ZMS INSIGHTS
Factsheet

Benefit from a holistic data understanding

- ZMS Insights provides brand partners with **access to purchase, onsite and customer survey data** of ~ 32 million active customers and across ~ 380 million monthly shop visits

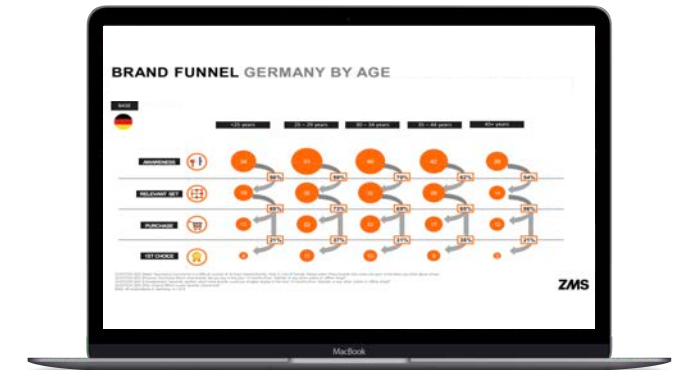- ZMS Insights enables **data-driven strategy, marketing and merchandising decision making**

ZMS

ZMS Insights leverages Zalando data in three main ways

1. Self-Service: ZMS Insights Tool
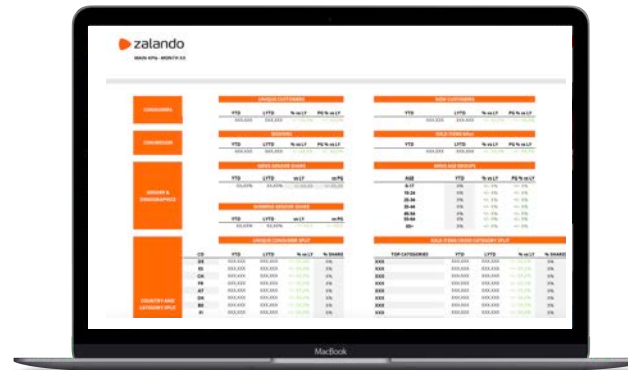
2. Customized Dashboards

3. Consulting Services

Self-service

**ZMS Insights offering
to Zalando brand partners**

Managed

ZMS

1. ZMS Insights Tool

24/7 self-service platform with purchase, customer, onsite and SKU metrics on your brand's performance on Zalando

- 8 detailed dashboards with more than 30 metrics

- Compare your performance to a selected peer group

- Track your performance (WoW, YoY), up to 2 years

- Monitor your market share and competition on Zalando

- Drill down metrics on SKU level

- Apply learnings from the ZMS Insights Tool to ZMS campaigns
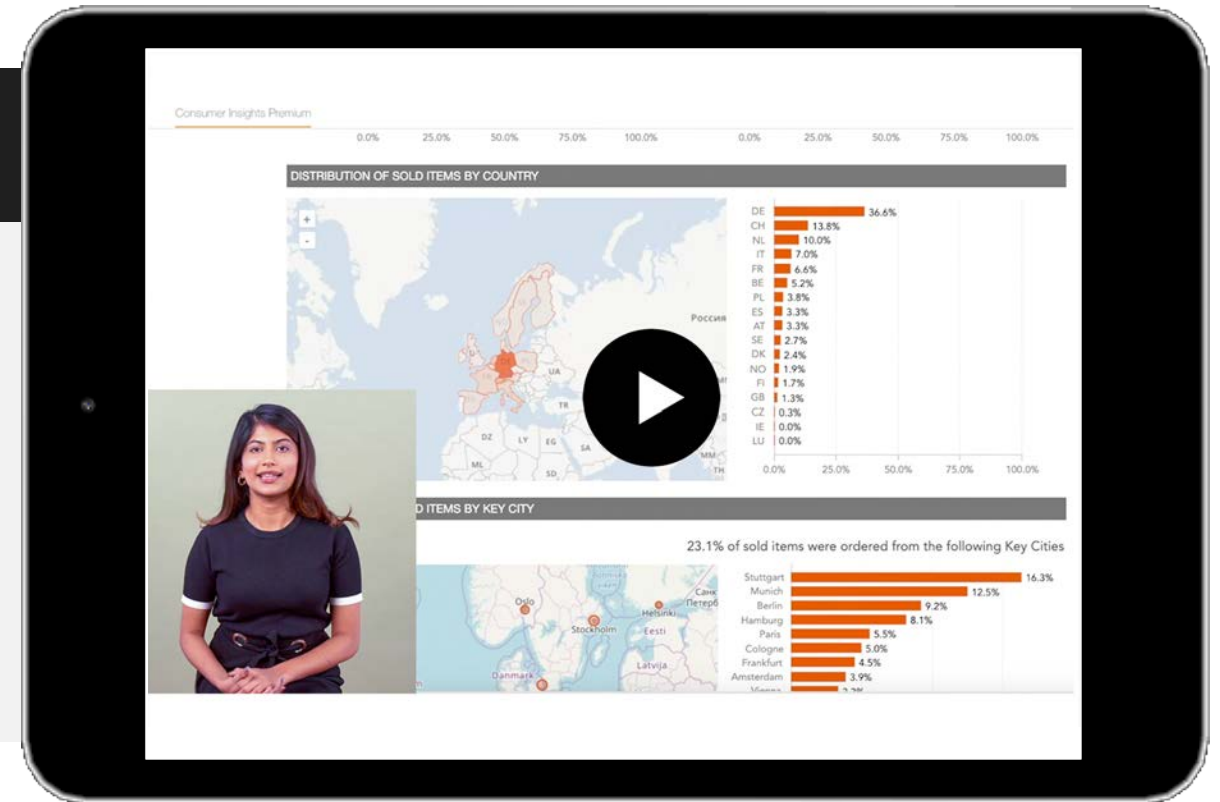
Check the **ZMS Insights Tool Video** and learn how to easily access relevant insights

Ask your Partner Consultant for more details.

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1. ZMS Insights Tool
Explore granular data insights

Executive Dashboard

by brand

- Growth Merchandise Volume
- Product Detail Page views
- Customers
- Top product categories
- Product category market share

SKU Insights

by brand, SKU, age, gender, product gender, product category, country, city, timeframe

- SKU demographics
- SKU item sales rank
- SKU Product Detail Page views
- Distribution of sold items by country and key city

PDP Insights

by brand, SKU, age, gender, product gender, product category, country, timeframe

- Product Detail Page evolution
- Conversion Rate evolution

Performance

by brand, user gender, product gender, product category, country, timeframe

- Gross Merchandise Volume WoW & YoY evolution
- Country distribution
- Country market share
- Country ranking
- Product category distribution
- Product category market share
- Product category ranking

Customer

by brand, user gender, product gender, product category, country, timeframe

- Age
- Gender
- Urbanization
- New customers to brand / Zalando
- Basket contribution in items
- Basket contribution in value
- Pure orders
- Repeat orders
- Returning buyer share

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1. ZMS Insights Tool
Explore granular data insights

Social Media Share of Voice

by keywords, hashtags, mentions, channels, countries

- # of content creators
- # of followers
- # of posts
- # of impressions
- # of engagements
- Engagement Rate

Flexible View

by age, user gender, product gender, product category, device, new/returning customers, new/returning visitor

- # of visits
- Product Detail Page views
- Add to wishlist
- Add to cart
- # of orders
- Sold items

Onsite Behavior

by brand, product gender, country, timeframe

- Device type
- Visits
- Orders
- Conversion
- Brand search
- Filter usage
- Product Detail Page views
- Add to wishlist
- Add to cart
- Basket to order rate
- Product Detail Page views to order rate
- Order ratio (conversion rate)
- Top 10 brand search phrases

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2. Customized Dashboards

Track your performance on your own terms by fully customized dashboards

- KPI views of Zalando data tailored to your specific needs

- Identify poor or great performance early

- Track multiple data sources in one central location
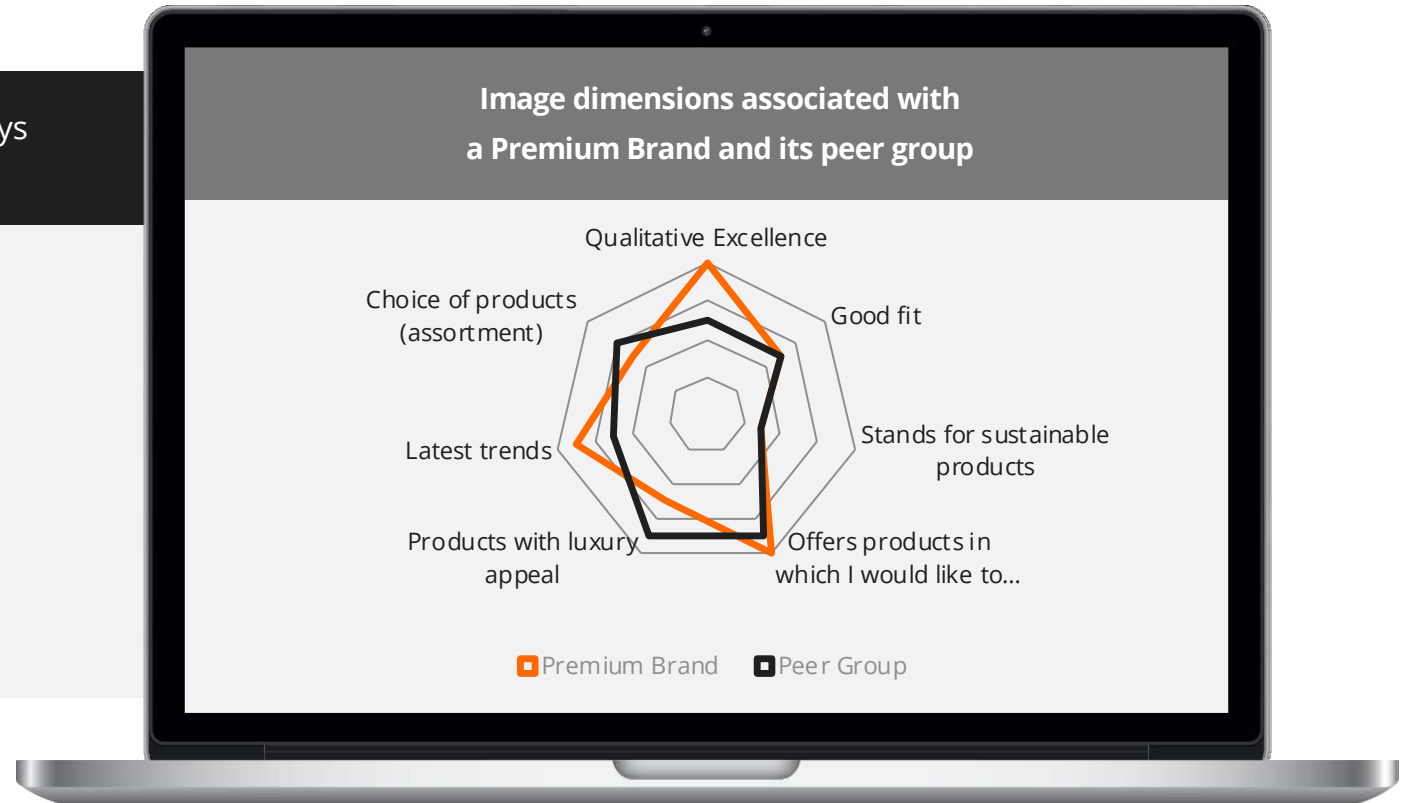
- Make use of your own KPI definitions

Ask your Partner Consultant for more details.

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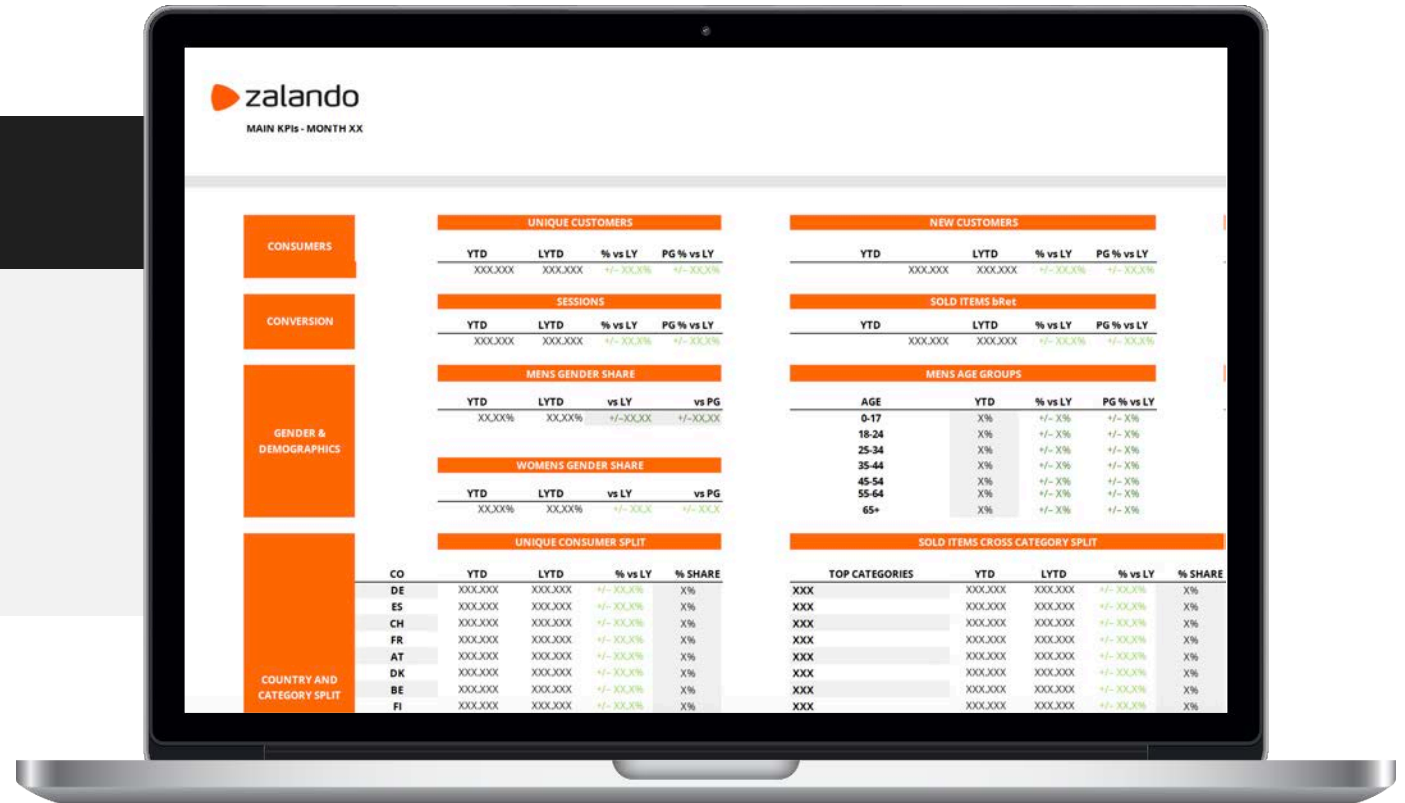
3. Consulting Services

We combine purchase and onsite data as well as customer surveys for tailored brand & sales analysis

- Understand your brand perception

- Explore motivations & mindset of your target group(s)

- Gain valuable competition benchmarks

- Discover new market opportunities

- Benefit from early customer feedback on your future product launches

Image dimensions associated with a Premium Brand and its peer group

Qualitative Excellence
Good fit
Stands for sustainable products
Offers products in which I would like to...
Products with luxury appeal
Latest trends
Choice of products (assortment)

■ Premium Brand   ■ Peer Group

Ask your Partner Consultant for more details.

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