

Ecommerce Tools Retailer Scorecard

OUR PROMISE
GROWTH PROGRAM



www.ourpromisegrowth.com

For more information, please contact your sales representative.

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Retailer Scorecard

- We see an opportunity to partner with the retailer to elevate their sites to Best-in-Class status and drive overall business growth.
- The **Digital Center of Excellence (COE)** and **User Experience (UX)** teams have collaborated—leveraging various resources such as our digital playbook and the Baymard Institute research platform to develop the scoring guidelines.
- Instructions:
 - This score card is designed to be used along side the checklist and provides a more detailed look into your website and where optimizations are needed.
 - To use the scorecard, refer to the detailed scoring criteria outlined on slides 5-8, while reviewing your website and item setup sheet.
 - A score of 3 indicates the you are performing above average.
 - A score of 1 or 2 reflects average or below-average performance, identifying clear areas of opportunity.
 - These opportunity areas will require collaboration between you, the retailer, and SSB to address gaps and improve performance.
 - You can find best practice example in the Ecommerce Recommendations file.
- Scoring
 - 45-60 - Website needs little improvement, doing great
 - 30-45 – Website needs optimization
 - 0-30 – Work ASAP on optimizations

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Retailer Scorecard



Topic		Score	Basic requirements	Current Status	Target Date for Update
PDPs	Title & Copy		Must haves (3) - Product title formula met (brand; collection; model; profile; comfort level; product type; what’s included); long marketing copy is 250-500 char.; 5-8 short bullets		
	Product Details		Must haves (3) - Item setup sheet include key attributes; construction; dimensions; aesthetics		
	Carousel Assets		Must haves (4) - Hero lifestyle image; 5+ images; images consistent in size; allows optimized imagery		
	Buy Box		Must haves (6) - Add to cart button; reviews rating & count; product title; shipping options; clear selling price; all size options		
	Below the Fold		Must haves (3) - Enhanced content; reviews; product video		
Merchandising	PLP Tiles		Must display (5) - Lifestyle image; shows available items only; shipping options; clear selling price; review rating		
	Category & Brand Pages		Must have Category page (6) - Category page with ‘shop all’; ‘top brands’ option in category menu; shop by ‘type’; shop by feel; linkable images; features 2+ CTAs		
	Variant Roll Ups		Must display (1) - Items rolled up by model on PLP and PDPs (all sizes offered shown on 1 PDP)		
	Navigation		Must haves (3) - Top or left hand nav; display key categories in nav; navigation hover/fly outs (vs clicks), Serta/Beautyrest/BeautySleep/T&N easily discoverable in brands (2 clicks)		
	Filtering		Must haves (3) - Accurate search & filter results (correct product attribution); filter by type, feel & size; consistent filter format		

3 - Above Average 2 - Average 1 - Below Average

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Retailer Scorecard



Topic		Score	Basic requirements	Current Status	Target Date
Reviews	Review Collection		Must display (5) - SSB syndicated reviews; retailer native reviews; total review count; average review rating; syndicate by model (vs size)		
	Metrics		Must have (3) - 10+ reviews per model; avg. rating of 4.0+; latest review < 3 months old		
	Responses & Q&A		Must have (3) - Q&A is enabled; CX respond to < 4 reviews; CX respond within 48 hours		
Data	eComm POS Sales		Must have (1) - Monthly eComm POS sales at SKU level		
	Site Data		Must have (1) - Digital web metrics (conversion, visits/traffic)		
	Reporting		Must have (2) - Review reporting; conversion rate reporting		
Other	Operations		Other variables (2) - Salsify item setup API; Salsify enhanced content API		
	Accessibility		Must have (6) - Text be ≥ 16px; disclaimers be ≥ 14px; buttons be ≥ 48px; imagery has alt text; pause-able videos; website colors meet ADA color contrast compliancy**		
	Marketing		Must have (4) - On-site promotional content (CTAs); 6+ month budget & target KPIs; sponsored product ad listings (SPAs); Google SPAs		
	Assortment		Must have (3) - Price point range \$500-\$2000+; mix of MIBs & flat matts; defined strategy for .com only items		

🟢 - Above Average 🟡 - Average 🔴 - Below Average

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Scoring Guidelines



Topic		Requirements	3 (Above Average)	2 (Average)	1 (Below Average)
PDPs	Title & Copy	Must have (3) Product title formula met (brand; collection; model; profile; comfort level; product type; what's included); long marketing copy is 250-500 char.; 5-8 short bullets	Meets all requirements	Product title met; 1 - 4 short bullets	Does not meet yellow criteria
		Other variables (2) Long copy references product title 2x; 2 - 4 salient bullets	Meets 1 of 2	Meets 0	Meets 0
	Product Details	Must have (3) Item setup sheet include key attributes; construction; dimensions; aesthetics	Meets all requirements	Meets 2 of 3	Meets 1 or less
		Other variables (4) Item setup sheet captures additional attributes such as; construction features; coil details; cover details and certifications	Meets 3 of 4	Meets 2 of 4	Meets 1 or less
	Carousel Assets	Must have (4) Hero lifestyle image; 5+ images; images consistent in size; allows optimized imagery	Meets all requirements	Meets 2 of 4	Meets 1 or less
		Other variables (5) Video in carousel; zoomability; controllable image order; easy click through; thumbnails large enough to view	Meets 4 of 5	Meets 2 of 5	Meets 1 or less
	Buy Box	Must have (6) Add to cart button; reviews rating & count; product title; shipping options; clear selling price; all size options	Meets all requirements	Has 'add to cart' button & meets 2 other	No add to cart button in buy box
		Other variables (5) Delivery ETA; add to favorites button; # of questions in Q&A; hyperlink to shop total brand; 3 - 4 salient bullets	Meets 3 of 5	Meets 2 of 5	Meets 1 or less
	Below the Fold	Must have (3) Enhanced content; reviews; product video	All PDPs have requirements	50% of PDPs meet requirements	<50 % of PDPs meet requirements
		Other variables (3) Enhanced content API; customer Q&A; product recommendation strips	Meets 2 of 3	Meets 1 of 3	Meets 0

Each column outlines the requirements needed per grade.

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Topic		Requirements	3 (Above Average)	2 (Average)	1 (Below Average)
Merchandising	PLP Tiles	Must display (5) Lifestyle image; shows available items only; shipping options; clear selling price; review rating	Meets all requirements	Meets 2 of 5	Meets 1 or less
		Other variables (8) Shipping ETA; manual PDP boosting; item badging; lists variant options; hover for quick view; savings message; 'add to favorites' button; sponsored ads	Meets 6 of 8	Meets 4 of 8	Meets 3 or less
	Category & Brand Pages	Must have Category page (6) Category page with 'shop all'; 'top brands' option in category menu; shop by 'type'; shop by feel; linkable images; features 2+ CTAs	Has category page with shop all option	Has category page with shop by options	Does not have category page
		May have Brand page (5) Feature key collections; ability to easily refresh content; video capability; promotional content ATF; product recommendation strips	Has brand pages with key collections	Has brand pages	Does not have brand pages
	Variant Roll Ups	Must display (1) Items rolled up by model on PLP and PDPs (all sizes offered shown on 1 PDP)	All PDPs meet requirement	50% of PDPs meet requirement	< 50% of PDPs meet requirement
		Other variables (3) Rolled up by collection; option to add on base; no single size PLP tiles	Meets 2 of 3	Meets 1 of 3	None met
	Navigation	Must have (3) Top or left hand nav; display key categories in nav; navigation hover/fly outs (vs clicks), Serta/Beautyrest/Beauty Sleep easily discoverable in brands (2 clicks)	Meets all requirements	Meets 2 of 3	Meets 1 or less
		Other variables (2) 1-2 clicks to shop mattresses; double expose mattresses in various categories	Meets all requirements	Meets 1 of 2	None met
	Filtering	Must have (3) Accurate search & filter results (correct product attribution); filter by type, feel & size; consistent filter format	Meets all requirements	Meets 2 of 3	Meets 1 or less
		Other variables (4) Ability to select >1 filter at a time; filter for key features (cooling, pressure relief); include sale/outlet as filter; govern filter options	Meets 3 of 4	Meets 2 of 4	Meets 1 or less

Each column outlines the requirements needed per grade.

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Scoring Guidelines



Topic		Requirements	3 (Above Average)	2 (Average)	1 (Below Average)
Reviews	Review Collection	Must display (5) SSB native reviews; retailer native reviews; total review count; average review rating; syndicate by model (vs size)	Meets all requirements	Meets 3 of 5	Meets 2 or less
		Other variables (4) Customer images accepted in reviews; post purchase reviews collected; competitors roll up reviews by model; has own sampling program	Meets 3 of 4	Meets 2 of 4	Meets 1 or less
	Metrics	Must have (3) 10+ reviews per model; avg. rating of 4.0+; last review < 3 months old	Meets all requirements	Meets 2 of 3	Meets 1 or less
	Responses & Q&A	Must have (3) Q&A is enabled; CX respond to < 4 reviews; CX respond within 48 hours	Meets 2 of 3	Meets 1 of 3	None met
Data	eComm POS Sales	Must have (1) Monthly eComm POS sales at SKU level	Meets all requirements	N/A	None met
	Site Data	Must have (1) Digital web metrics (conversion, visits/traffic)	Meets all requirements	N/A	None met
		Other variables (1) Content reporting (click through rate, heatmapping)	Meets all requirements	N/A	None met
	Reporting	Must have (2) Review reporting (need exclusive model review reports); conversion rate reporting (need PDP views)	Meets all requirements	Meets 1 of 2	None met

Each column outlines the requirements needed per grade.

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Topic		Requirements	3 (Above Average)	2 (Average)	1 (Below Average)
Other	Operations	Other variables (2) Salsify item setup API; Salsify enhanced content API	Salsify API for item setup & EC	Salsify API for either item setup or EC	No Salsify API
	Accessibility*	Must have (6) Text be ≥ 16px; disclaimers be ≥ 14px; buttons be ≥ 48px; imagery has alt text; pause-able videos; website colors meet ADA color contrast compliancy**	Meets 4 of 6	Meets 3 of 6	Meets 2 or less
	Marketing	Must have (4) On-site promotional content; 6+ month budget & target KPIs; sponsored product ad listings (SPAs); Google SPAs	Meets all requirements	Meets 2 of 4	Meets 1 or less
		Other variables (7) Homepage placements; on-site awareness banners; email support; plan for accrual to fund; off-site paid search; display retargeting; social media campaigns	Meets 5 of 7	Meets 4 of 7	Meets 3 or less
	Assortment	Must have (3) Price point range \$500-\$2000+; mix of MIBs & flat matts; defined strategy for .com only items	Meets all requirements	Meets 2 of 3	Meets 1 or less

Each column outlines the requirements needed per grade.