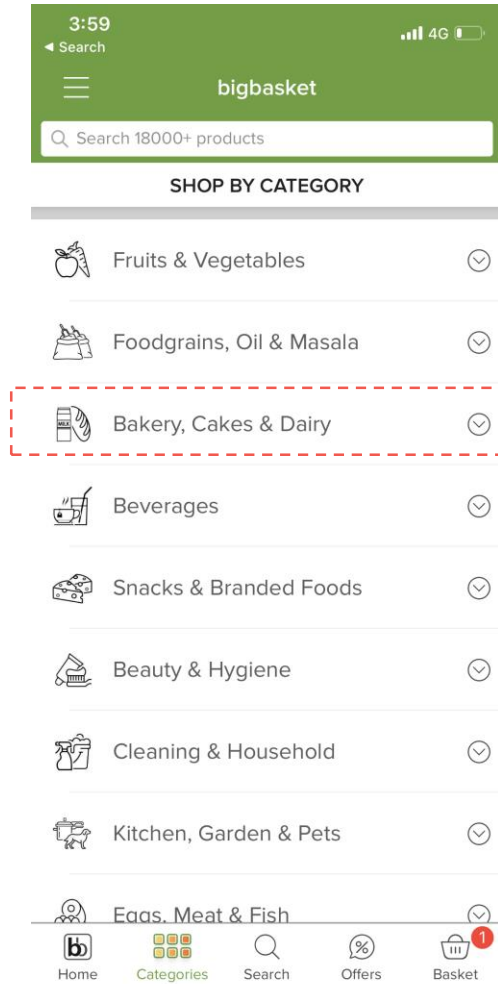|		
11 Primary or TLC categories	Beauty & hygiene has 9 MLC categories	Hair Care has 7 LLC categories

Pro Tip: L2 Category, also called MLC or Mid-level Category is most relevant for competitive category study
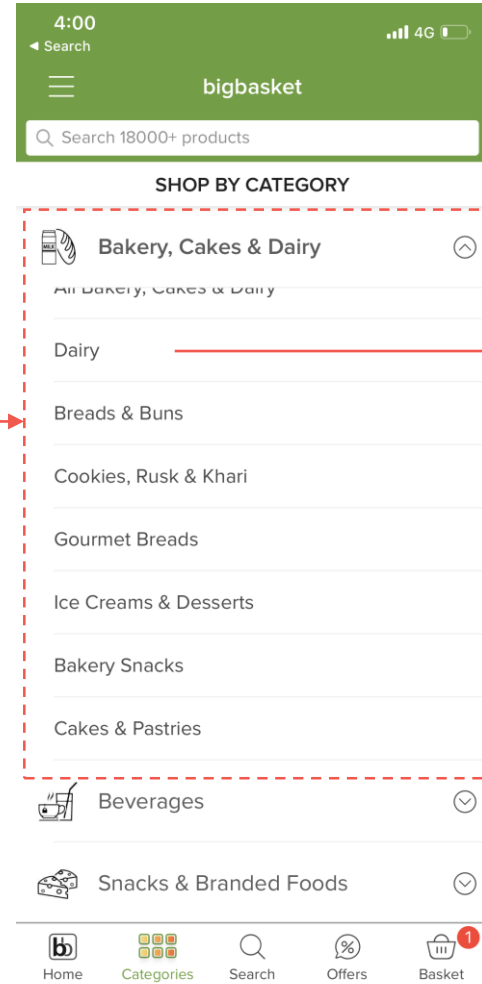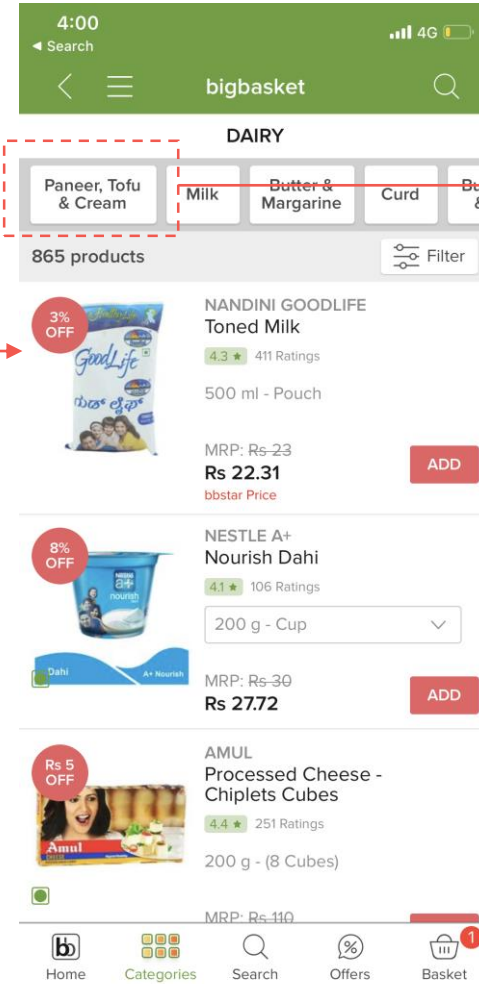
BB terminology
Category & Product Hierarchy (L1>L2>L3): Mobile View
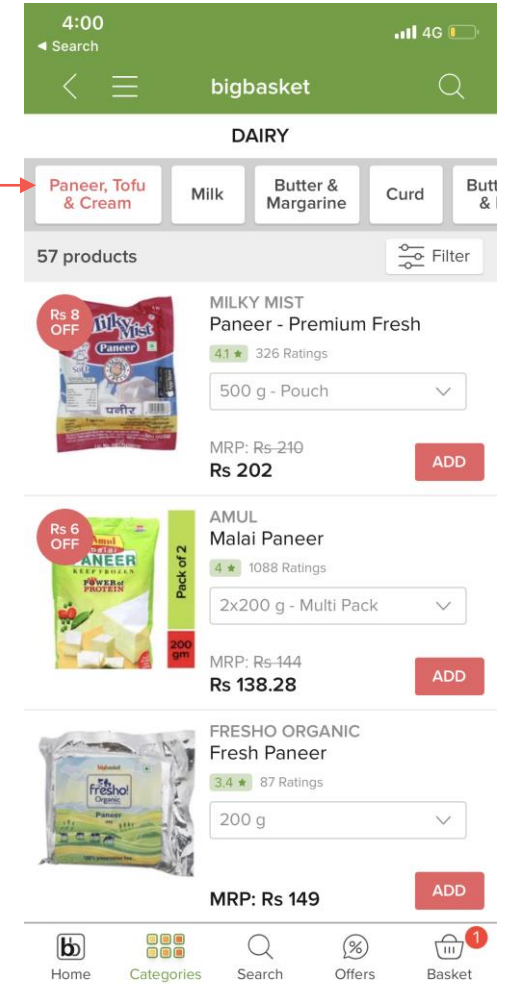

Mobile L1 View under category tile icon (TLC)

Bakery, Cakes and Dairy L1 Category dropdown shows the list of L2s classified under it
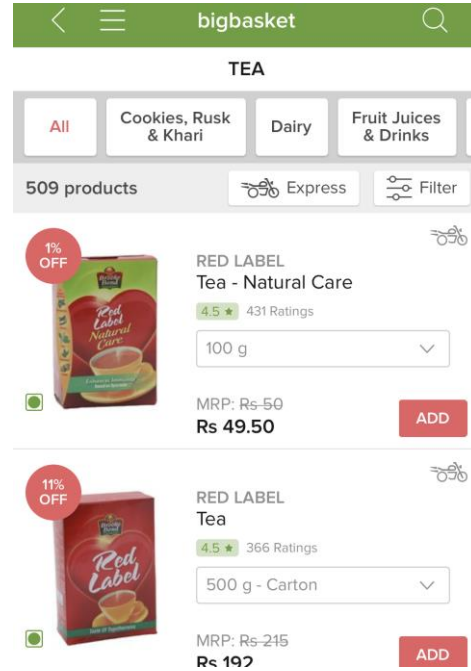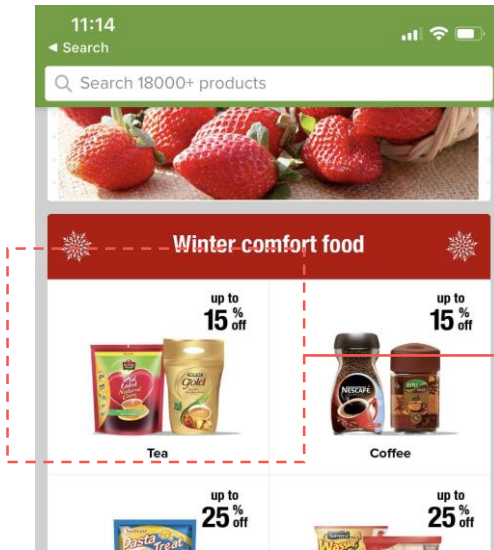
Mobile L2 View for the Dairy Category (MLC)

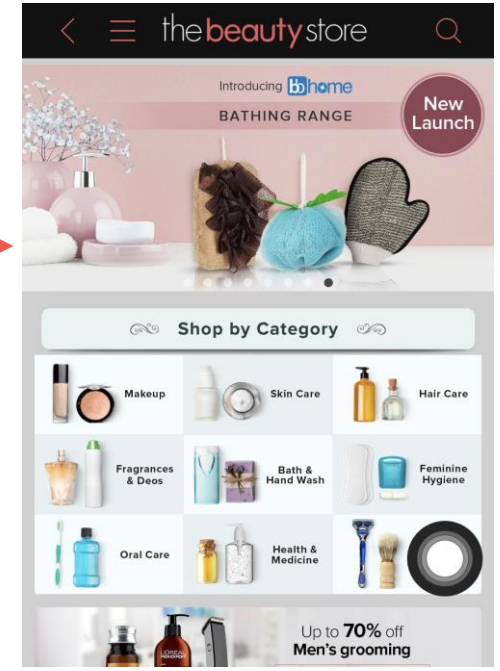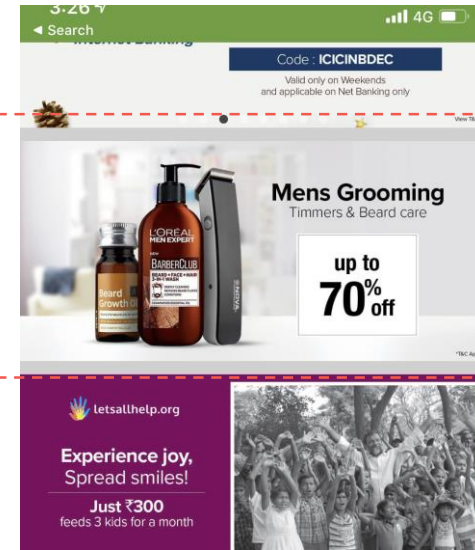Mobile L3 View under the Paneer, Tofu & Cream sub-category (LLC)

BB terminology
Shop-in-shop

BB terminology for whenever a list of products is displayed upon clicking on any asset on the platform.
Note: Product listings are called shop-in-shop on the BB platform

Shop-in-shop for Teas: Clicking on Teas over the Home Page leads to a page to shop for various SKUs of Tea

Not a shop-in-shop: Upon clicking on the banner, the app is redirected to the beauty store page

BB terminology
Universe of on-platform ad-elements for products discovery (Visibility Assets)

✓ **Push Notifications** Push notifications sent out to targeted audiences for offers and remarketing

✓✓ **Injection banner** Banner element under specific categories

✓✓ **Search Term banner** Banner element under searches for specific keywords

✓✓ **Sponsored Products** Three product listings under L3 category and search key-terms for increased SKU visibility

✓ **Digital marketing** Social media campaigns over FB/ IG

✓ **Sampling** Free sampling to households to acquire new customers

Home Page Banner First slot that displays banner on the home page of the app/website

L1 Top Banner First slot that displays banner under any L1 category

Category Page Banner First slot that displays banners under any TLC, MLC or LLC

Offer Page Banner Banners displayed under "Offers" tab

✓✓ Fireside Recommends
✓ BB Accelerate Offers

Note: Ad-elements pricing chart here.

An example of a banner advertisement

What are Banners?
Longitudinal ad-elements with CTA to improve discoverability and conversions. Details of each element/banner covered in following slides.
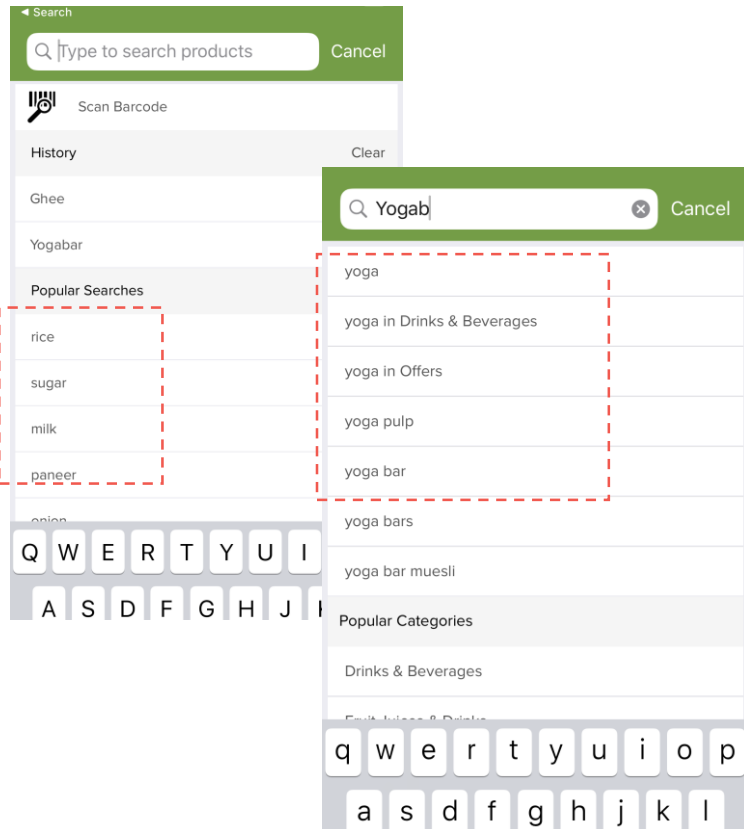*BB to introduce **personalized banners** to target specific audiences.

Visibility Assets
Priority ad-elements for startups
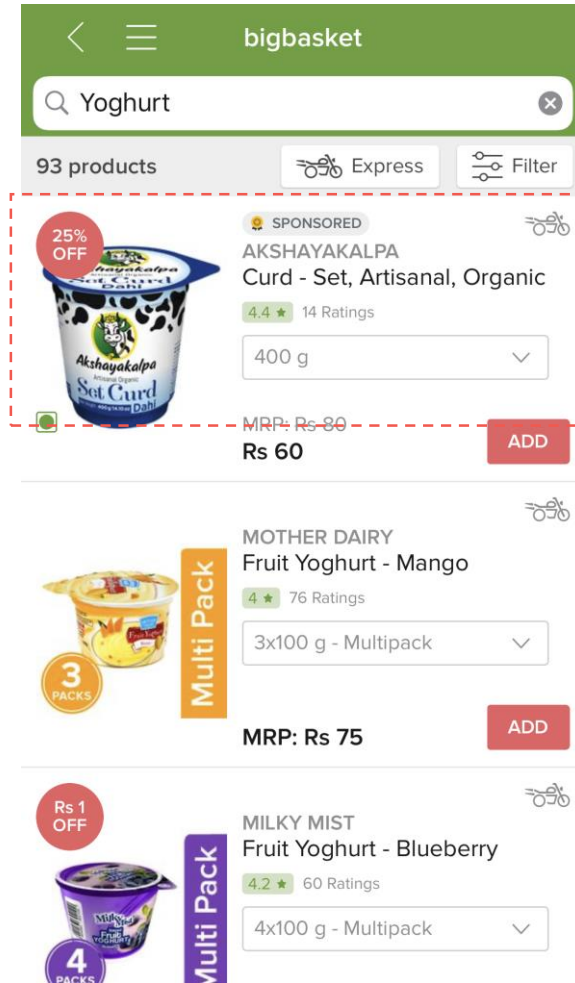
Search Page

Sponsored Products (SP)[1]

Search Term Banner (STB)[2]

Ranking and prompts based on sales in region
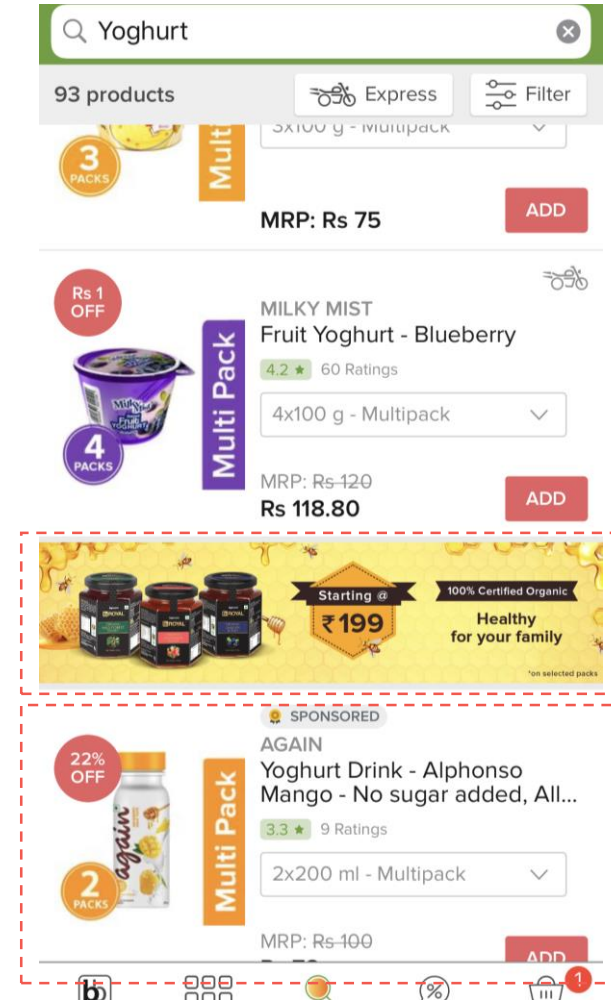
Search term banner
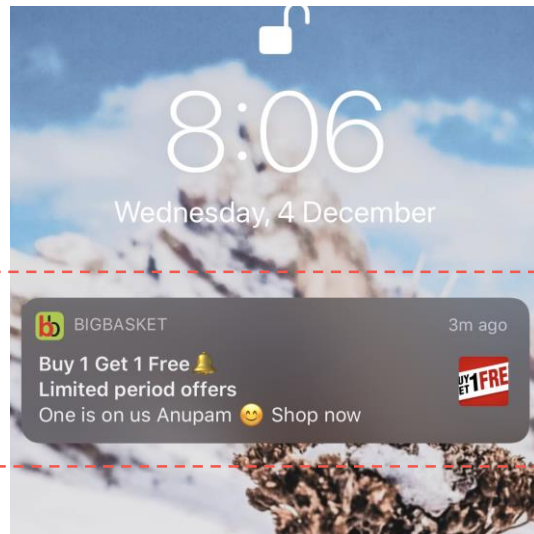
Sponsored product for search term "yoghurt"

[1,2]Pro Tip: 60% of BB sales are search-term led, not category-navigation led. Hence it is important to focus on STB and SP.
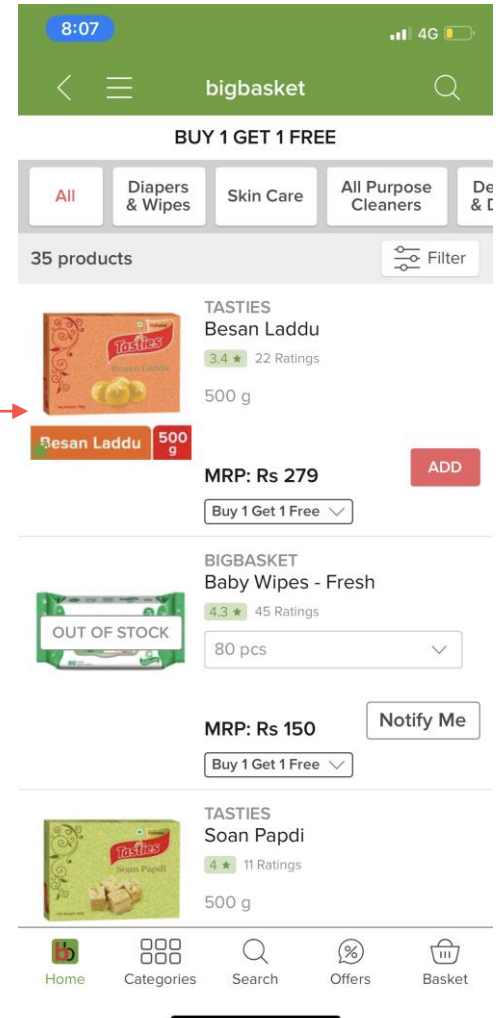
Visibility Assets
Priority ad-elements for startups

Push Notifications

Push notifications are sent between 7.30am-8.30am in the morning and 6-8.30pm in the evening

Shop-in-shop

Push notifications leading to a shop-in-shop.

Alternatively PNs can also drive clicks to brand description pages for early entrants to showcase brand portfolio and offers

Out of Platform Inventory: Unlike STB or SP, PNs are classified out-of-platform inventory by the bb team internally
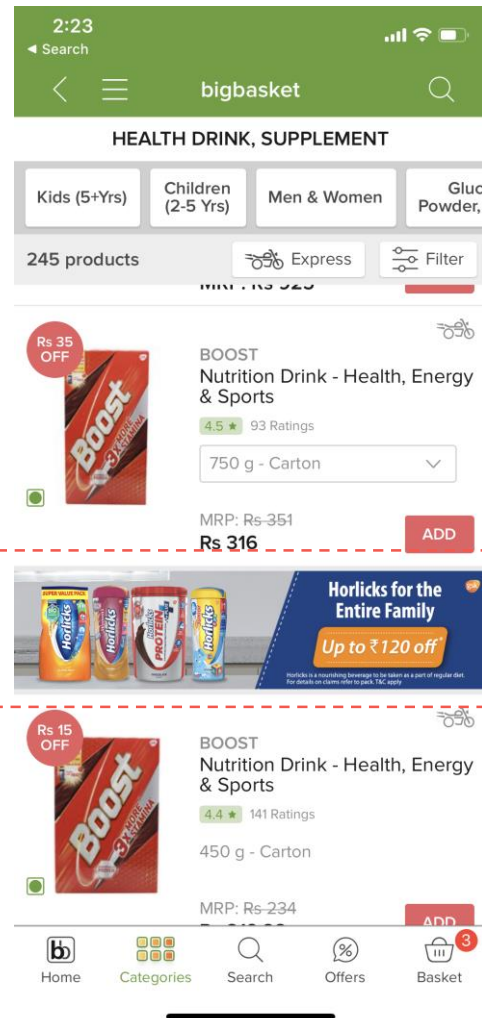
Pro Tip: Push Notifications is the most effective BB element to engage targeted audiences
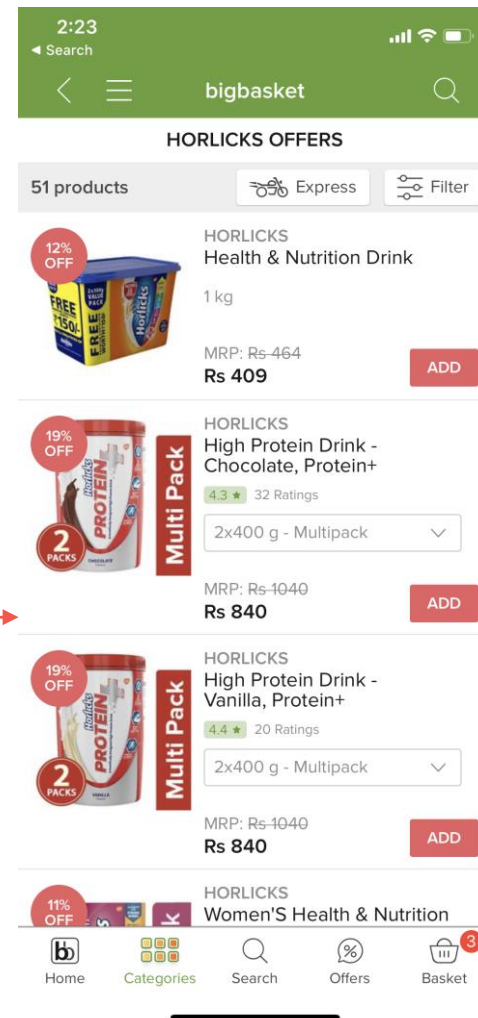
Visibility Assets
Priority ad-elements for startups

Injection Banner (IB)

SIS for Horlicks IB

Horlicks Injection banner while navigating the health, drink, supplement category

Injection Banners:
Category-navigation led inventory element that assists in brand discovery.

Navigation-led sales contribute smaller ~40% of overall BB sales; can hence de-prioritize IB over SP, STB and PNs.

In-Platform Inventory:
STB, SP, IBs are classified in-platform inventory by the bb team internally

For priority-2 ad-elements, refer annexures.

BB Playbook

Category Market Analysis

BB Accelerate Program Basics

Inventory Management

Pre-Boarding Checklist

Category Market Analysis
Understanding category competitiveness

Fireside recommends brands to perform market deep dive study to understand:

Focus L3s | While the brand may list across all L3s, it must look at the overall L3 category market size and transactions of the sub-category
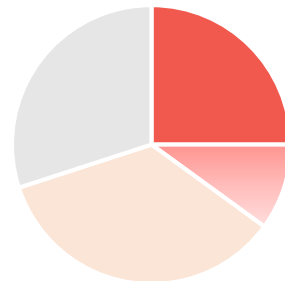
Competitive landscape | Competition mapping of the L3 sub-category helps understand the category size available to each brand playing in the sub-segment

*Enter L3 category sizes of atleast INR 10 Lakhs/month

Pro Tip | (Category sales) to (# of competitor brands) ratio should be **>50,000** INR/month*. Prioritize Moderate competition>Significant competition categories for market entry

Category Size: INR 250,000 /month

For every 2 brands present in a category, the category size should be atleast INR 1,10,000 INR/month.

<INR 1,10,000 INR/m implies very competitive
>=INR 1,10,000 INR/m implies less competitive

Category Size: INR 250,000 /month

- Competitor 1
- Competitor 2
- Competitor 3
- Competitor 4

✓**Moderate Competition**
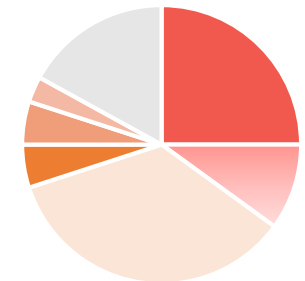
- Competitor 1
- Competitor 2
- Competitor 3
- Competitor 4
- Competitor 5
- Competitor 6
- Competitor 7

✗**Significant Competition**

Product Selection/Development

Understand product attributes best suited to platform basis competitive landscape, search query demand, and pricing:

- **Price Point Analysis** to determine the price pyramid and price points of the top-selling SKUs in the category
- **Value Analysis** to determine the number of price per gram of various brands in the category
- **Search Analysis** to determine the search-demand/queries for price points and pack sizes
- **Weight Analysis** to determine the top-selling pack sizes in the category

Eg. Combining some of the above analysis:

| INR 200-300 | 1 brand | 40gm | Search queries ↑ | In such instance, it maybe lesser competitive to introduce a variant in the Rs. 200-300 price point with a 40gm. or similar packaging for the product. Alternatively brands could contemplate a multipack offering with BB to target the customers without reiterating product design. |
| INR 100-200 | 10 brands | 20gm | Search queries ↓ | |

**Pro Tip:** To avoid multiple pack sizes in a portfolio, BB offers virtual bundling of SKUS

Alternatives to New Product Development (NPD)

Devise bundling offers as alternative to new SKU introductions basis top-selling SKUs and search demand to achieve maximum traction. Brands can bundle products in one of the following ways:

- **Multi Pack** is bundling SKUs to sell at lower than individual price points

- **Single Brand Combo Pack** is cross-selling two SKUs of the same brand with similar proposition

- **Multi Brand Combo Pack** cross-selling two non-competitive company SKUs with mutual agreement
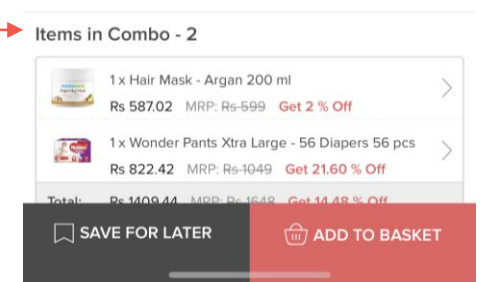
Pro Tip: Startup Brands may engage in cross-selling for products that see synergies among themselves; eg. MamaEarth Hair Mask with Kapiva Biotin Gummies for Hair & Skin or YogaBar Protein Bar with Kapiva Plant-based Protein

BB Accelerate Program Basics (1/2)

One-year program designed to assist brands to turbocharge their growth over the BB platform through:

SPOC
For each brand BB shall appoint a SPOC to assist the brand in listing, cataloguing, marketing, payments, among others

Express listing
BB processes to handhold brand on enlisting, execution and timely updates such as inventory management and OOS tracking

Visibility
Home page ad-element: *emerging brands section*

Handholding
Startup brands to receive monthly performance tracking

On-demand
Customer support through SPOC for real-time query resolution

Ad-elements
Every month, accelerate brands can use 3 of the 6 elements among PN, STB, IB, SP, social media campaigns, and sampling
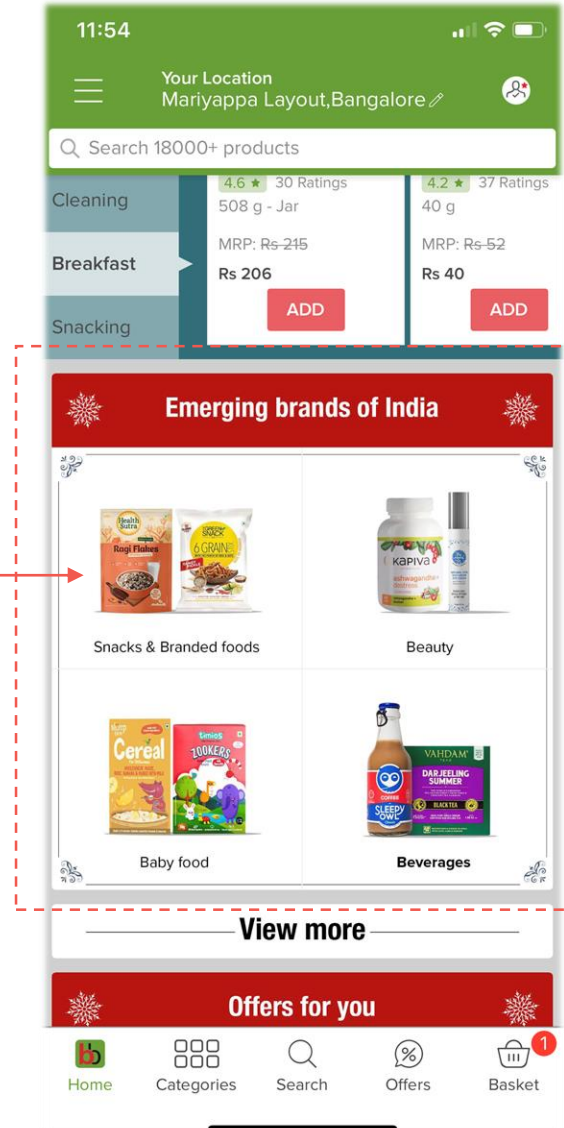
Category Market Analysis

BB assists brands in category market analysis: market deep-dive, price point analysis, competitive landscaping (L2/L3) and product salience basis competition, search query demand, pricing.
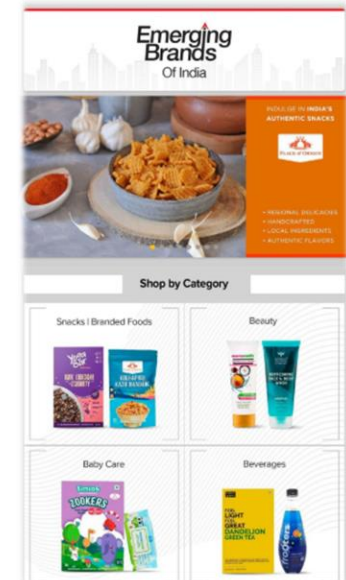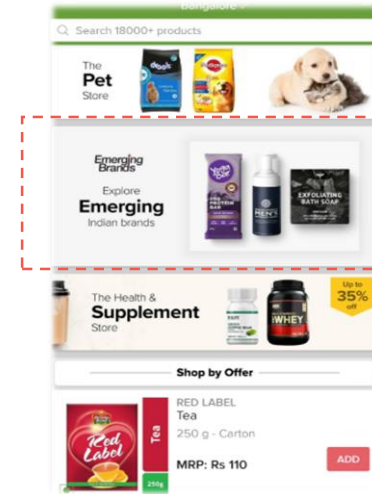
Real-time support

Brands can reach out to SPOC for express responses over mail/chat

Emerging Brands

About 3-4 folds down on the home page, bb hosts an emerging brand section which is refreshed every 2-3 months Provides additional discoverability for new accelerate brands

bb Presence

bb is present in 26 cities as indicated by the geographic map on the right. The dark to light color indicates the higher to lower priority of listing for startup brands over the BB DCs (warehouses).

Warehouse Listing

Top DCs for emerging brands in the following order:

Phase-1: Bangalore, Delhi-Gurgaon, Mumbai
Phase-2: Hyderabad, Chennai, Pune
Phase-3: Calcutta, Noida, Ahmedabad
Phase-4: All cities on the map shaded grey

Tip: bb shares DC-level insights for contribution and out-of-stock metrics to the accelerate brands

Pro Tip: Phase-1 contributes 50% of BB sales, Phase-2 next 25%, Phase-3 next 15%. Brands should focus on Phase1 and Phase 2 for first 12 months!

Intensity shows early focus geographies

SOR (Sales or Return) Model: BB Accelerate Brands

Goods are received from the vendor and every 15days; the payment for sold inventory is remitted. Unsold goods are sent back to the vendor. De-risked inventory allows BB to stock more units of different company brands. Accelerate Brands are signed-up for SOR-model.

Steps: PO generated>Brands supply stock>Goods Received Note (GRN)>SKU reflects on app!

Inventory Model: For successful SKUs in SOR Model (Brand sales >INR 30Lakhs/month)

Paid-up inventory model where BB buys company stock and pays per credit days. The unsold inventory is often liquidated back the vendor. Since inventory risk is borne by BB, early stage brands are not signed-up for the inventory model.

Distribution: For top 5000 SKUs on the platform
5K Model or Express Delivery

Only the top 5000 selling SKUs on platform are organically a part of the bb express delivery team for service within 2 hours. New Dark stores (smaller DCs) are created across the city which are stocked with these 5000 SKUs from the mother DCs (larger warehouses for rest of the deliveries).

BB Playbook

Category & Product Listing

Monthly Metrics Tracking

Visibility Elements: Best Practices

Best Practices for Campaigns

Full Funnel Solutions for BB

Creative Performance Analysis

Category Activations/ Big Sale Days

Social Media Campaigns

Recommended Marketing Calendar

On-Boarding Measures

Category and Product Listing
## Maximizing brand discovery

Category Listing and Linking

Each brand SKU, upon listing at BB, is assigned to one primary category L3

Each SKU can however be associated with more than one relevant L3 category **with no cap on the maximum number of linkages** so long as the product positioning justifies the categories
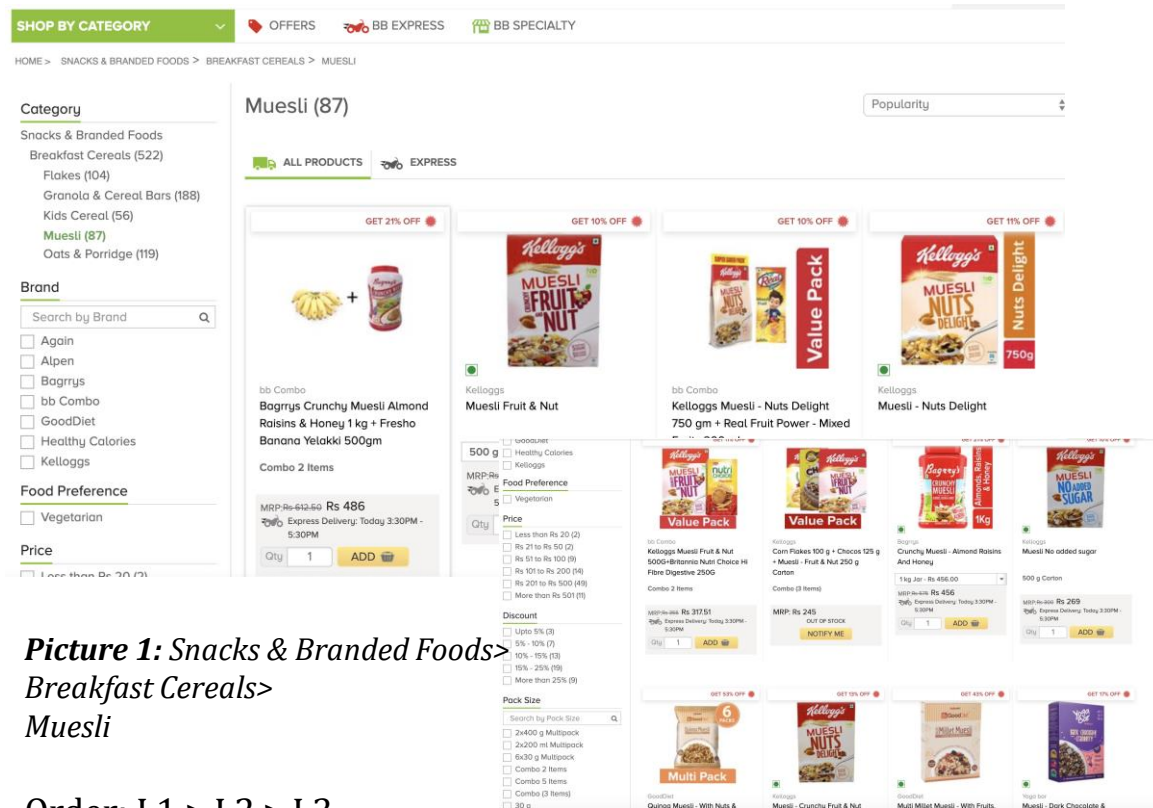
Picture 1: *Snacks & Branded Foods> Breakfast Cereals> Muesli*

Order: L1 > L2 > L3
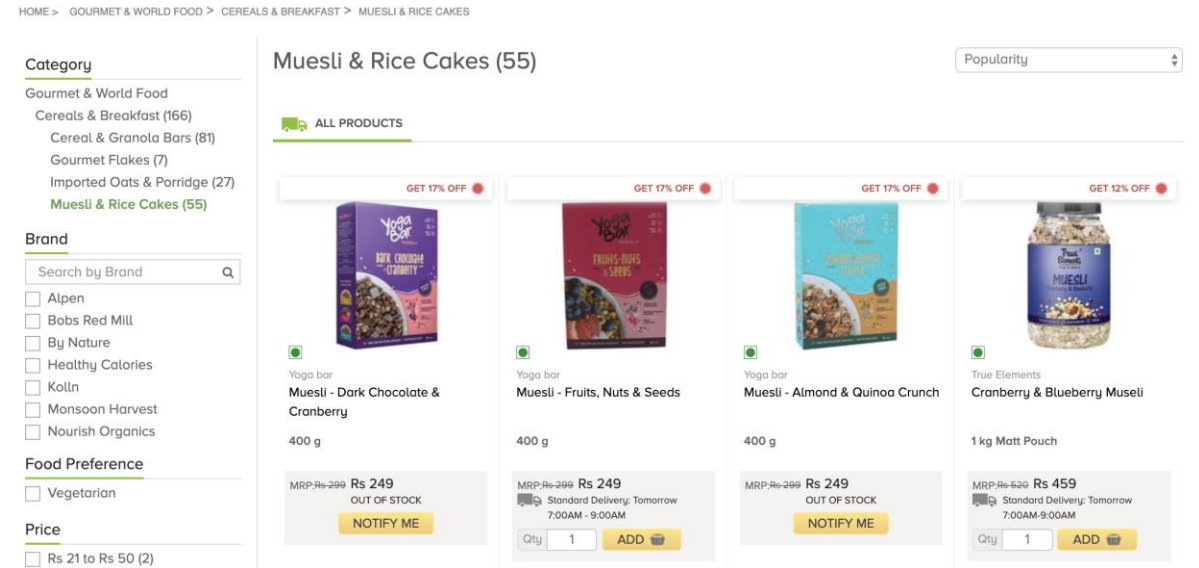
Picture 2: *Gourmet & World Food> Cereals & Breakfast > Muesli & Rice Cakes*

An example of a good listing for Yogabar present across both "Muesli" as well as "Muesli & Rice Cakes" L3 categories but a poor representation of Kellogg's which is not present in "Muesli & Rice Cakes" L3 category. This means Yogabar Muesli will get discovered in Gourmet & World Food but Kellogg's will not.

Category and Product Listing
Example: Missed Listing Opportunities for Yogabar

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Muesli SKUs:
Yogabar is present in Imported Oats under the Gourmet Food L1 but not in Snacks and Branded Foods > Breakfast Cereals > Oats & Porridge*

Muesli SKUs:
Nutty Yogi (a competitor) is present in Gourmet & World Food > Cereals & Breakfast > Gourmet Flakes*

Muesli SKUs:
Soulfull (a competitor) is present in Snacks and Branded Foods > Ready to Cook & Eat > Breakfast & Snack Mixes*

Protein SKUs:
Ritebite Bar (a competitor) is present in Snacks and Branded Foods > Chocolates and Candies > Chocolates*

Category and Product Listing
Example: Recommended Listing for Yogabar

Order: L1 > L2 > L3

Present Listing

Muesli SKUs:

Snacks and Branded Foods > Breakfast Cereals > Kids Cereal
Snacks and Branded Foods > Breakfast Cereals > Muesli
Gourmet & World Food > Cereals & Breakfast > Imported Oats & Porridge
Gourmet & World Food > Cereals & Breakfast > Muesli & Rice Cakes

Protein SKUs:

Snacks and Branded Foods > Breakfast Cereals > Granola & Cereal Bars
Gourmet & World Food > Snacks, Dry Fruits, Nuts > Healthy, Baked Snacks
Gourmet & World Food > Cereals & Breakfast > Cereal & Granola Bars

Fireside Recommendation

Muesli SKUs:

Snacks and Branded Foods > Breakfast Cereals > Kids Cereal
Snacks and Branded Foods > Breakfast Cereals > Muesli
Gourmet & World Food > Cereals & Breakfast > Imported Oats & Porridge
Gourmet & World Food > Cereals & Breakfast > Muesli & Rice Cakes
Snacks and Branded Foods > Breakfast Cereals > Oats & Porridge*
Snacks and Branded Foods > Ready to Cook & Eat > Breakfast & Snack Mixes*
Gourmet & World Food > Cereals & Breakfast > Gourmet Flakes*

Protein SKUs:

Snacks and Branded Foods > Breakfast Cereals > Granola & Cereal Bars
Gourmet & World Food > Snacks, Dry Fruits, Nuts > Healthy, Baked Snacks
Gourmet & World Food > Cereals & Breakfast > Cereal & Granola Bars
Snacks and Branded Foods > Chocolates and Candies > Chocolates*

ProTip: Look at all categories and sub-categories before listing to maximize brand discoverability and sales

*All the L3 categories that YogaBar can potentially list in

Category and Product Listing
Tracking your listings

How to track listing?
Brands can track their listing on the brand page (website)

Eg. All the L3 listings for Yogabar are given on the brand page

Category and Product Listing

Optimizing conversions through comprehensive product listing pages

Product Listing Pages (PLP)

Product listing pages contains product images alongside several attributes of the product ranging from pack sizes, how-to-use, ingredients, reviews & ratings, and other info.

It is essential to get three elements right on a product listing page:
1. Page Content
2. Product Images
3. Tag Values and Groups

Page Content

The listing page must contain:
- Multi Pack Offers
- Pack Size Variants
- About
- Ingredients
- How to Use
- Product Code/Info

ProTip: Include maximum category search terms in product description for better search-led discoverability

Pack Size Variants Listed

Yogabar: Good listing page with all features of a PLP covered

Snickers: Poor listing page with ingredients and how to use of a PLP missing

Category and Product Listing
Best practices for product image catalogue

📷 *Product Images*

BB product listing page: image guidelines.

Product Listing Pages must contain the following images:

- Front of pack (FOP)
- Back of pack (BOP)
- Usage Shot (esp. for personal care)
- Ingredients close-up shot/ Product Hero shot

- Features and Benefits
- Offers/ tie-ups/ partnerships/ contests
- Nutritional Value close-up shot
- Usage Guide, if necessary

Poor Image Catalogue	Good Image Catalogue

Poor Catalogue:
Only 1 FOP shot. While the company has done a good job with content but poor on product images.

Good Catalogue:
FOP Shot, Usage, Benefits, Feeding Guide. Could also include ingredients and BOP.

Features and Benefits

Usage Guide
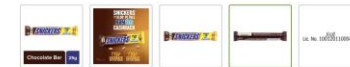
FOP

Product Hero

Bundle Offer
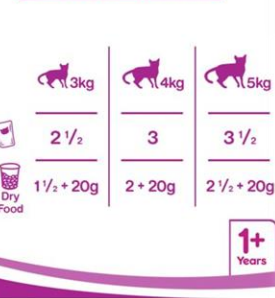
Category and Product Listing
Studying the image catalogues of two bars – Snickers and Yogabar – lots of elements missing

Snickers Images:

✓ Image Quality

✓ Offers Image

✓ FOP & BOP

✗ Readability

✗ Nutritional facts

✗ Ingredients shot

✗ Usage shot

✗ Features and Benefits

Yogabar Images:

✗ Image Quality

✗ Usage shot

✗ Features and Benefits

✓ Readability

✓ FOP & BOP

✓ Ingredients shot

✓ Nutritional facts

Category and Product Listing
What are tag values and groups and why are they important?
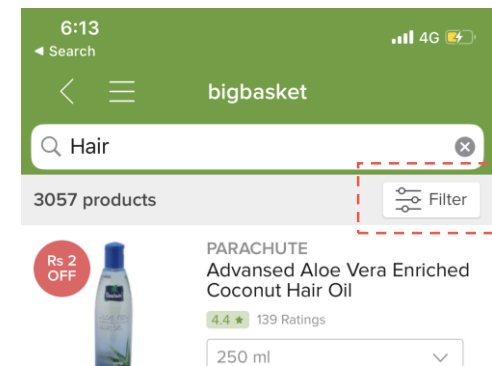
Tag Values and Tag Groups

Each SKU of a brand is mapped against an internal database of tag values that describe a product. A set of relevant tag values are grouped as a tag group.

There exists no cap on the maximum tag values that a brand SKU can be associated with.

How does tag value help?

Tag values are present in filters/ sort lists that consumers use to reach their choice of product

Missed tag value mappings

If a brand fails to map itself to tag values, it will not throw up in the filtered & search results

Tag values vs Tag groups

Tag group is the primary headers under which tag values can be selected for filtering search results; hence focus on tag values
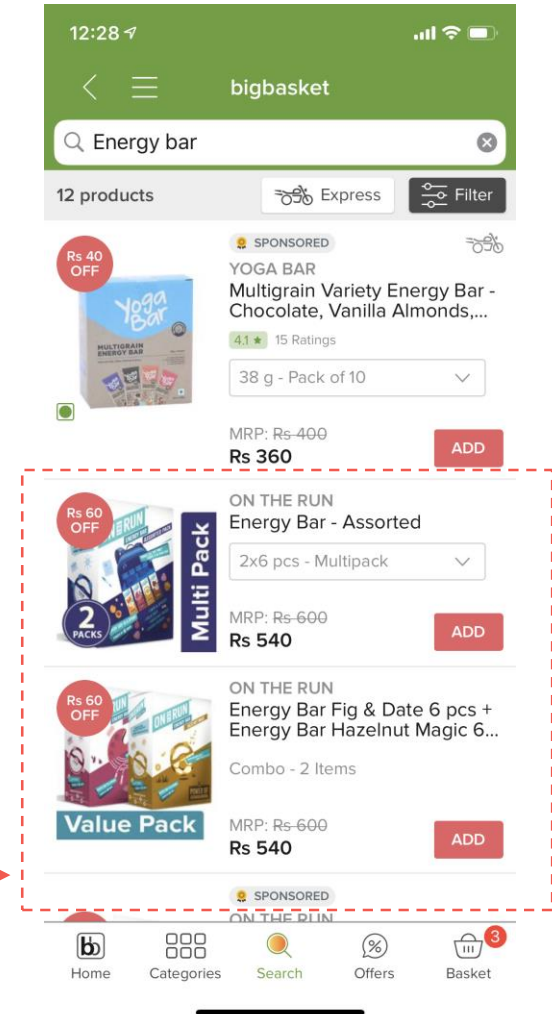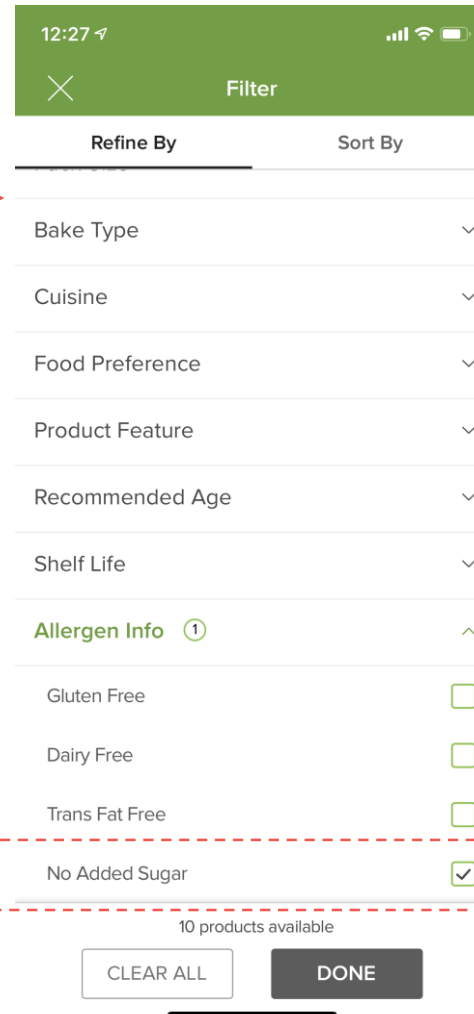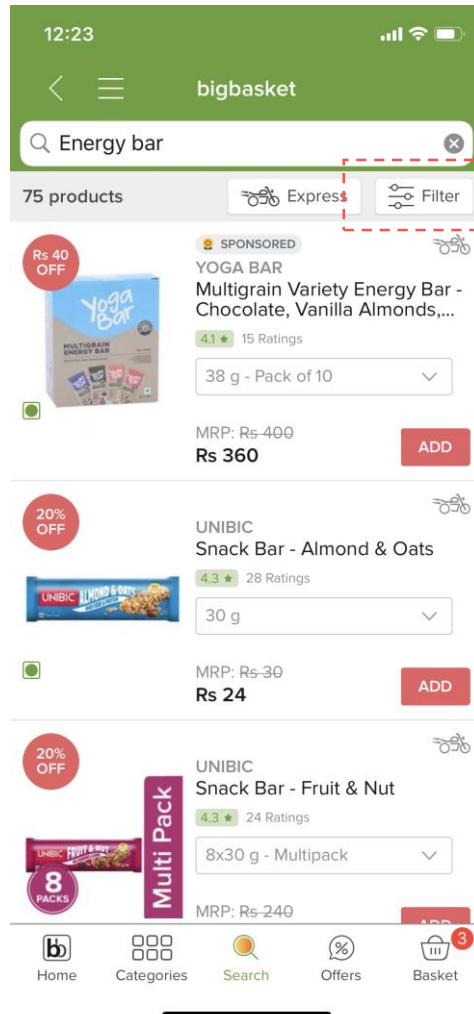
Pro Tip: Since search-led sales constitute a majority at BB, it is critical to have your SKUs mapped to maximum relevant tag values to enhance brand discoverability

The Master List for all tag groups and values can be found here.

Category and Product Listing
Tag Groups and Values: Case Study of 'On The Run' Bar (Good Tagging)

Excellent tagging: User searches for "Energy Bar" (OnTheRun does not appear in top search results) and Filters to Products with "No Added Sugar": Finds only OnTheRun products (exception of Yogabar which is a SP ad-element)

Category and Product Listing
Tag Groups and Values: Case Study of MamaEarth (Poor Tagging)

1ˢᵗ page swipe

2ⁿᵈ page swipe

3ʳᵈ page swipe

Poor tagging: User searches for "Hair" and Filters to Products that are "Paraben Free": Finds 39 products across 4 page swipes but MamaEarth (brand position is toxin-free) products not found!

Category and Product Listing
Potential Tagging Opportunities for MamaEarth

*All potential tags that MamaEarth Baby SKUs could use

Present Tag Values

Baby SKUs:

Country of Origin > India
Gender > Unisex
PackSize > 40ml
PackSize > 50g
PackSize > 75g (Pack of 2)
PackSize > 200ml
Price > Rs. 101-200
Price > Rs. 201-500

Fireside Recommendation

Baby SKUs:

Country of Origin > India
Gender > Unisex
PackSize > 40ml
PackSize > 50g
PackSize > 75g (Pack of 2)
PackSize > 200ml (if any other missing)
Price > Rs. 101-200
Price > Rs. 201-500
Finish > Natural*
Formulation Type > Liquid/Gel/Cream/Lotion/Oil*
Oil Type > Olive/Sesame/Jojoba/Almond*
Product Feature > Alcohol Free*
Product Feature > Anti-Bacterial/Herbal*
Product Feature > Toxin Safe*
Skin Type > Normal Skin/Combination Skin*
Skin Type > Sensitive Skin*
Shelf Life > 90+ days*
Recommended Age > 4-6 Months/.../24+ Months*
Product Format > Bottle/Bottle Pump/Baby Kit/Liquid*
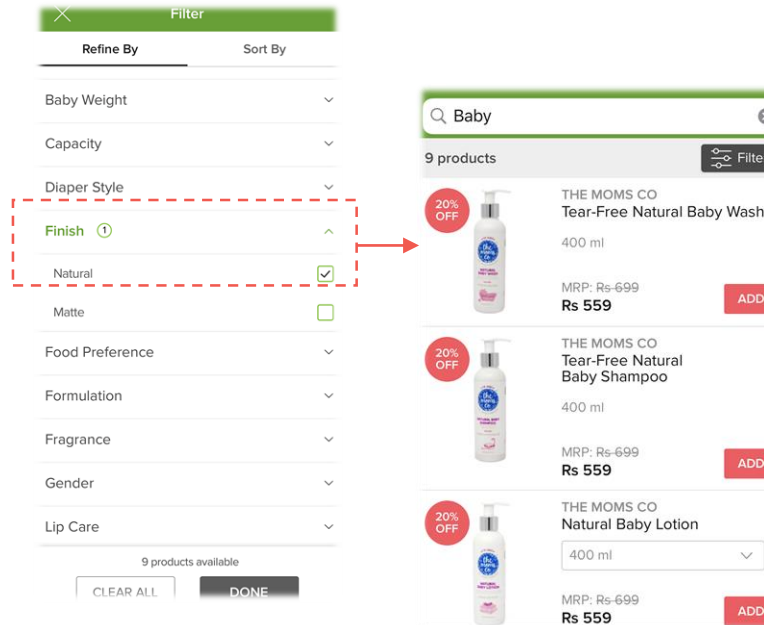
Finish > Natural or Skin Type > Sensitive Skin yields all
The Moms Co products but no MamaEarth SKUs
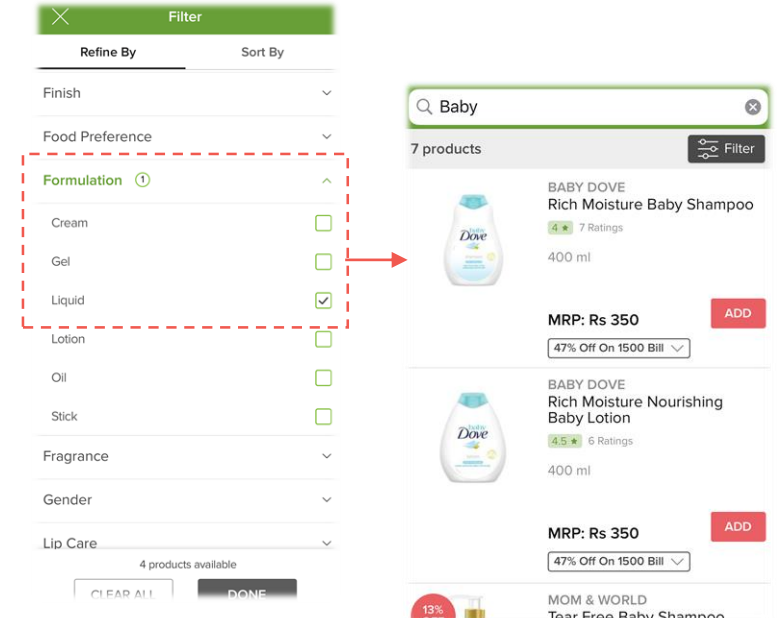
Formulation Type > Liquid yields Baby Dove and Mom & World products but no MamaEarth since no tagging

Concern > Daily Use*
Concern > Children*
Concern > SkinCare*
Concern > Soothing*
Hair Type > Normal/Fine/All*
Preference > Paraben-free*
Preference > PABA-free*
Preference > Cruelty-free*
Preference > Sulfate-free*
Preference > Phthalate-free*
Preference > Natural*

Preference > Dermatologically Tested*
Preference > Synthetic Color Free*
Preference > Paraffin Free*
Shampoo & Conditioner > Shampoo/Con*
Intensity > Mild*
Benefits > Natural/Herbal*
Benefits > Kids/ Children*
BodyCare > Body Lotion & Cream*
FaceCare > Face & Body*
HairCare > Baby oil & Shampoo*
Hair Oil & Serum > Hair Oil*

Each SKU may have more specific and relevant tag values that may be found in the tag values master sheet attached here.

Monthly Metrics Tracking

Month-wise metrics tracking

Monthly tracking of the output of promotions, new ranges, and elements:
>Household sales and repeats
>Opportunity loss by DC
>Impressions and CTRs
>Cohort analysis

Quarter-wise comparison metrics

Quarterly tracking the comparison metrics against L2/L3 categories:
>Brand vs category growth
>Impressions and CTR comparison with category-best for the quarter
>Loss tracking of sales to other brands

Vendor management dashboard

SKU-level sales and other operational metrics can be tracked from the vendor management dashboard

Monthly Metrics Sheet

Note: Recommended template for MIS attached here.

Monthly Metrics Tracking
Performance benchmarks

Benchmarks to peg against

	Month-1		Month-3	
	Sales to L3	*Orders to L3*	*Sales to L3*	*Orders to L3*
All Brands since launch	**0.18%**	**0.08%**	**0.43%**	**0.18%**
Accelerate Brands since sign-up	**0.29%**	**0.25%**	**0.69%**	**0.56%**

*Assuming category growth 0.5% m-o-m since launch and 3.5% since accelerate while the avg. L3 competition was ~20 brands at launch and ~30 brands at accelerate signup

Quarterly Metrics Sheet

Note: Recommended template for MIS attached here.

Visibility Elements: Best Practices

CTR & ATC is driven by Ad Type, Targeting & Creative Variables. Need to optimize all 3 for best results:

Campaign Basics

*Priority elements   **Most important element

Ad Type

Types of ad-inventory available on BB platform for customer engagement

- Search Term Banner*
- Sponsored Products*
- Push Notifications*
- Injection Banner*

Targeting Variables

Specific attributes to target different audiences basis customer action on the platform

- Behavior-based**
- Location-based
- Membership-based

Creative Variables

Element-level strategies to optimize maximize CTR and engagement

- Image : text ratio
- Product features
- Ingredient story
- Offer type

Search Term Banner

Search Term Banner most important since 60% BB sales are search-led

Row-long ad-element (banner) interlaced with search results that are thrown up with keyword/ brand searches

STB has a strong breadth of presence: A tea banner may well be placed in a snacking search category

Website	✓
BB App	✓
BB Accelerate	✓

ProTip: Liaise with SPOC to identify top search keywords that drive purchases in your target segment

Do's

- Use up to 10-12 keywords basis relevance from among popular search term queries for target audience to maximize conversions

- Use a couple of keywords from related sub-categories (basis consumer's past purchase patterns) to maximize product discoverability. *Eg. If 70% of past consumer baskets show that Yogabar has been purchased alongside Green Tea; "Green Tea" should be an associated search keyword*

Don'ts

- Do not use keywords for irrelevant categories – leads to unnecessary clicks with NO SALES!
Eg. Yogurt for Baby Diapers Brand

Eg: Honey Banner on Yogurt search- Good cross usage example

Eg: Protein Bar for Ghee search- Bad cross usage example- no relevance

firesideventures

Sponsored Products (SP)

Sponsored Products 2nd most important search-term ad-inventory

SP has 2 ad-elements: Search-listing and Category-listing

1st, 4th and 7th product slots under any search/ category result point to the brand using sponsored element

> **ProTip:** For SP element, you can have one SKU mapped to 3 search listings and 1 category listing OR multiple SKUs for each of the search listings and category listing

Website*	✗
BB App	✓
BB Accelerate	✓

*BB offers featured products for website at a separate cost: Not recommended since web-traffic is only 20% sales

Search Listing

- Only 2-3 extremely relevant keywords allowed for targeting; BB provides top keywords for a category L3.

- Competitor names can be used as search keywords too! This is on 1st come 1st serve basis! Reserve your category leader search terms in advance.

- In case of overbidding for same search term, the 1st brand -> 1st slot & 2nd brand -> 4th slot

Category Listing

- For the promoted SKU's primary L3 category – try to get the 1st, 4th or 7th slot for SP. Otherwise, choose a secondary L3 category for the same SKU where the 1st slot is available basis higher search volumes

- OR choose a different SKU with higher search queries in the primary or secondary L3 categories where slots are available

> **ProTip:** Reserve your Bid for category leader keyword for the 1st 3-6 months of brand launch on BB!

Eg: Good Example of Competitor name bidding where "Amul" shows Nestle product

Notes
- The sponsored elements are ranked top for the entire month
- For accelerate brands, this counts as one element, however post the program the pricing is set at INR 3-8L/month

Kapiva: Single SKU Promotion (for 1 element use- SP)

Fresho: Multiple SKU Promotion (for 1 element use – SP)

Search-Listing:

Kapiva 1L Aloe Vera Juice with the search term "Juice"

Category-Listing:

Kapiva 1L Aloe Vera Juice under Beverages > Fruit Juices & Drinks > Juices

Search-Listing:

SKU1: Fresho Organic Skimmed Milk for Search term "Milk"

Search-Listing:

SKU2: Fresho Organic Ghee with the search term "Ghee"

Sponsored Products

Do's

- Do remember to list yourself against both category and search terms for sponsored products

- If all slots on the primary L3 are missed out, list on the secondary L3s basis maximum search volumes

- Place search bids on popular competitors' names to maximize discoverability besides category keywords

Don'ts

- Do not miss out on high-volume near keywords to display sponsored products

Eg: Poor search attribution where "yogurt" shows sponsored product but the search term "yoghurt" does not
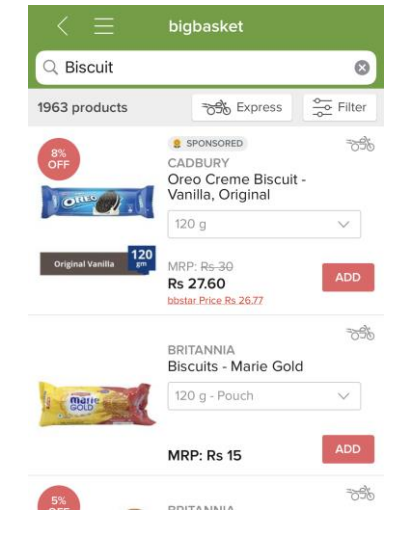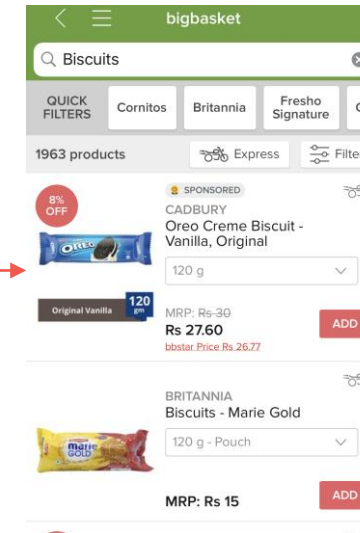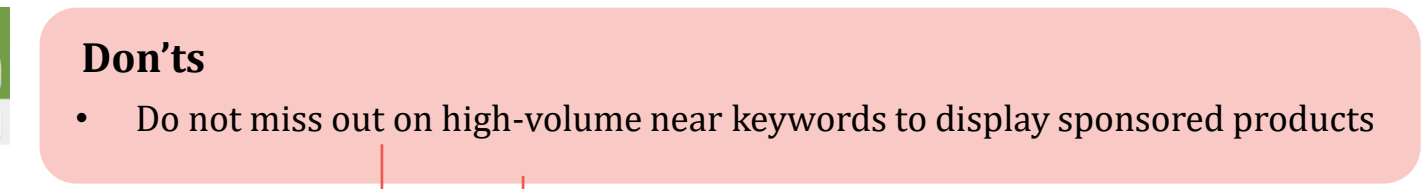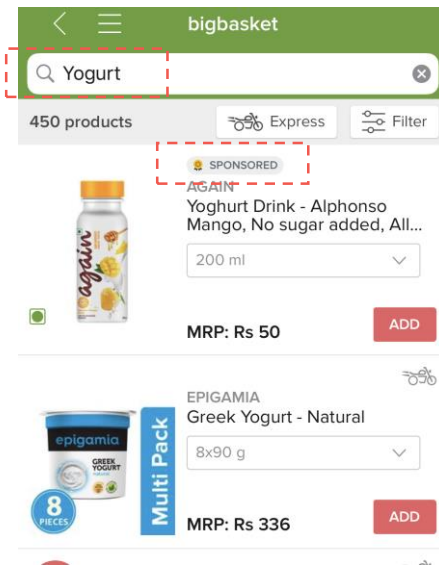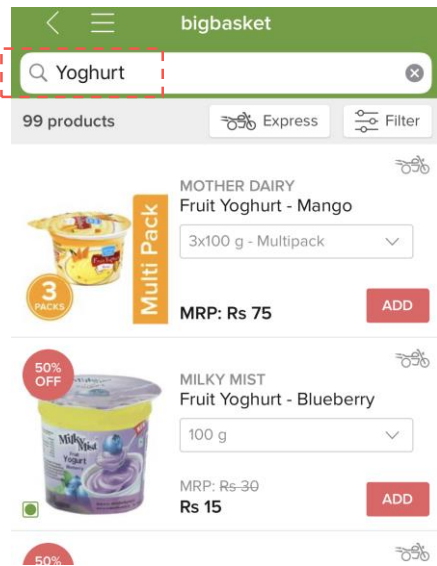
Eg: Good search attribution where "Biscuit" and "Biscuits" both show sponsored products

Push Notifications (PN)
Ad-Type (5/7): Only ad-element on platform for micro-targeting

Push Notifications

🔔

Creatives displayed over push notifications sent directly to the device lock screen/ notification center

PNs are delivered to users between 7:30-8am and 6-8:30pm

Website	✗
BB App	✓
BB Accelerate	✓

ProTip: Only ad-element on platform that has micro-segmentation based on consumer buying and browsing behavior. Can be used for both: Top-of-Funnel (TOFU) awareness with rich images and Bottom-of-Funnel (BOFU, closing the sale) with customized text PNs (covered in next slide)

Do's

• Use the PN header and subject line for detailed text instead of cluttering the PN image

• Use different PN campaigns for different audiences: awareness, and remarketing

• Leverage the specific times of the day that PNs are delivered for specific ideas – such as Vahdam Tea ads over monsoon evenings

Don'ts

• Do not use too much text in image creative

• Do not have a very small target group base for PN while specifying target attributes*

*minimum recommended audience size 1.25L users
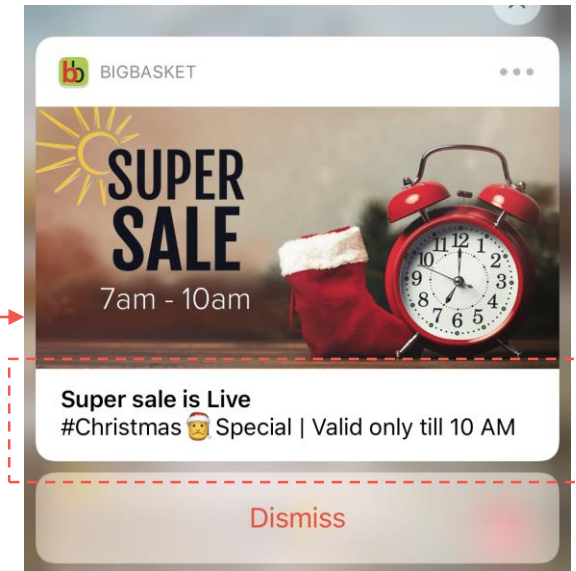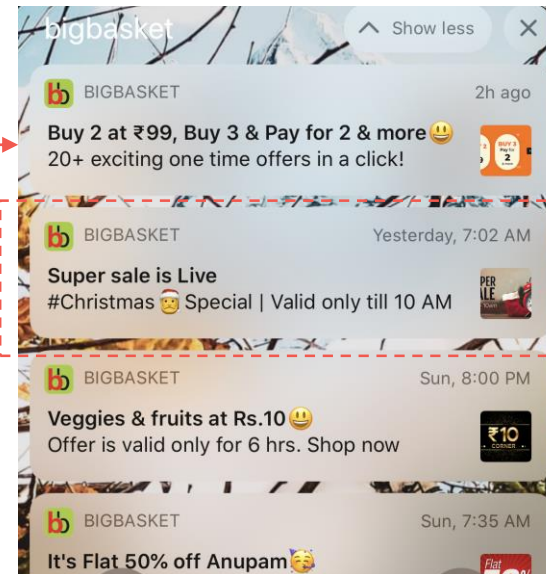
Eg: Good example of using of the subject line and text field than to clutter the PN image

fireside**ventures**

Specialized Text Based PNs

Text-based (can also be creative-based) micro-targeted PNs to send out specialized texts w/ or w/o creatives real-time for audience engagement and better conversions

Website	✗
BB App	**Beta-testing**
BB Accelerate	**Beta-testing**

ProTip: Use especially for closing the sale (BOFU) & when bandwidth to develop new creatives is limited

Targeting Variables

- *Category browsed but abandoned*
- *Search abandoned*
- *Banner clicked abandoned*
- *PLP abandoned*
- *Product-in-cart*
- *Own-product abandoned cart*
- *Competitor-product abandoned cart*

Eg.1. All customers who added SKU X in the basket and later removed from the basket:
Hey Sakshi, you had shown interest in Lays; We have an exclusive offer for you. Add it back in your cart

Eg.2. All customers who visited the store X / PLP (L1 category page and lands on SIS or custom page)

Eg.3. PN for all customers having SKU X (potatoes here) present in the basket

Potato in your basket at lowest price😛

Hi Akhil, we found potato in your basket & it is at lowest price today.
Hurry! This is a fresho! Days exclusive offer | Shop now

November 20 2019 6:56 PM

Achieved CTR: 7.5%

You had visited GoodDiet store recently😃

Akhil, we were excited to see you in the GoodDiet snack store.
GoodDiet has the yummiest & healthy range of snacks starting at ₹15.
You get some exclusive offers today on the range.

November 21 2019 6:50 PM

Eg. 4. PNs (not shown here) for those customers who have added 'Cadbury dairy milk' in the saved for later list

Injection Banner (IB)

Ad-Type (7/7): <40% buying through category navigation. Use IB only after exhausting SP, STB and PNs.

Injection Banner (IB)

Row-long ad-element interlaced with category listing displayed when browsing a category

Injection banners will be displayed only when shopper navigates to a specific L2 or L3 category

Website	✅
BB App	✅
BB Accelerate	✅

ProTip: IBs are good for discovery not for sales. To be used in conjunction with PN for full-funnel solution.

Do's

• Use injection banners across 3-4 relevant sub-categories to maximize brand awareness

• Create impressions and clicks using IB, and later use PNs to re-target same audiences for closing the same

Don'ts

• Do not use lesser browsed categories that see less consumer traction; always check with SPOC for category browsing footfalls

Eg: Injection banner for Nescafe coffee under Category > Beverages

Eg: Honey Banner under Beverages > Tea; Good cross usage example

Targeting Variables
Can be used for Push Notifications & Social Media Only

*BB to soon offer search term + injection banners that would allow targeting variables

Location-based
Consumers based out of specific target geographies

Eg. Targeting all "All T1 cities" or **specific Phase-1+2** city names such as "Bangalore, Delhi-Gurgaon, Mumbai, Hyderabad, Chennai, Pune"

Behavior-based
Consumer purchase behavior based banners

Consideration

Eg. Targeting all HHs who have added to cart 'Nachos & Chips' or 'Cold Drinks', 'Snacks and namkeens', in last 2 months but not bought Lays in last 3 months

Remarketing

Eg. Targeting all HHs who have purchased Pringles in the previous 3 months but have not bought it this month

Demography

Eg. Targeting all HHs who have bought "kids-cereal","children-2-5-yrs","kids-5yrs","noodle-pasta-vermicelli","biscuits-cookies","cakes-pastries","chocolates-candies" atleast once in last 3 months

Browsing

- *Category browsed but abandoned*
- *Search abandoned*
- *Banner clicked abandoned*
- *PLP abandoned*
- *Product-in-cart*
- *Own-product abandoned cart*
- *Competitor-product abandoned cart*

Membership-based
Targeting consumers who are BB-star members

Eg. Targeting all HHs who are BB-star members and have purchased a "pet-food", "Cat" item in the past month

Creative Variables

Creative Variables	PN + STB + IB Guidelines
Image: Text Ratio	>50% space to be occupied by images
Image Type	100% pack shot; can further be augmented through usage shots *Eg. Kid having Honey, or Dosa instead of Dosa Batter, Roti with Ghee shot (Kapiva)*
Communication Objective	Features and Benefits, Testimonials, Usage Occasions, Discounts
Offer type	Always include a number in the offer creative: could be amount-based or %age based
Offer timing	Don't mention offer period*
Celebrity endorsement	Not necessary
Contest/ Sweepstakes	Not necessary
Others	Festive/Bulk offers

Pack Shot   Discount

Branding   Product Benefit   Ingredient story

Discount   Usage

*For internal use: typical offers are 25th to 24th of next month or till stocks last

In Summary: Full Funnel Solutions for BB

*To be introduced on Bigbasket

Awareness Building

TOFU
(Top of Funnel)

Audience Education/ Nurturing

MOFU
(Mid- Funnel)

Closing the Sale

BOFU
(Bottom- Funnel)

Purchase

Re-sell/Cross-sell

LTV Building Activities

Retargetting

Retargetting
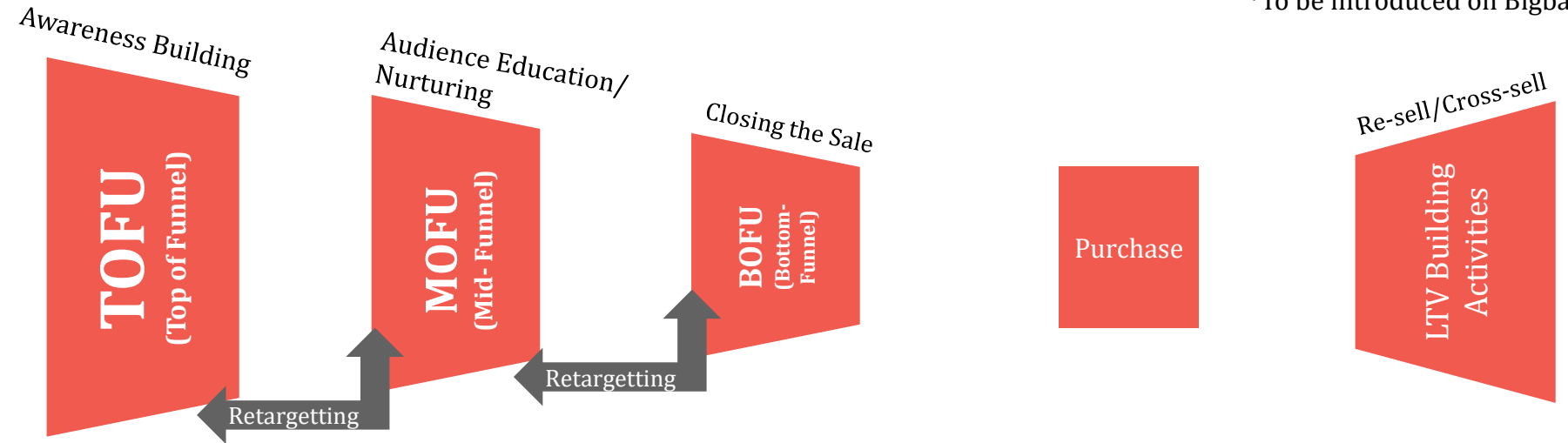
	TOFU	MOFU	BOFU		Re-selling
Targeting Variables	Competitors search and browsed + Category Abandoned + Category ever bought	Behavior-based (TOFU interactions) + Cart & Page abandoned (Competition)	Behavior-based (MOFU interactions) + Cart abandoned & Page abandoned (Own)		Lapsers & repeating users
Ad-Type	STB+SP+PN	PN+IB*+STB*	PN+IB*+STB*		Different PNs for lapsers and repeating
Creative	Product Feature/ Benefit	Testimonials & Customer Reviews	Offer		Lapsers: Offer Repeaters: Cross-sell

Creative Performance Analysis – PNs
Some of the top and poor performing PNs

Good Creative	Poor Creative

Usage　　　**Discount**

CTR: 4.68%

Illegible cursive font on phone

CTR: 0.36%

Benefit　　**Product**

Too much text in the creative

CTR: 0.29%

Remarketing ad-creative for targeted audiences achieving above average CTRs through efficient use of creative elements

Some other reasons for poor creatives include choice of unappealing creative text or cluttered design

Creative Performance Analysis – Banner
Success factors behind a high performance banner

Good Creative

Brand

Discount

Human Shot

CTR: 3.17%
ATC: 25%

Product Shot

Benefit

One of the top performing banner creative that assembles elements of usage, benefit, brand, discount and product with a clear communication objective

Creative Performance Analysis
Benchmark CTRs for top performing ad types

PNs   ***CTR**

Average   2.7%

Median   2.0%

ProTip: BB promises 50K-1L impressions/month for Accelerate Brands

STBs	**CTR Rate**	**ATC Rate**
Average	1.02%	10.1%
Median	1.37%	5.1%

*Benchmark rates for injection banners and sponsored products (only been a month since launch) to be updated

Participation in Category Activations and Big Sale Days
Eg. Participation on BB Big Sale: F47 (Freedom) Sale
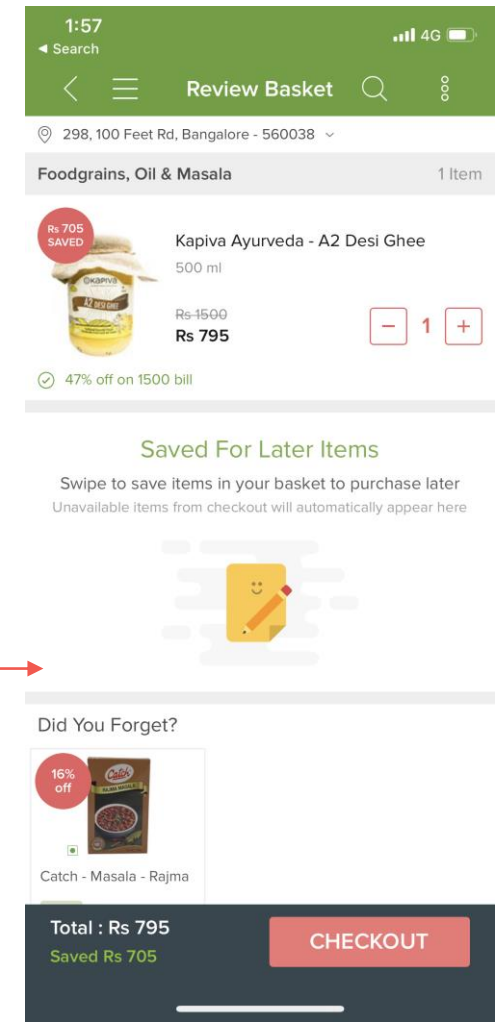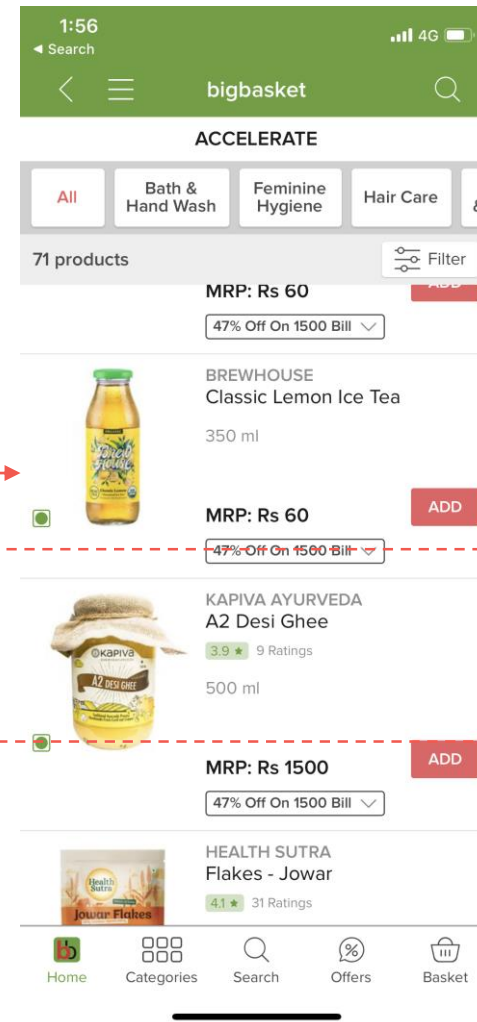
Whenever you have such big sale days, brands get additional discoverability with even one SKU listed at a deep-discount offer.
Reaching out to 1M customers for the SKU. (10M registered customers) –PNs/emails/banners/SIS etc. big awareness every quarter. High reach.

Social Media Campaigns

Social Media Campaigns

Creatives run across social media channels such as FB and IG.

- **Micro-targeted** ads using BB purchase and browsing (cookie) data – high effectiveness

Carousal Image

- Carousels are a set of more than 1 images that may include different product shots, different SKUs, or narrate a brand story

Benchmark Rates

Creative Type	Avg. CPM	Avg. CTR	Avg. CPC	Avg. ATC
Carousal	101.73	0.98	12.03	13%

Single Image

- Single Images over FB and Instagram maybe visualized as banner equivalent of BB on social media platform to convey offers on the brand products or to improve brand discovery

Benchmark Rates

Creative Type	Avg. CPM	Avg. CTR	Avg. CPC	Avg. ATC
Single Image	110.10	0.83	13.80	6%

Web	App	BB Accelerate
✅	✅	✅

Social Media Campaigns

Videos

- Videos are another form of social media inventory offered by bigbasket over both FB and Instagram

GIFs

- GIFs are a type of montage wherein a set of more than 1 images may be played in a timed format such as a video to include different pack shots, offers, or product usage scenarios

Benchmark Rates

Creative Type	Avg. CPM	Avg. CTR	Avg. CPC	Avg. Cost per 3sec Video	Avg. Cost per 10sec Video	Avg. ATC
Video / Gif	135.63	0.78	17.64	1.48	3.97	9%

Analysis

- The performance of a singular type of social media campaign wanes over weeks

- BB allows brands to share all 4 creatives to mutually decide the time and targeting of each of these to BB users on FB/IG

- Only 30% brands share all 4 creatives, next 20% share two and likely carousel & single image, rest 50% brands only one creative

Pro Tip: Ensure the creative team shares all four creatives, and tracks progress against the benchmark rates to track creative performance
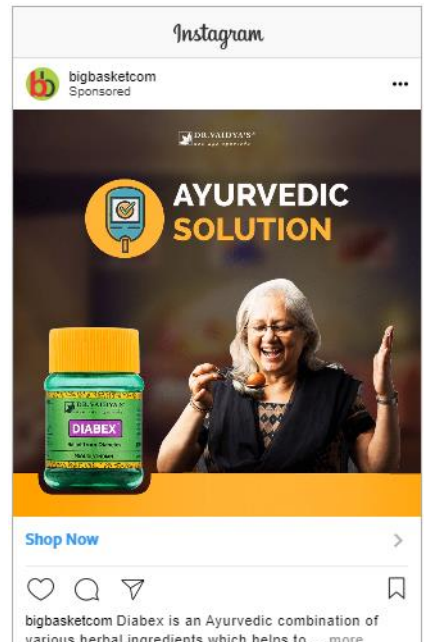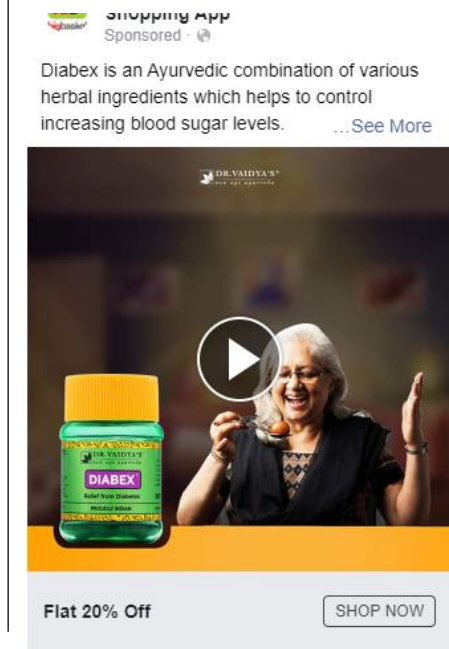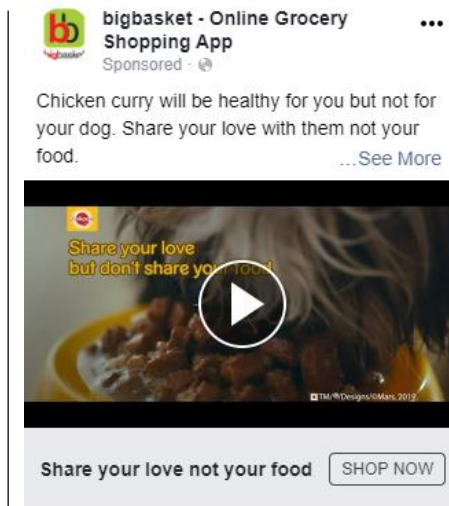
Social Media Campaigns
Some of the top and poor performing social campaigns

Good Creatives	Poor Creative

CTR: 2.1% **CTR: 1.6%** **CTR: 0.55%** **CTR: 0.43%**

Ingredient story

Product

Ingredients   Product   Usage

Poor communication on what is the product

Video text-heavy with unclear communication

Some of the top performing social media creatives with major communication through images, usage and ingredient story

Some other key reasons for failed creatives include failing to call out offers, low audience reach, or limited product information

Recommended Marketing Calendar

Full Funnel Solutions

Personal Care

Push Notification   Push Notification   Push Notification

Search Term Banner   Search Term Banner   Search Term Banner

Sponsored Products   Sponsored Products   Sponsored Products

Social Campaigns   Category Activations & Big Sale Days   Injection Banners

Social Campaigns

Category Activations & Big Sale Days

M1   **M3**   **M6**   **M12**

Category Activations & Big Sale Days

Food & Beverage

Push Notification   Push Notification   Push Notification

Search Term Banner   Search Term Banner   Search Term Banner

Sponsored Products   Sponsored Products   Sponsored Products

Sampling   Injection Banners

Category Activations & Big Sale Days   Social Campaigns

Big Basket Playbook

Comparative benchmarking

Range Rationalization

Who am I losing to?

Accelerate Extension

Brand Take-Off

Comparative Benchmarking

Brand Sales = (# of HHs) * (Sales per HH)

New HHs   **Repeat HHs**
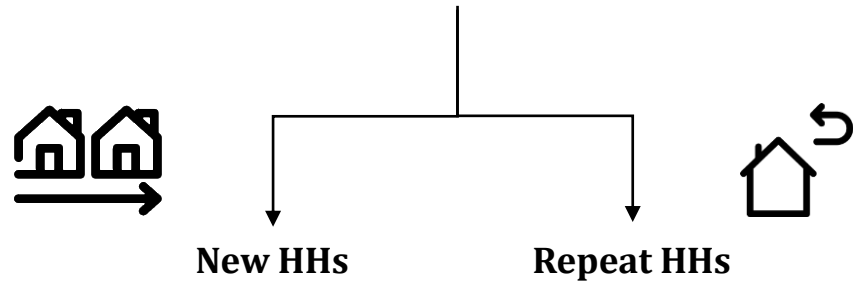
Diagnostic Matrix

	Our Brand	Key Competition	Category
Penetration	# of new HHs over last quarter	# of new HHs over last quarter	# of HHs (Universe)
Repeat	# of repeating HHs over last 2 quarters	# of repeating HHs over last 2 quarters	# of HHs (Universe)
AOV – New	$ spend of new HHs per basket	$ spend of new HHs per basket	AOVs per basket
AOV – Repeat	$ spend of repeat HHs per basket	$ spend of repeat HHs per basket	AOVs per basket
Lapsers	# of HHs lapsed over last 2 quarters, who are they going to?	# of HHs lapsed over last 2 quarters, who are they going to?	

Comparative Benchmarking

Accelerate brands should engage in BB cross-brand comparison exercise to benchmark on quarterly basis against both L2 and L3 categories

Category performance

Growth of category vs Growth of brand

Understand reasons behind slower growth due to:
a) emergence of more competitive brands,
b) stock-outs (OOS)
c) poor on platform marketing performance
d) poor product reviews (repeats) vs competitive brands

Revisit strategy for the quarter to sustain growth in coming quarters; Identify TG that is switching to our brand and target more of the same

Penetration of brand to the category

Recognize the reasons for poor performance ranging from poor pricing, competitive offers, poor creatives or poor product reviews/ feedback on the product

Increase product range for the well-performing sub-categories to sustain growth

Creative performance

Peer benchmarks

Benchmarks on Impressions and CTRs for peers in L2 and L3 categories across both emerging and incumbent brands

Best creative

Engage with BB Accelerate SPOC to share details on the best performing creatives for the category

Range Rationalization

SKU performance

Performance of SKUs

Brands to benchmark SKU-level performance on parameters such as:
- SKU contribution to overall brand sales
- Growth of SKU sales per month (m-o-m growth)
- OOS-data for SKU performance

Competitor SKU performance

Besides benchmarking internally to find the low contributors, brands must tally this against market performance for the similar category to distinguish between discontinuing products or reiterating them

Hero products

In the first 6 months, brands should be able to discover their core product offerings or *hero products*. These flagships should be marketed at scale while testing for other new variants per NPD pipeline.

- Discontinue poor performing products
- Develop NPD pipeline to keep refreshing product range and discovering new hero products

SKU deactivation

BB replenishment team guidelines to deactivate a SKU?
- If the SKU has a low or zero sales in the past one month with >75% availability
- If there is a consistent fill rate issue from vendor
- If a SKU is not serviced for a 3 months
- If the base qty. is way higher than the actual sales

Case Study

For Kapiva, capsules (supplements) that performed well on Amazon, didn't take off on BigBasket – 6months stock still lying – discounting for liquidation didn't work either.

Factors to look while deciding SKU deactivation from platform:
- Contribution of SKU to brand revenue (offtake)
- # of months of stock >3 months
- # of months of stock >3 months after discounting
- SKU expiry (for FMCG) vs inventory serviceability

Analysis
Kapiva performed an 8 month analysis for 3-month cohorts.
The analysis showed that only 1 product was moving in 3 months and the team had an overall 40 months stock.
Even at a discounted rate; only 10-15 pieces per month were sold. Thus, the team left 4 months of inventory and took back rest for sale on Amazon.

ProTip: MBQs generated by BB algorithm should be double-checked with inventory data, especially for first three months when MBQs are manually-fed

Who am I losing to?
Interventions to lost sales

Loss Attribution

Analyzing the reasons for lapse

Corrective Interventions

Loss Attribution Study

Brands >6 months on the BB platform should engage in a Loss Attribution Study to understand the competitor brands to which they are losing consumers.

Sample cases of lost sales:
- *Brand issues push notification ------> customer looks at brand product variants -------> customer purchases a different product*
- *Push notification ------> customer likes product ------> customer adds to cart -----------> customer purchases a different product*

Consumer Survey

BB-enabled engagement in consumer feedback surveys to recognize the reasons behind:
- why consumers switched/ began to use the brand
- using the brand - specifically the features consumers liked about the brand
- why consumers discontinued using the brand

Interventions

Interventions through PN, Social Media, New Product Introductions or Sampling other products in portfolio

Re-targeting lost consumers through PN targeting variables & offering discounts/ samples/ new products

- *Journey 1: Customer purchases at 10% off -----> repeat purchaser*
- *Journey 2: Customer doesn't purchase -----> Purchases on 30% off ------> Repeats on 20% off -----> repeat purchaser*
- *Journey 3: Customer lapsed from Protein Bars -----> Reasons through customer survey: Stopped Gymming -----> Retargeted with Muesli*

Note: BB charges a one-time INR10-15Lakhs for incumbents for the study. Brands to individually with BB SPOC for loss attribution study.

Accelerate Extension

BB accelerate program has an option to extend the program for another year on a case-based consideration

Brands that are ideally suited for extension range typically between INR 5 Lakhs to 20 Lakhs in sales per month

For instance, Kapiva, a FS portfolio brand has extended its Accelerate program for another year.

Month-wise Activity Checklist

Month-wise Activity Checklist

S#	M1	M2	M3	Q2	Q3	Q4
Plan	Liaise with SPOC	Liaise with SPOC	Liaise with SPOC	Liaise with SPOC	Liaise with SPOC	Liaise with SPOC
	Get BB category understanding		Plan new product range	Realign marketing calendar	Plan new product range	Realign marketing calendar
	Plan DC listing: City and assortment			Plan OOS-wise WH listing	Range Rationalization	
	Optimize category listing and pdt listing (Slide 21-31)			Comparative benchmarking		Comparative benchmarking
	Plan mktg calendar, align with bb mktg calendar					
Execute	Generate Central PO ID			Introduce new products (list+tag)	Introduce new products (list+tag)	De-list underperforming SKUs
	Activate full-funnel solutions (Slide 44)	Activate full-funnel solutions (Slide 44)	Activate full-funnel solutions (Slide 44)	Execute mktg calendar + Build new creatives	Execute mktg calendar + Build new creatives	Execute mktg calendar + Build new creatives
	Build new creatives			Category Activation/ Big Sale Day	Interventions basis "who am I losing to?"	Category Activation/ Big Sale Day
Analyze		Monthly MIS + Vendor Dashboard tracking for SKU data by DCs	Track MIS	Quarterly MIS + Advanced brand report prepared by BB	Track MIS	Track MIS
		Campaign-impact analysis	Campaign-impact analysis	Campaign-impact analysis	Campaign-impact analysis	Campaign-impact analysis
		Analyze monthly-fill rate	Analyze monthly-fill rate	Analyze monthly-fill rate	Analyze monthly-fill rate	Analyze monthly-fill rate
				Ratings and reviews analysis	Who am I losing to? study	Ratings and reviews analysis

Annexures
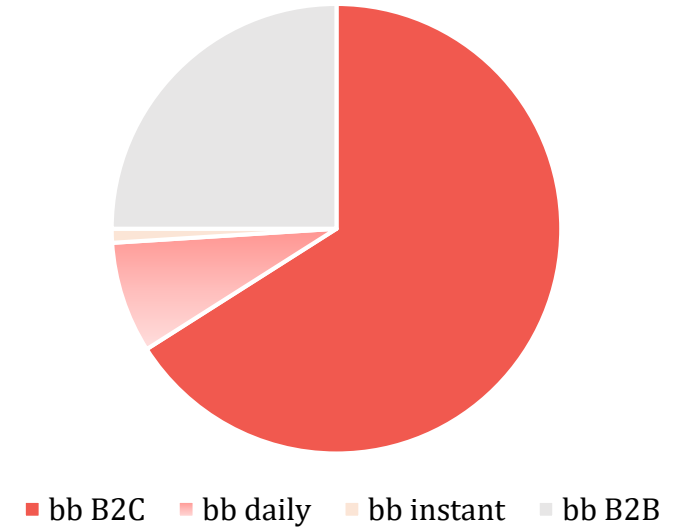
BigBasket Business Models

BB offers 4 major biz-models over its platform for the brands to explore:

- bb B2C
- bb daily
- bb instant
- bb B2B

BB revenue contribution by bizmodel

■ bb B2C   ■ bb daily   ■ bb instant   ■ bb B2B

BigBasket B2C

BB revenue contribution by medium

0%   20%   40%   60%   80%   100%

■ Web-based   ■ App-based
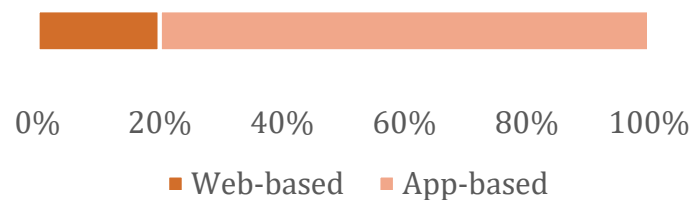
Focus only on in-App Elements to being with for max impact.

IoT-enabled vending machines for product purchase through **bb instant app**

Opportunity
While bb instant contributes 1% of overall bb sales, it may improve discoverability for early brands.
Eg. Samosa Singh does INR3-4Lakhs monthly – without much channel partners

Business Model
Brands to share regular B2C margins (~25%) + 10-15% margins basis decision by the category team

Tip: Only Recommended for impulse purchase F&B categories at a INR30-40 price point. Eg: YogaBar Energy/Breakfast Bar – OK | NOT for Large Muesli packs of 250gm.
NOT for personal care categories.

600+ bb instant machines in Mumbai, NCR, Bangalore, Hyderabad

Per DC serves 100+ machines

✅

Fruits and vegetables

Bakery Cakes and Dairy

Beverages

Snacks and Branded Foods

Gourmet & World Food

❌

Foodgrains, oil & masala

Eggs, meat and fish

Kitchen, garden and pets

Cleaning and households

Beauty and Hygiene

Babycare

How does **it work?**

⬇️
Download the app
and register payment mode

Scan QR Code
to connect to the machine
(through wifi & bluetooth)

Click-Buy-Pick
your products

✅ Permissible L1 categories

❌ Non-permissible L1 categories

Hyperlocal grocery delivery that offers 500+ SKUs for every morning delivery between 5am-7am for orders placed before 10pm last night

Opportunity
bb daily contributes 7.5-10% of overall bb sales; high volume low revenue contribution. Typical daily basket includes bread, coconut, milk, veggies and fruits, edible oils, snack for kids

Business Model
Margins regular as the bb B2C platform but operates out of **bb daily app**

Sign-up for bb daily
Category team and Accelerate SPOC enable bb daily activation basis the product volumes and capacity to serve new brands

Tip: Brands should focus on building scale on the bb B2C platform before expanding to bb daily.

Brands can use bb daily platform for increased brand discovery but should not spend on additional marketing on the platform

Foodgrains, oil & masala ✓

Fruits and vegetables ✓

Bakery Cakes and Dairy ✓

Babycare

Beverages

Snacks and Branded Foods

Beauty & Hygiene

Gourmet & World Food

Eggs, meat and fish ✗

Kitchen, garden and pets ✗

Frozen Foods ✗
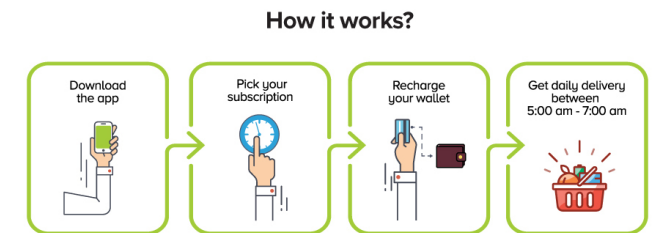
Sales to the General Trade Retail and Kirana stores, institutional chains and HoReCa

Opportunity
bb B2B contributes 25% of overall bb sales and is typically an opportunity for incumbent brands with over 2-3 years vintage on the bb platform to increase their overall sales profile

Recommendation
Startup brands should not focus on B2B

Institutional Partners

Hotel Partners

Restaurant Partners

Other Visibility Elements
Navigating the Mobile Discovery Elements

Home Page Banner

Shop-in-shop

Offer Page Banner
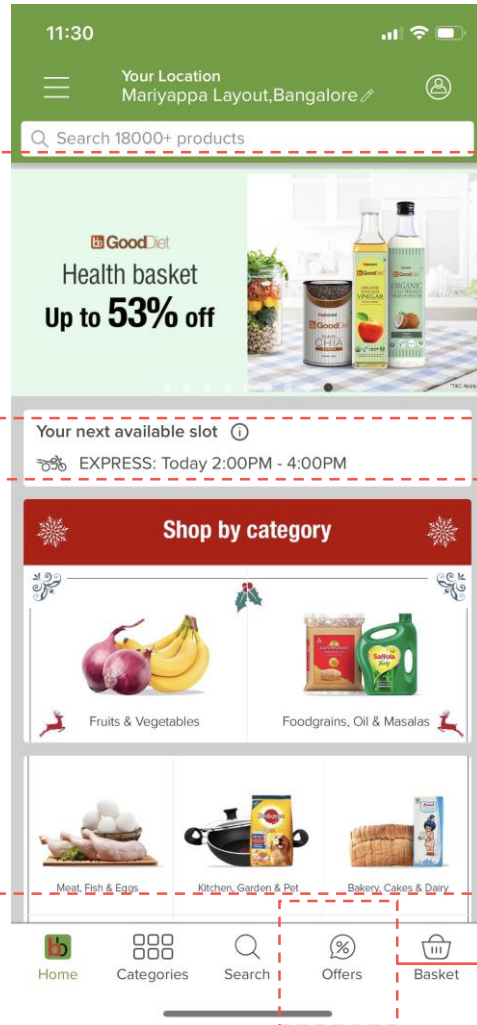
Home Page Banner inventory that can be purchased; expensive and not a part of the accelerate program; priced at 40 Lakhs for 4 days! (NOT RECOMMENDED)

Shop by category grid where two SKUs of brands may be displayed at a cost; typically reserved for large FMCG brands (Category Leaders)
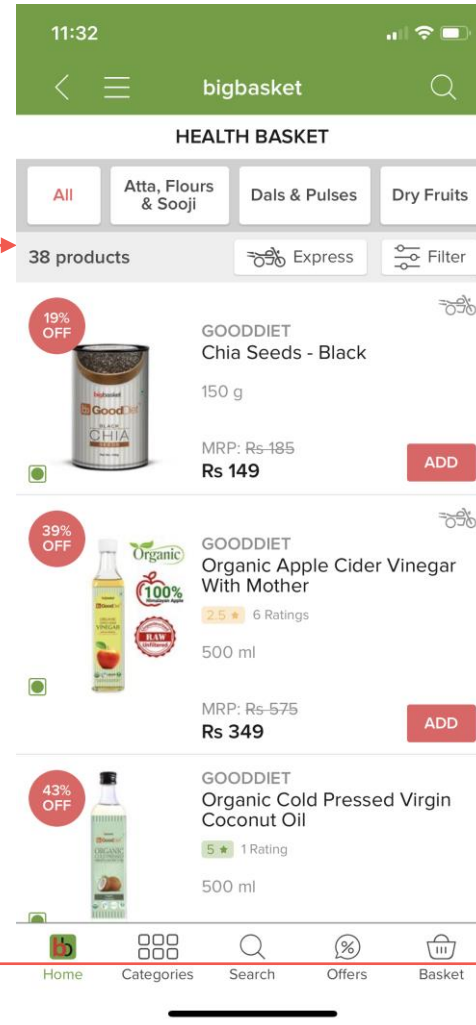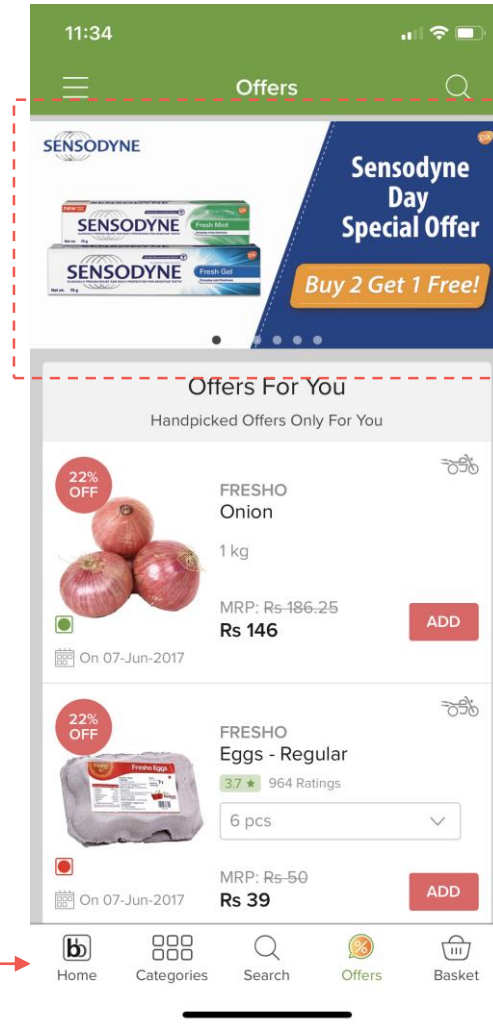
Offer Page Banner inventory that can be purchased; not a part of the Accelerate Program (NOT RECOMMENDED)

Other Visibility Elements
Navigating the Mobile Discovery Elements

Store-front with with 3 SKUs
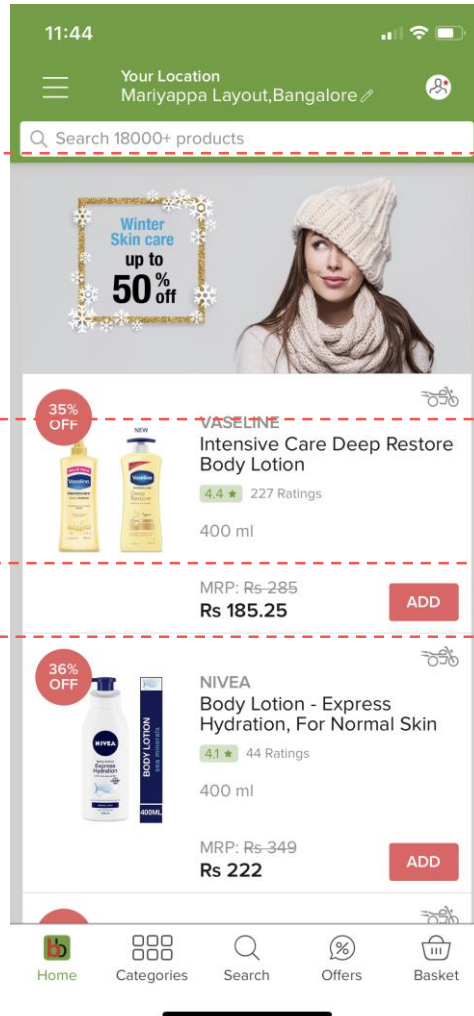
Shop-in-shop

Instant add-to-cart

Store front with 3 SKUs banner; presently not in use by any brand; not a part of accelerate program

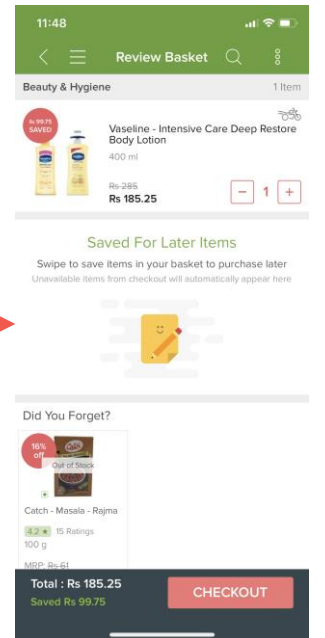Direct add-to-cart option available for the store front
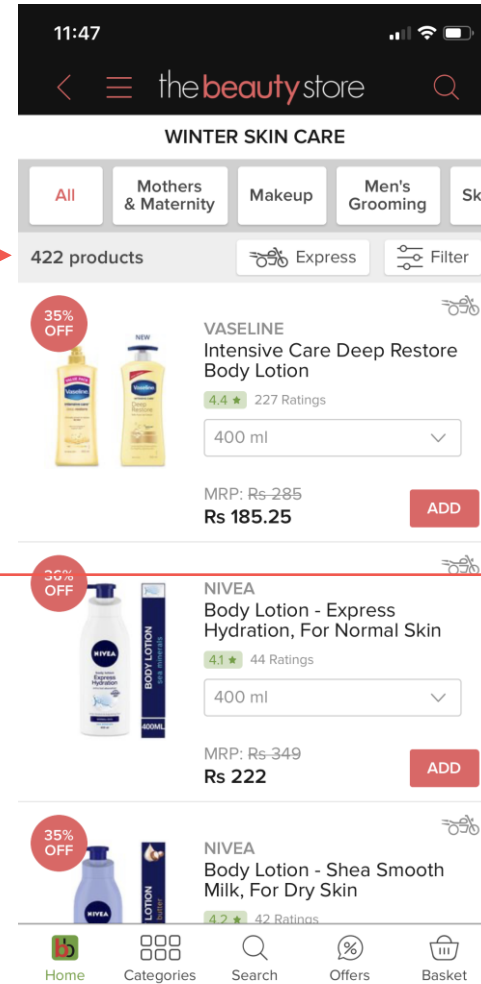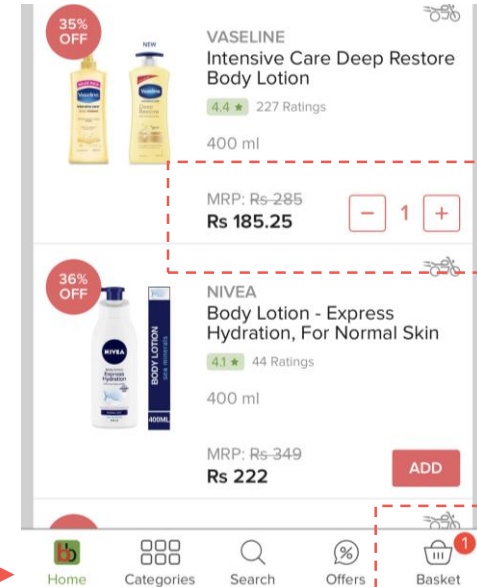
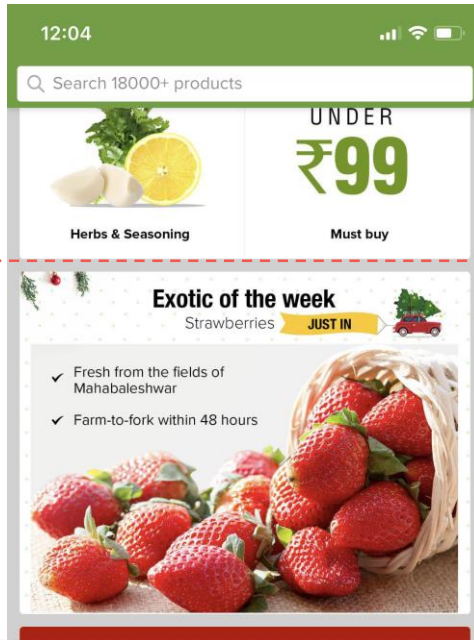Can directly land on the checkout from the home page by clicking the basket

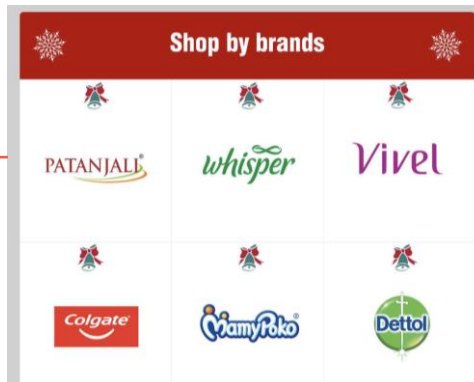# Other Visibility Elements
Navigating the Mobile Discovery Elements

Square Banner

Product Listing Page

Banners with no margin tile

Store front with 3 SKUs banner; presently not in use by any brand; not a part of accelerate program

Brand Store

Popular category grid to shop by brands which new startup brands can also bid for
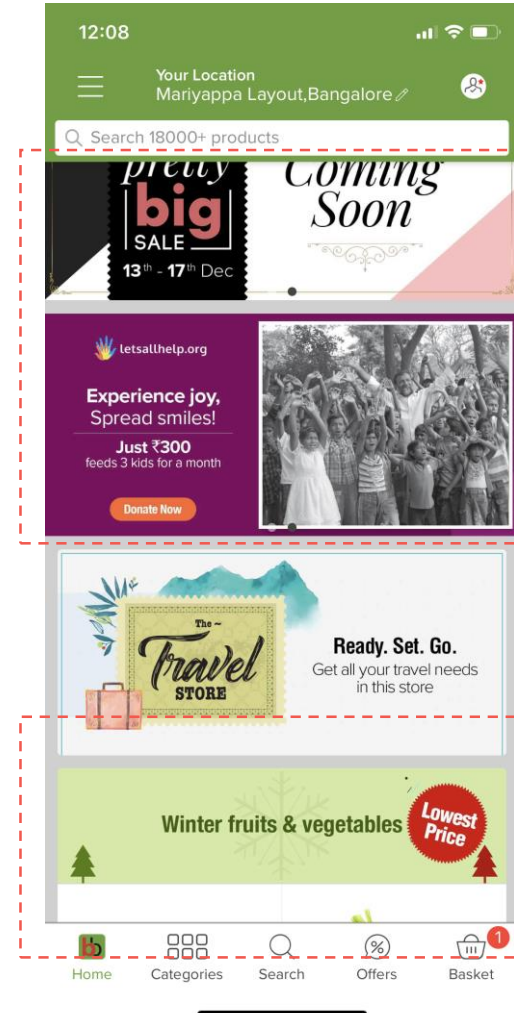
Wireframe decided on monthly basis

Category teams reach out to brands for the available spots

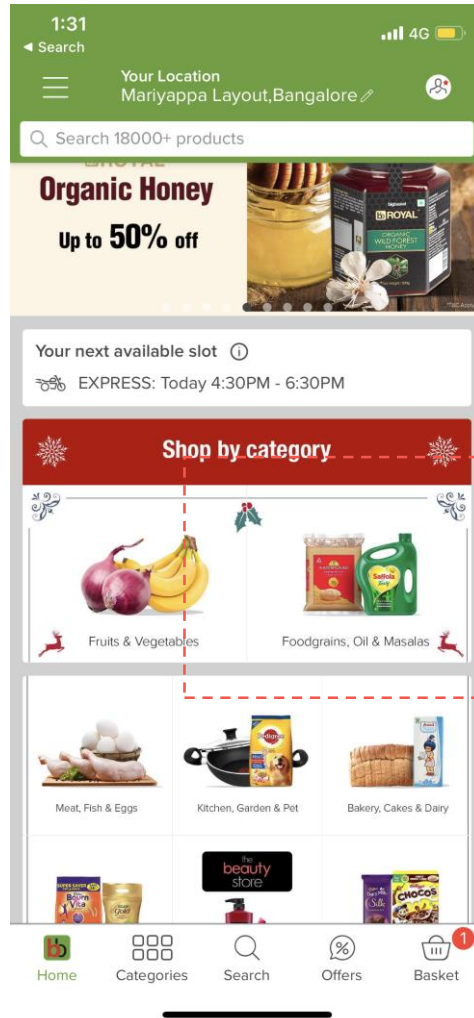Banners with no margin tiles present on home page; and not a part of the accelerate program

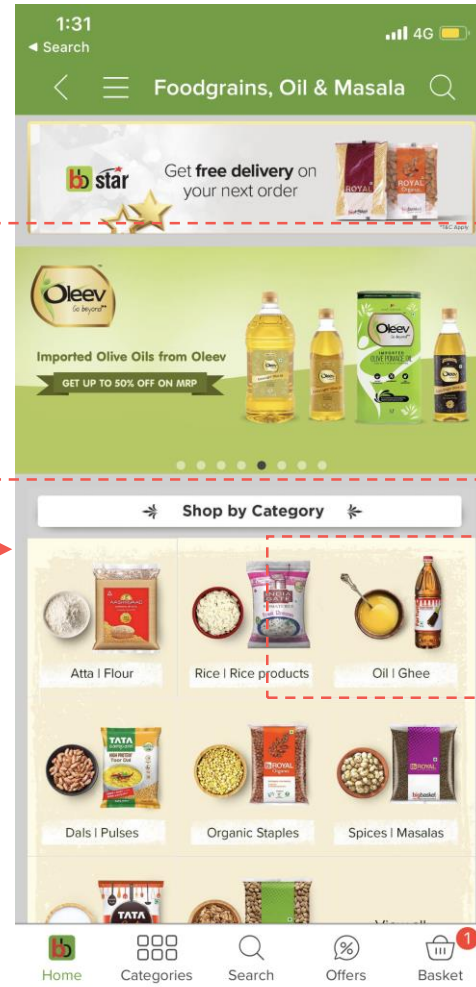Banners with margin tiles present on home page; and not a part of the accelerate program

Other Visibility Elements
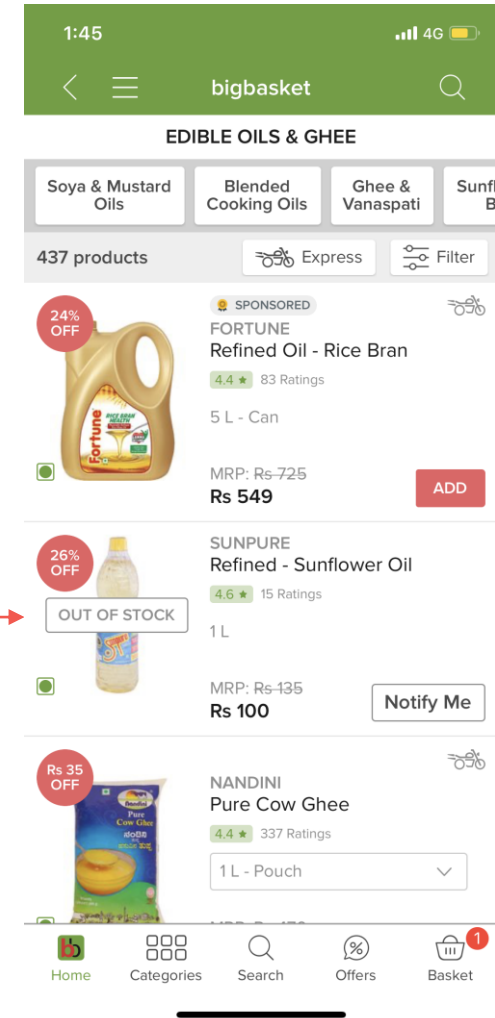## Navigating the Mobile Discovery Elements

Home Page

Category Page Banner*

Shop-in-shop

*May later be a part of the accelerate program

Other Visibility Elements
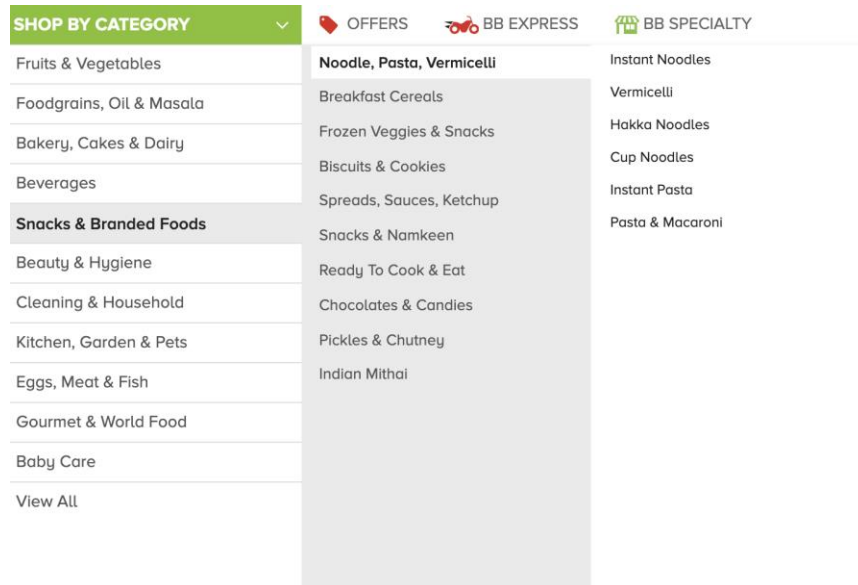## Navigating the Mobile Discovery Elements

Category L1 Top Banner

Row-long ad-element that is appears on top under the app and on the right as you hover over the L1 category on the web
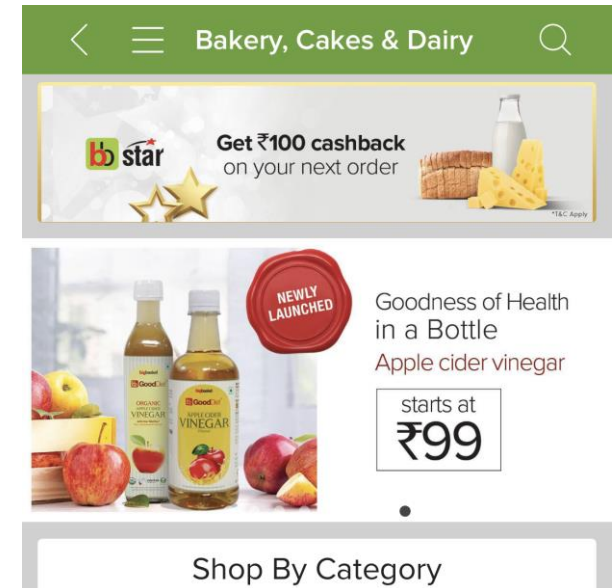
ProTip: Expensive Inventory to NOT be used in the first 2 years of listing

Website	✅
BB App	✅
BB Accelerate	❌

BB Website
Eg: L1 Top Banner (web): under snacks & branded foods

BB App
Eg: L1 Top Banner (app): under bakery, cakes and dairy

Home Page Banners

Pro Tip: 80% of BB sales app-driven, de-prioritize desktop elements

Other Visibility Elements
Navigating the Desktop Discovery Elements (2/3)

Navigation Bar Vertical

SHOP BY CATEGORY ⌄	🏷️ OFFERS 🏍️ BB EXPRESS	🏪 BB SPECIALTY
Fruits & Vegetables	Noodle, Pasta, Vermicelli	Breakfast & Snack Mixes
Foodgrains, Oil & Masala	Breakfast Cereals	Papads, Ready To Fry
Bakery, Cakes & Dairy	Biscuits & Cookies	Heat & Eat Ready Meals
Beverages	Frozen Veggies & Snacks	Soups
Snacks & Branded Foods	Snacks & Namkeen	Dessert Mixes
Beauty & Hygiene	Spreads, Sauces, Ketchup	Home Baking
Cleaning & Household	**Ready To Cook & Eat**	Canned Food
Kitchen, Garden & Pets	Chocolates & Candies	
Eggs, Meat & Fish	Pickles & Chutney	
Gourmet & World Food	Indian Mithai	
Baby Care		
View All		

Navigation Bar Square

L1 Categories   **L2 Categories**   **L3 Categories**

Other Visibility Elements

L2 Category Banner

Category Banners on desktop appear when a user clicks on a particular L1, L2 or L3 category to get the respective L1, L2 or L3 category banner

Summary of Ad-Types
Banners

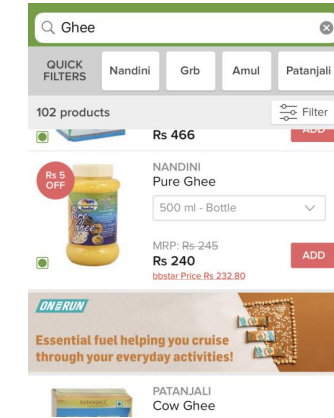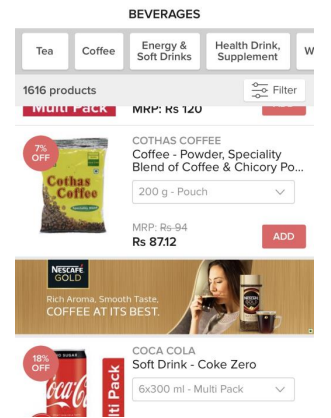|		Web	App	BB Accelerate		
Search Term Banner	Row-long ad-element interlaced with search results that are thrown up with keyword/ brand searches • Keywords: BB allows to tag upto 12 top keywords for a category • Rules: Broad targeting available – eg. a tea banner may be placed in a snacks search category	✅	✅	✅	*Search term banner for on-the-run bars with search for "Ghee"*	*Injection banner for Nescafe coffee under the Category > Beverages*
Injection Banner	Row-long ad-element interlaced with store-in-store listing displayed when browsing a category • Injection banners may be used in more than one L2/ L3 category basis relevance	✅	✅	✅		
L1 Top Banner	Row-long ad-element that is appears on top under the app and on the right as you hover over the L1 category on the web	✅	✅	❌	*L1 Top Banner (app): under bakery, cakes and dairy*	*L1 Top Banner (web): under snacks & branded foods*
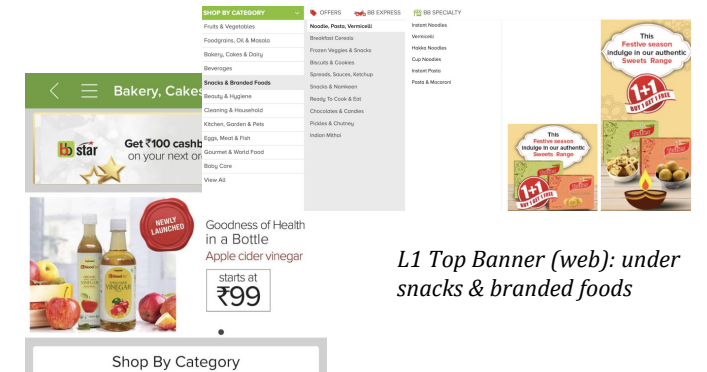
Summary of Ad-Types
Banners, Social Media, PNs

		Web	App	BB Accelerate
Home Page Banner	Row-long ad-element that is available on the app/website home page	✅	✅	❌
Social Media Campaigns	Creatives run across social media channels such as FB and IG. • **Micro-targeted** ads using BB purchase and browsing (cookie) data.	✅	✅	✅
Push Notifications	Creatives displayed over push notifications sent directly to the device lock screen/ notification center	❌	✅	✅

Note: BB Banner Best Practices guide.

Visibility Elements
Summary of Creative Variables

Parameters	PNs, STBs, IBs	Social Campaigns	Home Page Banner
Image: Text Ratio	>50% space to be occupied by images	>50% space to be occupied by images with some campaigns at 90% image shots	>50% space to be occupied by images with some campaigns at 90% image shots
Image Type	100% pack shot; can further be augmented thru usage shots	75% of the images are pack shots; with about 50% including usage/end-products	75% of the images are pack shots; with about 50% including usage/end-products
Comm. Obj.	Features and Benefits, Testimonials, Usage Occasions, Discounts	>60% focused on pdt. feature (ingredient story or differentiation) with <40% few others offering benefit/offer-based communication	>60% focused on pdt. feature (ingredient story or differentiation) with <40% few others offering benefit/offer-based communication
Offer type	Always include a number in the offer creative: could be amount-based or %age based	Coupon- or %age based (opt. BOGO); about 40% of top-campaigns had no offers	Coupon- or %age based (opt. BOGO); about 40% of top-campaigns had no offers
Offer timing	Don't mention offer period	Don't mention offer period	Don't mention offer period
Celebrity endorsement	Not necessary	Not necessary	Not necessary
Contest/ Sweepstakes	Not necessary	Only ~10% witnessed some contest in relation to pet-based foods	Only ~10% witnessed some contest in relation to pet-based foods
Others	Festive/Bulk offers	Communication around social engagement/emotional connect such as Grandma's recipe	

BB Web and App experience

BB platform for logged in versus logged out users displays different elements

- Eg. Sponsored products or personalized banners are not available for users browsing the platform without logging in

- Since logged out users have to sign in before product purchase and form a minor segment of the BB customers, startup brands may focus on the impact for logged in users

BB platform search algorithm

Whenever a logged-in user searches for any product on the platform, the product listing is in the order of:
f (top_selling_SKUs of_geography, last_purchased_SKU, etc)

- Top SKUs in Mumbai maybe different from Bangalore

- Top SKUs for a formerly transacting user changes to the last purchased product to ease platform usage

Uninfluenceable elements

Certain elements of the BB platform cannot be influenced:

- "Refine by" filters available in product listing pages

- Search prompts offered when attempting to search for a particular keyword
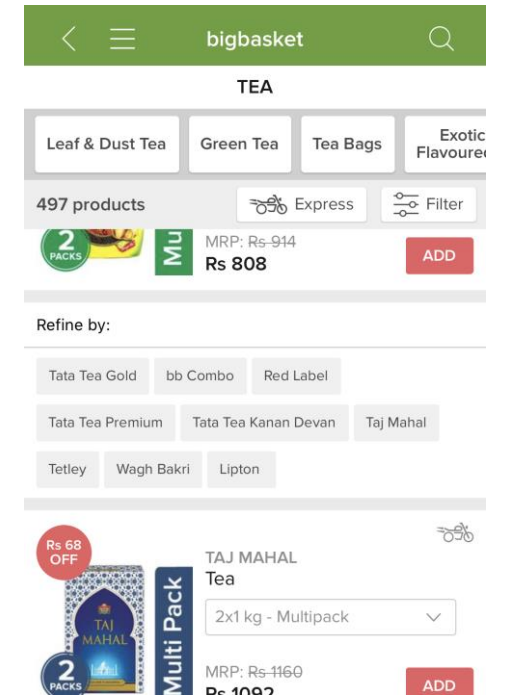
Refine by: filters of the BB platform are basis sales and are algo-driven; they cannot be influenced
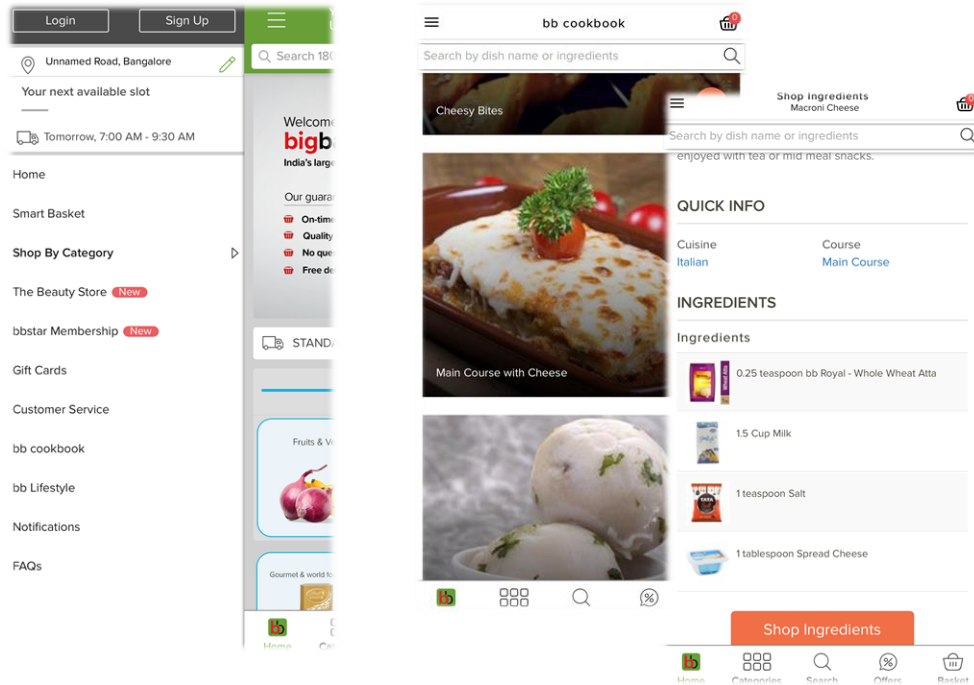
Additional Discoverability Options

📖 bb Cookbook

Engage by sponsoring recipe competitions where users can share their recipes & directly add-to-cart for the same swiping below
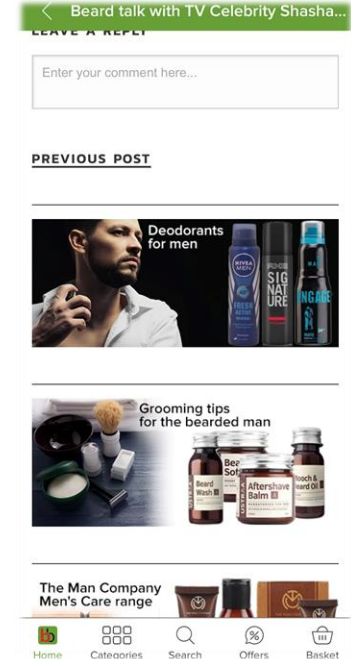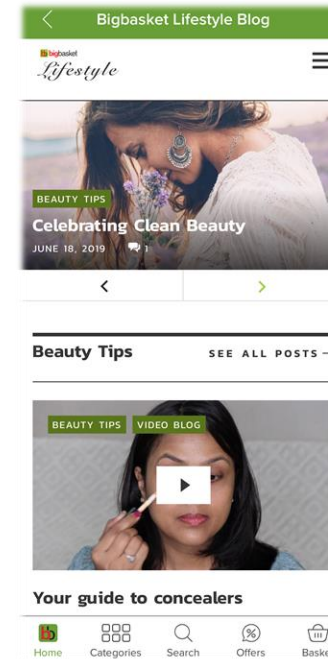
Eg. Main Course in Cheese offers recipes submitted and options to shop ingredients

🖥 bb Lifestyle Blog

Engage through sharing unique articles on the styling, make-up, wellness blog

Eg. MamaEarth could write on "monsoon protection for babies" and have banners on the right for free; similarly other accelerate brands may request BB to place their banners in relevant articles

Thank You