

## *Distributor E-Commerce Scorecard*

E-commerce development and digital marketing expertise is a top priority. International distributors must establish a plan and demonstrate patience. Are your distributors e-commerce leaders, performers, or laggards?

Assessment Criteria	Considerations	Rating: (10 = Best)
Distributor CEO Commitment	• Investment, engagement, and patience	
E-Commerce as Percent Total Sales	• How big is e-commerce for distributor?	
E-Commerce 2019 Growth Rate	• Results: 2020 trends? 3 year CAGR?	
2020 E-Commerce Growth Objective	• Benchmark versus overall country growth	
E-Commerce Team	• Dedicated? Experience? "A Players?"	
E-Commerce Analysts	• Dedicated or shared?	
Digital Marketing Manager	• Experience? Budget? Examples?	
Logistics: Fulfillment Capability	• Solution to deliver by unit?	
Top E-Commerce Customers	• Coverage, penetration?	
Amazon: Treated as Key Account?	• 2019 sales, trends, items listed	
# Items Sold: Your Brand	• Listed items at major retailer like Amazon	
# Items on Page 1 or 2: Your Brand	• Listed items on page 1 or page 2?	
Your Brand Share: Page 1 or 2	• Category share of items on page 1 or page 2?	
Category Sales Ranking: Your Brand	• Sales rank for key items	
# Customer Reviews: Your Brand	• Total number of reviews for your brand	
# Positive Reviews: Your Brand	• Number/percent of 4 and 5 star reviews	
Reputation Management	• Responsiveness to consumer feedback	
Percent Third Party Sales: Your Brand	• Sales trends through 3rd party merchants	
Special Packs	• Capability to create e-commerce packs	
Pricing: E-Commerce vs. Retail	• Pricing equilibrium: retail and e-commerce	