



OSM Guideline

LGE Data Insight Team | Version 1.0 May 2024 update



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* Generally, all data is collected from public sources on the retailer sites, however, certain markets may have restrictions on the use of data collected.
Please keep all the provided data confidential and Data Insight Team's approval is mandatory if any data needs to be shared externally.
(Do not share any data with others)

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(ref.) OSM Competitiveness

(ref.) Competitiveness & Data Detail

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Frequently Asked Questions

Inquiry on Score & Data

- Please attach the screenshot of dashboard with the information of all the applied filters when contacting us with inquiries.
- * Please note that the raw data on dashboard is not directly transformed to the score, as it's just a data set of collected data that needs to be processed. (ex. excluding void products, etc.)

Change Request on Monitoring Criteria

(ex. add/delete Search Keyword or Competitor Brand, etc.)

- Request after getting confirmation from BU HQ.

Request on Adding/changing Retailer & Category scope

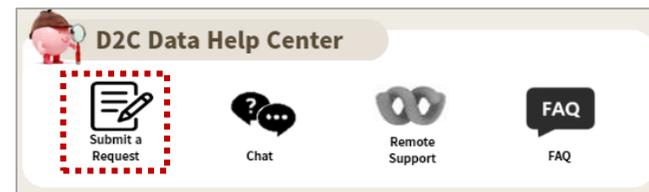
- Retailer Removal : To delete certain retailer from the monitoring scope, request after getting confirmation from BU HQ.
- Adding new Retailer : Fill out the request form and request to Data Insight Team PIC.
- * Data Insight Team PIC will evaluate the retailers & categories in terms of sales volume, marketing influence and product coverage and determine if they should be added. Please find attached request form provided on the right for more details.



Retailer Addition
Request Form

■ Key Contact

- **Primary contact should be done through D2C Dashboard Help Center**
(<https://d2cglobalmarketing.lge.com/portal/user/main> > Submit a request)
- Data Insight Team : Aida Boussetta (aida.boussetta@lge.com)

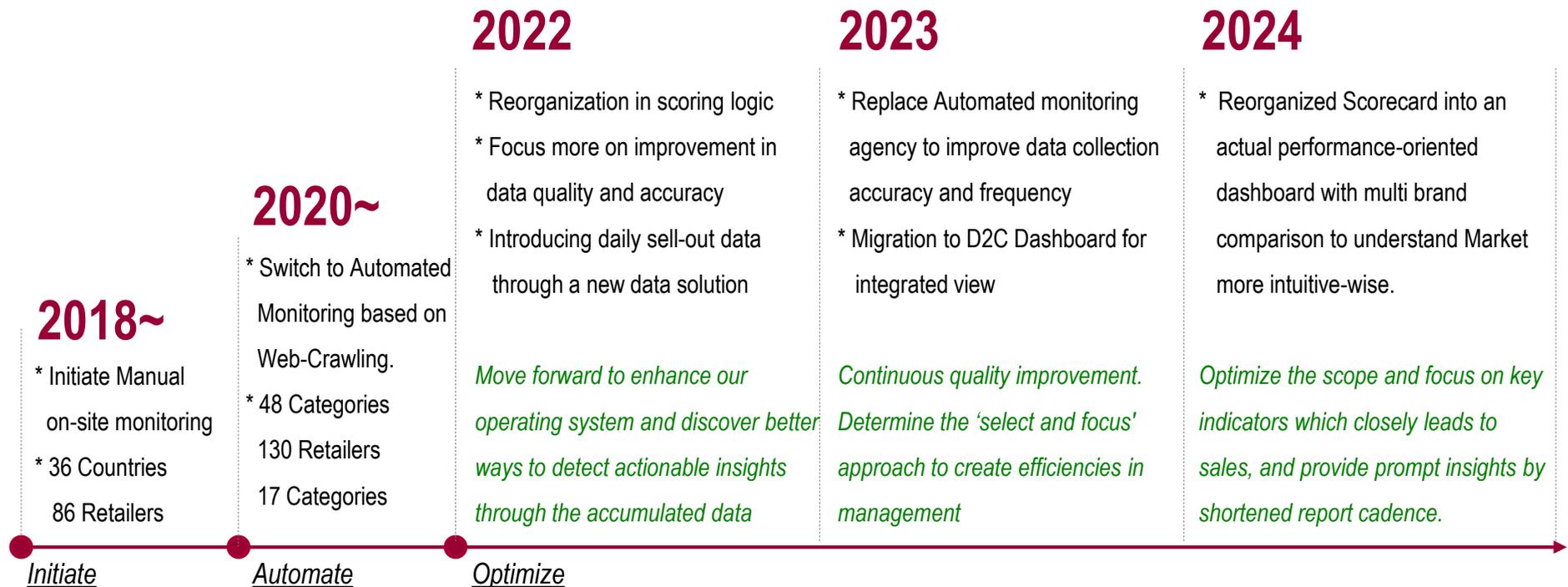


1. About 2024 OSM

2024 OSM | What is OSM?

- Online Store Management (OSM) begins with monitoring our competitiveness on the online retailer websites. (eg. Amazon, Lazada, Shopee)
- Daily based analytics will enable us to understand how to drive more traffics to our product pages, boost conversion rate as well as how to influence consumer buying behavior for both e-commerce and in-store sales.
- Our performance evaluation and market detecting through the monitoring offers certain parameters to identify our weaknesses and opportunities available.

Online Store Management Project Milestone



2024 OSM | OSM Mission & Goal

- The objective of OSM management since 2022 is to contribute a meaningful performance improvement from detecting both our competitor's and our own performance, diagnosing and taking prompt remedial actions in our online e-commerce business.
- Through the key initiatives under our 3 major improvement points, we aim to find better ways to utilize our OSM management to acquire insights and setup effective business strategies.

'24 Goal

Expand its perspective from competition to the whole market, contribute to business providing intuitive and immediate insights.

<i>Improvement Points</i>	<i>Improvement Direction</i>	<i>Key initiatives</i>
1 Data Collection	Optimize OSM Monitoring Scope	Optimizing '24 Monitoring Scope by BU/Sub focused retailers, category
	Increase data frequency & accuracy	Web crawl overall data in Daily basis Shorten the Validation Routine in daily & weekly basis
2 Data Measurement	Development of OSM Factors to impact sales.	'Select and Focus' to Sales Key Indicators
	Simplification of the evaluation to more intuitive way.	Actual Performance oriented, cross Item view to figure out association between SERP and Price.
3 Report	Enhance Visibility to Total Market	Provide Multi Brand Comparison and Share Index
	Support to figure out the management point on-time by prompt Reporting	Weekly Dashboard Report
	Providing total Market Insight	Regional Market Insight Report across various Data

2024 OSM | OSM Monitoring Changes

1 New Data Collecting Process

- In order to optimize the monitoring targets, 2024 scope is reconstructed upon requests from the BU and subsidiaries and narrowed down to the 79 retailers.
- To 'Select and Focus' retailers which received collection requests from two or more BUs is considered as the top priority, and previously monitored retailers are included in the list for the data continuity, if it meets the request received by more than one BU (H&A, HE, IT)

Total Coverage

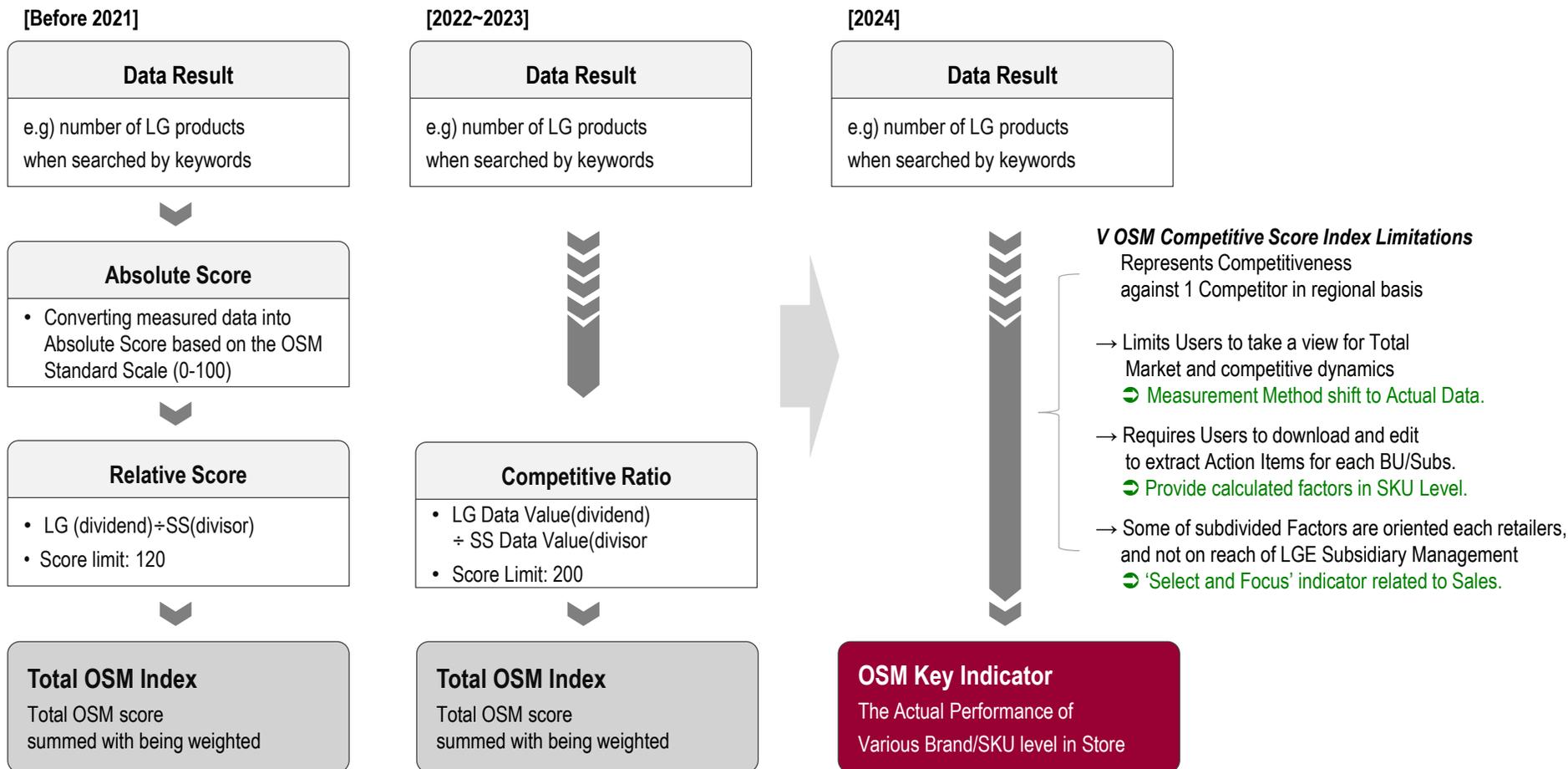
[2023] 35 Countries 76 Retailer

▶ **[2024] 36 Countries 79 Retailer**

Status	Country	Retailer	URL	Data Period	Remarks
Termination	Russia	DNS	https://www.dns-shop.ru/	~ 2023/12/31	Technical Limitation
	Russia	HOLODILNIK	https://www.holodilnik.ru/	~ 2023/12/31	
	Russia	OZON	https://www.ozon.ru/	~ 2023/12/31	
	China	JD	https://jd.com/	~ 2024/01/31	Weak Importance (Sub. Request)
	CA	RONA	https://www.rona.ca/	~ 2024/01/31	
Newly Launched (1st Phase)	Brazil	MAGAZINLUIZA	https://www.magazineluiza.com.br/	2024/03/08 ~	
	Thailand	LAZADA	https://www.lazada.th	2024/03/08 ~	
	Chile	FALABELLA	https://www.falabella.com/falabella-cl/	2024/03/08 ~	
	Canada	HOMEDEPOT	https://homedepot.ca/	2024/03/08 ~	
Newly Launched (2nd Phase)	Austria	MEDIAMARKT	https://www.mediamarkt.at/	2024/04/12 ~	
	Brazil	AMAZON	https://amazon.com.br	2024/04/12 ~	
	Canada	THEBRICK	https://www.thebrick.com	2024/04/12 ~	
	Mexico	LIVERPOOL	https://liverpool.com.mx	2024/04/12 ~	
Newly Launched (3rd Phase)	Added Category for Pre-launched retailers (33 Categories)			2024/05/01 ~	FR, Ovens, else.
	Added Category for Pre-launched retailers (28 Categories)			2024/05/10 ~	Dishwasher, else.

- Moving forward, putting behind the Competitive Scoring System based on 1:1 comparison to competitor in country level, new OSM Dashboard is more focused to Actual-Data based factors to allow intuitive insights related to sales performance in the store and our own performance. Revamped dashboard enables users to explore values of various brands and drill-down to the SKU level data in 1 Page View.

Measurement Method Change



- One step further from Scorecard that measuring store management capabilities compared to competitor, 2024 OSM would 'Select and Focus' to the factors that LGE has reach on actual management, understanding existing Factors as 5 visibility relate and 4 sales contribute Factors and monitor in Actual Data.
- Reconstruct the dashboard based on selected Factors and provide Key Indicators which could provide intuitive and timely insight.

OSM Factors

Monitoring Key

Transition from monitoring online store management capabilities to track sales-related indicator status and bring out immediate action.

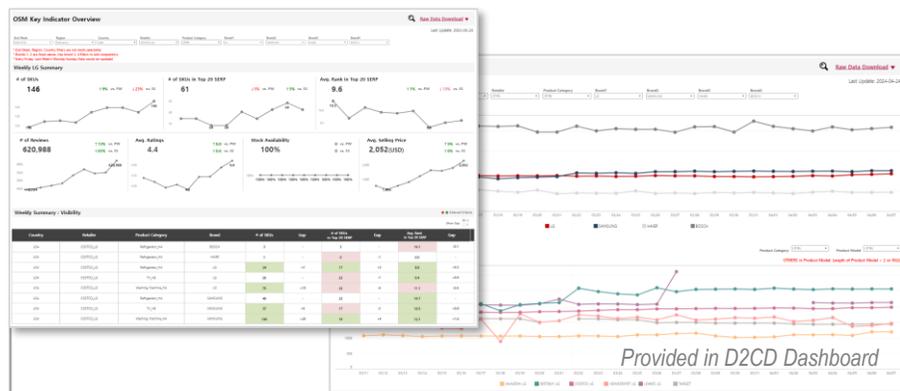
		Items	Current Index	Key Indicator for Dashboard
Visibility	●	Banner	Number of banners in Main/Category Pages	Share of Visibility * SERP Focused
		Search Result	Number of products within the top 20 list when searching with selected generic keywords	
		Product List	Number of products within the top 20 list when browsing GNB	
	●	Rank	Top Rank	Average rank of the highest position within the top 20 list in Search Result & Category pages
		Avg. Rank	Average rank within the top 20 list in Search Result & Category pages	
Conversion	●	Image	Number of images for each products (SKU) in the gallery section of PDP (Product detail Page)	
		Video	Number of the total videos for each products (SKU) in PDP (Product Detail Page)	
	●	Reviews	Number of Reviews on each Product (SKU)	# of Review
	●	Rating	Rating score from 0 to 5 where 5 is best	Avg. Rating
	●	SKU	Number of displayed products	
	●	Availability	Whether the product in portfolio is available to purchase, or out of stock	In Stock Rate (%), OOS Days
	●	Price	Price change and promotion (e.g. discount)	Price Trends

2024 OSM | OSM Monitoring Report Changes

- Transition from Bi-Monthly Report to Weekly Dashboard that enables users to check current performance in each store.
- MI Report would be published in monthly cadence to provide in-depth analysis through the overall market, based on OSM and External data.

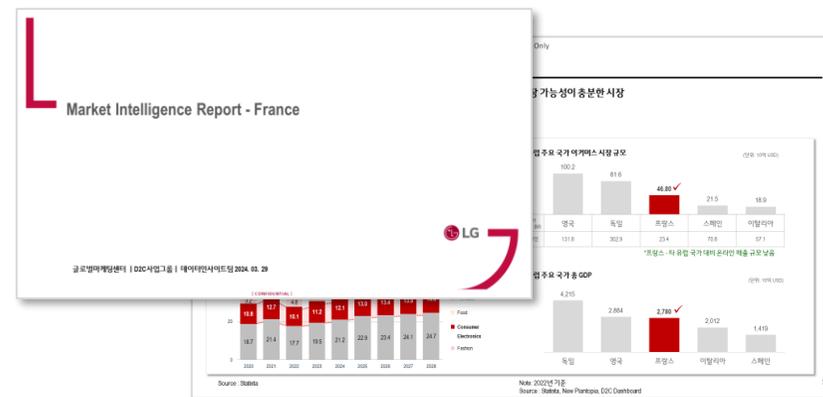
OSM Key Indicator Dashboard (Weekly)

Weekly Key Indicator Report based on OSM data. Represent key indicator performance for each stores and SKUs that needs improvement.



Market Insight Report (Monthly)

A Monthly Report offering in-depth analysis of the overall market (1 country), incorporating external data with OSM data for wide insight.



OSM Key Indicator Dashboard Details (May 2024 Launch)

Dashboard	Description
Key Indicator Overview	Key Indicator based on Actual Data, a performance management panel that quickly identifies the latest eight weeks of trends at the brand level within each category of distribution.
Key Indicator Visibility	Provision of top exposure SOVs of companies and competitors within a single distribution centered on Search Rank, aggregation of weekly top-exposed products, and fluctuation trends.
Key Indicator Conversion	Tracking key information such as reviews, ratings, and inventory within PDP to provide trends in our product operations over the past 8 weeks.
Price Trends	Tracking price fluctuations within PDP on OSM to offer a Price Landscape for our products and those of competitors, by product groups category.

2024 OSM I OSM Monitoring Frequency

- As a way to improve the overall data quality and data missing rate, data collection frequency for images, video, reviews, rating, availability, and the price changed from monthly to daily basis.

OSM Factors	Description	Daily Collection Frequency		
		'21	'22	'23~
○ Master Data: SKU List	Info of all the launched products	Monthly	Bi-Weekly	Daily
Image	Number of images for each products (SKU) in the gallery section of PDP (Product detail Page)	Monthly	Bi-Weekly	
Video	Number of the total videos for each products (SKU) in PDP (Product Detail Page)	Monthly	Bi-Weekly	
Product List	Number of products within the top 20 list when browsing GNB	Bi-Weekly	Bi-Weekly	
Banner	Number of banners in Main/Category Pages	Daily	Daily	
Search Result	Number of products within the top 20 list when searching with selected generic keywords	Daily	Daily	
Top Rank	Average rank of the highest position within the top 20 list in Search Result & Category pages	-	Daily	
Avg. Rank	Average rank within the top 20 list in Search Result & Category pages	-	Daily	
Reviews	Number of Reviews on each Product (SKU)	Daily	Daily	
Rating	Rating score from 0 to 5 where 5 is best	Daily	Daily	
Availability	Whether the product in portfolio is available to purchase, or out of stock	Daily	Daily	
Price & Sales	Price changes and promotion price(e.g. discount), sell-out, sales quantity	Daily	Daily	

- Big-I Dashboard update of monitored data takes max. 24 hrs.
- In May, we will complete the migration of our web crawling agency from EDGE to Epopcon, so we will be able to use EDGE collected data until May '23, and from June onwards, all of our online stores' data are collected and provided by Epopcon.
- SKU list used to be updated on the designated date of the month, but after the shift to Epopcon service, it is now updated on daily basis from June 2023..
- If any parts of collecting data are mistakenly collected, please send them to us for correction.
- Operation Team is running weekly validation/correction process, **OSM data is updated in daily cadence, but every Mon-Sun Data is fixed next week's Friday.**

2. D2CD _ OSM Dashboard

D2C Dashboard | Navigation

- How to access OSM Dashboard : D2C Data Portal Home > In-depth Analysis > Retail Channel > Online Store Management
- How to download raw data : Online Store Management > “Raw Data Download” button at the top of each tab
- How to submit request : Online Store Management > D2C Data Help Center > Submit a Request

[OSM Dashboard Access]

The screenshot shows the OSM Dashboard interface. On the left sidebar, the 'In-depth Analysis' menu item is highlighted with a red box. The main dashboard area features a 'WELCOME TO D2C DATA PORTAL' header and a navigation menu. A red box highlights the 'Raw Data Download' button in the top right corner. A red box highlights the 'Online Store Management' option in the 'In-depth Analysis' dropdown menu.

[Raw Data Download]

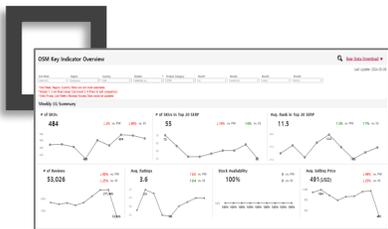
The screenshot shows the 'Raw Data Download' interface. A red box highlights the 'Raw Data Download' button in the top right corner. A red box highlights the 'Raw Data Download' button in the top right corner of the data table.

Year	Mon.	Week	Date	Regi.	Country	Retailer	Product Category	Brand	Page Type	Page Name	URL	Banner Image	Product Count	Banner Size (H)	Banner Size (W)
2024	4	W16	2024-04	Asia	Australia	Jbhifl_AU	Monitor_IT	LG	MAIN		https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	21	181	168
							Refrigerator_HA	LG	Home Appliances		https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	14	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	12	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	13	19	3,284
							TV_HE	LG	Home Appliances		https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	3	19	3,284
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	6	370	1,124
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	6	181	168
							TVs				https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	7	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	6	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	7	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	6	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	7	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	6	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	7	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	15	181	168
											https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	3	19	3,284
							Washing Mach.	LG	Home Appliances		https://www.jbhifl.com.au/	https://images.ctfassets.net/xa93k/	7	181	168
							Monitor_IT	LG	Homepage		https://www.thegoodguys.com.au/	https://images.ctfassets.net/xa93k/	1	270	298
							Refrigerator_HA	LG	Fridges & Freezers		https://www.thegoodguys.com.au/	https://images.ctfassets.net/xa93k/	10	130	222
											https://www.thegoodguys.com.au/	https://images.ctfassets.net/xa93k/	9	130	222
											https://www.thegoodguys.com.au/	https://images.ctfassets.net/xa93k/	10	130	222

D2C Dashboard | OSM Key Indicator (Overview of Content)

- The OSM data is provided in weekly basis and constructed base on Key Indicator which affects purchases in online store.
- Four main pages represents OSM trends in different perspectives, certain graphs provides SKU filtering options to help users to check detailed data in 1 page view.

Key Indicator Overview



「Key Indicator Overview」 This menu summarizes the Key Indicator data values for LG products in the form of 7 graphs

The Visibility / Conversion table at the bottom of the page allows you to check the data for the current week and compare it with the previous week's values.

Key Indicator : Visibility



「Key Indicator : Visibility」 This menu shows key data analyses based on the top 20 in the search results.

Graphs and a table show the status of top products (both LG and competitors) within OSM. This page also shows the share of brands in the Banner, Product List (Menu) area within OSM.

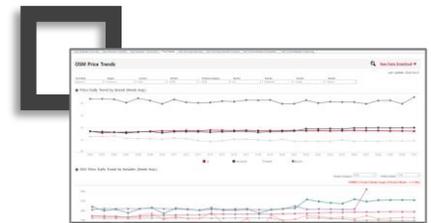
Key Indicator : Conversion



「Key Indicator : Conversion」 This menu visualizes key information in the OSM PDP (Product Detail Page).

Graphs and tables intuitively show information such as the number of reviews, average ratings, the status of positive / negative reviews, and current inventory.

Price Trends



「Price Trends」 This menu shows a graph of daily price changes.

The graph at the bottom shows the price fluctuations by retailer of each category or specific SKU, which allows you to understand the market flow.

* In the case of OSM Scoring provided by the previous OSM dashboard,

Check it on the following tabs. (ref.) Scoring Overview, (ref.) Scoring Overview Custom, (ref.) Score Details 1. Competitive, (ref.) Score Details 2. Data Avg.

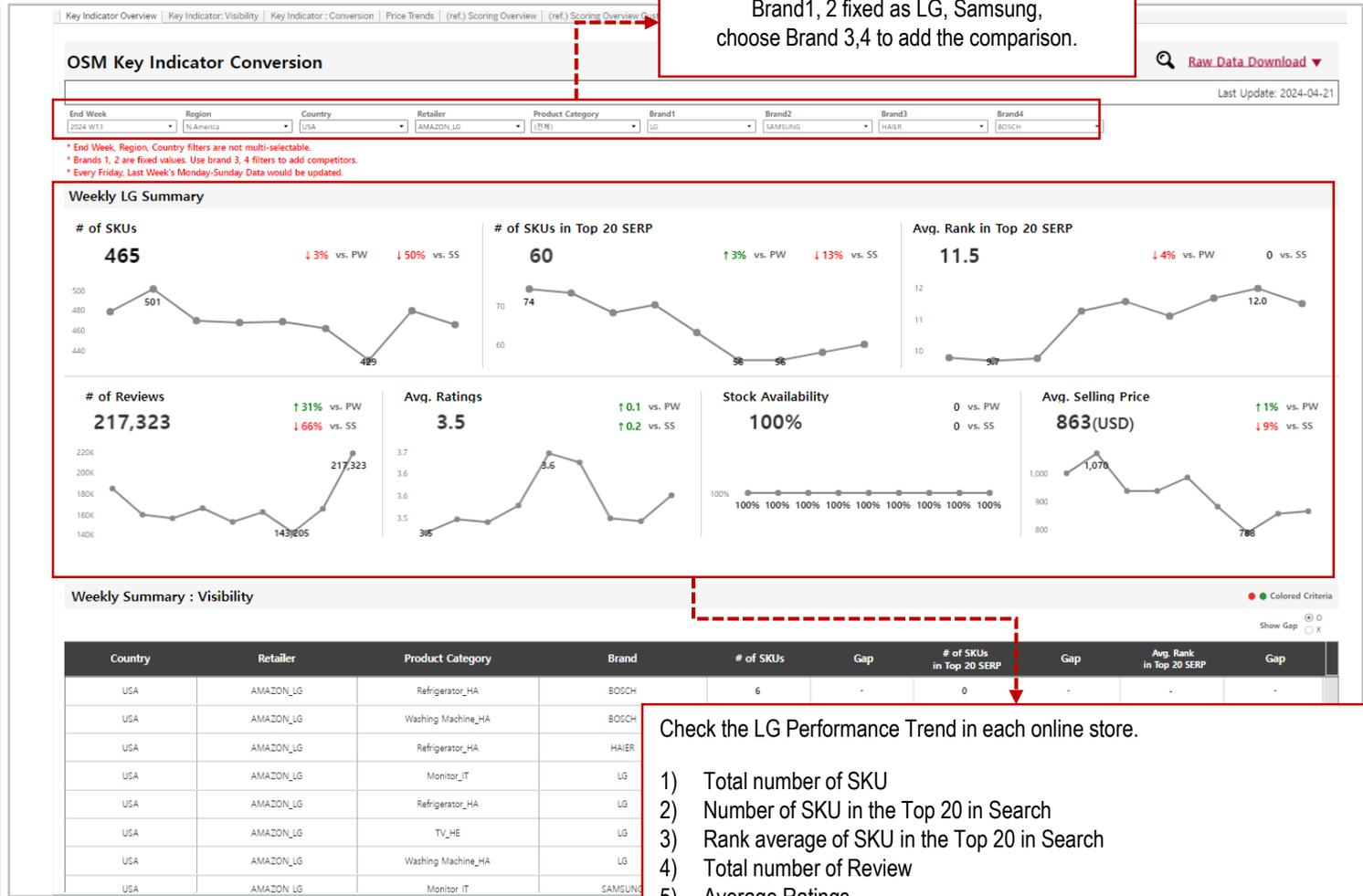
** Raw data on a daily basis can be viewed and downloaded through the Raw Data Download menu located at the top right corner of each page.

D2C Dashboard | OSM Key Indicator (Overview)

- Summary of Key Indicator which affects purchase in online store, provided in actual data for intuitive view for LG Performance within latest 8 weeks in each store.
 - ➡ Check the trend compared to the previous week and the level of superiority against the competitor, and intuitively check the factors that need to take action.

Online Store Management

- Key Indicator Overview ➤
- Key Indicator Visibility
- Key Indicator Conversion
- Price Trends
- (ref) Scoring Overview
- (ref) Scoring Overview Custom
- (ref) Scoring Detail1.
- (ref) Scoring Detail2.



D2C Dashboard | OSM Key Indicator (Overview)

- Summary of Key Indicator which affects purchase in online store, provided in actual data for intuitive view for LG Performance within latest 8 weeks in each store.
 - ➡ Check data by retailer, category, and brand to identify changes compared to the previous week and to find conversion factors requires improvement (Stock Status, Price etc.)

Online Store Management

Key Indicator Overview ▶

Key Indicator Visibility

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.

Weekly Summary : Conversion

Country	Retailer	Product Category	Brand	# of Reviews	Gap	Avg. Rating	Gap	Stock Availability	Gap	Avg. Selling Price	Gap	Currency
USA	AMAZON.LG	Refrigerator_HA	BOSCH	34	+21%	3.0	+0.4	-	-	2584	-316	USD
USA	AMAZON.LG	Washing Machine_HA	BOSCH	-	-	-	-	-	-	-	-	USD
USA	AMAZON.LG	Refrigerator_HA	HAIER	39	-11%	1.9	+0.1	100%	-	374	-50	USD
USA	AMAZON.LG	Monitor_IT	LG	204,043	+20%	4.1	+0.1	100%	-	453	+15	USD
USA	AMAZON.LG	Refrigerator_HA	LG	21,405	+1239%	1.8	-	-	-	1690	+113	USD
USA	AMAZON.LG	TV_HE	LG	40,103	-10%	3.6	-0.1	100%	-	1787	+269	USD
USA	AMAZON.LG	Washing Machine_HA	LG	4,614	+233%	2.7	+0.1	100%	-	885	+57	USD
USA	AMAZON.LG	Monitor_IT	SAMSUNG	222,055	+11%	3.8	-	100%	-	479	-51	USD
USA	AMAZON.LG	Refrigerator_HA	SAMSUNG	61,082	+1%	3.2	-	100%	-	601	-65	USD
USA	AMAZON.LG	TV_HE	SAMSUNG	349,781	-6%	3.2	-	100%	-	1654	+308	USD

Colored Criteria: ● ● ●

Show Gap:

Fluctuation status of each Factor
 Green - Increase compared to the previous week
 Red – Decrease compared to the previous week
 No background color –No change compared to the previous week.

Show Gap
 Click the radio button to select the presence or absence of the gap column (check the week-over-week change rate)

D2C Dashboard | OSM Key Indicator (Visibility)

- View how much visibility LG is gaining in store, rank exposed and product count and days trends in each retailers' search result page for latest 8 weeks.
 - ➡ Provides the number of products in the top 20 exposure in selected retailers and the average rank within top 20 exposed brand. (LG and competitors).

Online Store Management

Key Indicator Overview

Key Indicator Visibility ▶

Key Indicator Conversion

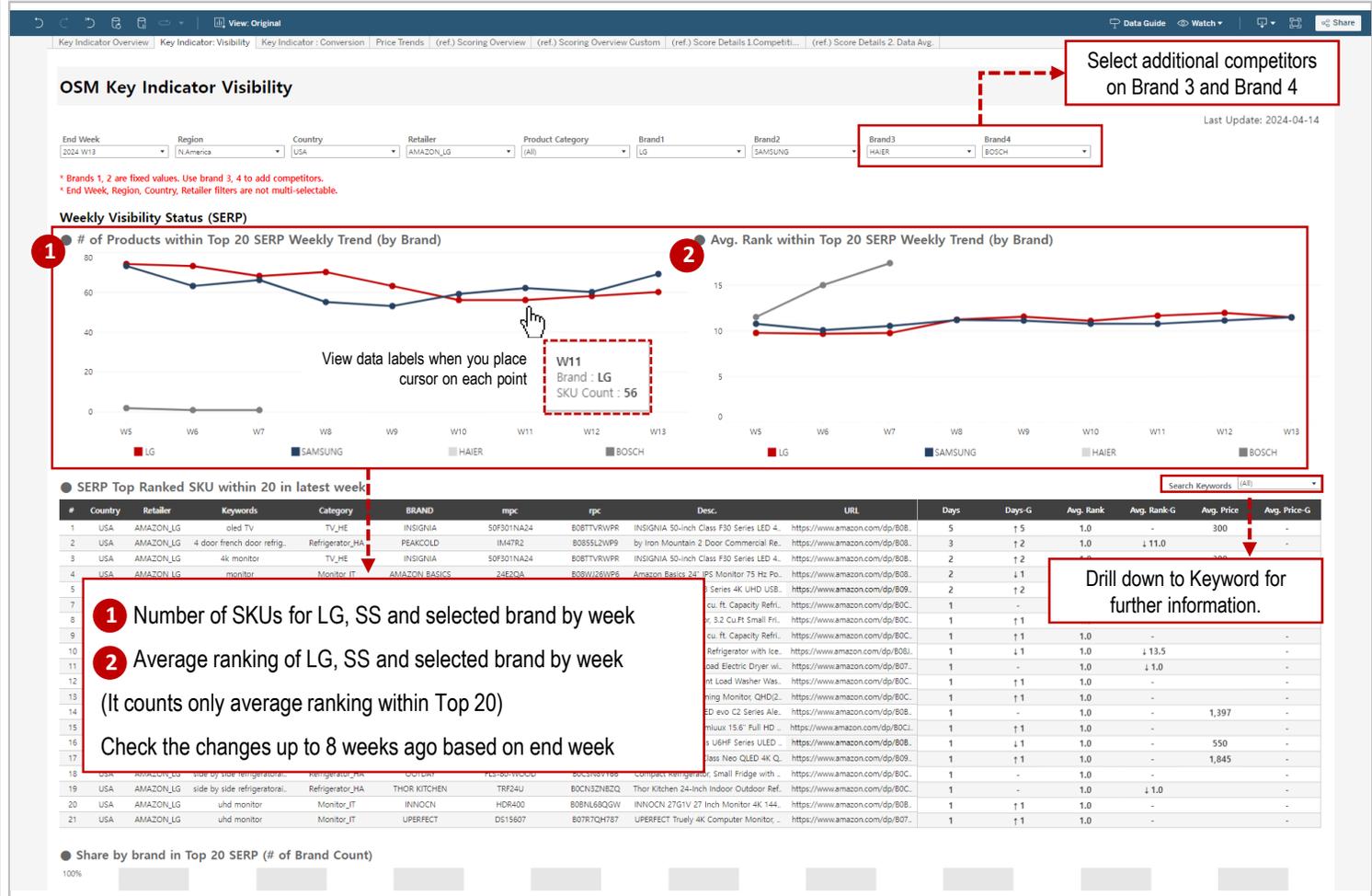
Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | OSM Key Indicator (Visibility)

- View how much visibility LG is gaining in store, rank exposed and product count and days trends in each retailers' search result page for latest 8 weeks.
 - Base on the selected End Week and filtered criteria, the table provides the most top rated products with conversion details (Price etc.) in ascending order.

Online Store Management

Key Indicator Overview

Key Indicator Visibility ▶

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.

OSM Key Indicator Visibility

End Week: 2024 W13 | Region: N.America | Country: USA | Retailer: AMAZON_LG | Product Category: (All) | Brand1: LG | Brand2: SAMSUNG | Brand3: HAIER | Brand4: BOSCH

* Brands 1, 2 are fixed values. Use brand 3, 4 to add competitors.
* End Week, Region, Country, Retailer filters are not multi-selectable.

Weekly Visibility Status (SERP)

● # of Products within Top 20 SERP Weekly Trend (by Brand) | ● Avg. Rank within

Duplicate/single search keywords can be selected depending on the product category check option

You can refer the product information in ascending order by averaging the product exposure rankings according to the selected duplicate/single search keywords.
* Only the average for product rankings within Rank<21 is calculated

SERP Top Ranked SKU within 20 in latest week.

#	Country	Retailer	Keywords	Category	BRAND	rpx	rpc	Desc.	URL	Days	Days-G	Avg. Rank	Avg. Rank-G	Avg. Price	Avg. Price-G
1	USA	AMAZON_LG	oled TV	TV_HE	INSIGNIA	50F301NA24	B08TTRVWR	INSIGNIA 50-inch Class F30 Series LED 4.	https://www.amazon.com/dp/B08...	5	1 5	1.0	-	300	-
2	USA	AMAZON_LG	4 door french door refrig.	Refrigerator_HA	FEARCOLD	IM4TR2	B085SL2W99	by Iron Mountain 2 Door Commercial Re.	https://www.amazon.com/dp/B08...	3	1 2	1.0	↓ 11.0	-	-
3	USA	AMAZON_LG	4k monitor	TV_HE	INSIGNIA	50F301NA24	B08TTRVWR	INSIGNIA 50-inch Class F30 Series LED 4.	https://www.amazon.com/dp/B08...	2	1 2	1.0	-	300	-
4	USA	AMAZON_LG	monitor	Monitor_IT	AMAZON BASICS	24EQQA	B09ZHQ9SV	Amazon Basics 24" IPS Monitor 75 Hz Po.	https://www.amazon.com/dp/B09...	2	1 1	1.0	-	-	-
5	USA	AMAZON_LG	uhd monitor	TV_HE	SAMSUNG	LS49BM700UNXCA	B09ZHQ9SV	SAMSUNG 43" M70B Series 4K UHD USB.	https://www.amazon.com/dp/B09...	2	1 2	1.0	-	500	-
7	USA	AMAZON_LG	4 door french door refrig.	Refrigerator_HA	KENMORE	30 in.	BOCL18R6CJ	Kenmore 30 in. 18.2 cu. ft. Capacity Refri.	https://www.amazon.com/dp/BOC...	1	1 1	1.0	-	-	-
8	USA	AMAZON_LG	counter depth refrigerator	Refrigerator_HA	MAINE	FLS-80-SILVER	BOCYNVH9ZP	Compact Refrigerator, 3.2 Cu Ft Small Fri.	https://www.amazon.com/dp/BOC...	1	1 1	1.0	-	-	-
9	USA	AMAZON_LG	french door refrigerator	Refrigerator_HA	KENMORE	30 in.	BOCL17Y2Z2	Kenmore 30 in. 18.2 cu. ft. Capacity Refri.	https://www.amazon.com/dp/BOC...	1	1 1	1.0	-	-	-
10	USA	AMAZON_LG	french door refrigerator	Refrigerator_HA	WINIA	WRF526STJE	B08JHB3G5S	26cu.Ft. French Door Refrigerator with Ice.	https://www.amazon.com/dp/B08J...	1	1 1	1.0	↓ 13.5	-	-
11	USA	AMAZON_LG	front load washer	Washing Machine_HA	KENMORE	62332	B07D87X8BQ	Kenmore 29" Front Load Electric Dryer w.	https://www.amazon.com/dp/B07...	1	-	1.0	↓ 1.0	-	-
12	USA	AMAZON_LG	front load washer	Washing Machine_HA	SMETA	SWF-120DX-FBA	BOCLGLNT79	SMETA Compact Front Load Washer Was.	https://www.amazon.com/dp/BOC...	1	1 1	1.0	-	-	-
13	USA	AMAZON_LG	gaming monitor	Monitor_IT	KOORUI	27E3Q	BOC1GJNRXC	KOORUI 27 Inch Gaming Monitor, QHD(2.	https://www.amazon.com/dp/BOC...	1	1 1	1.0	-	-	-
14	USA	AMAZON_LG	lg styler	TV_HE	LG	CRT2LGOLED8552PUARB	B0994HFZW	LG 65-inch Class OLED evo C2 Series Ale.	https://www.amazon.com/dp/BOC...	1	-	1.0	-	1,397	-
15	USA	AMAZON_LG	monitor	Monitor_IT	ACOPEN	UM_ZP1AA.B02	BOCJQB41VW	ACOPEN 16PM1Q Bmiuux 15.6" Full HD	https://www.amazon.com/dp/BOCJ...	1	1 1	1.0	-	-	-
16	USA	AMAZON_LG	oled TV	TV_HE	HISENSE	58U6HF	B087CLHTRW	Hisense 58-Inch Class U6HF Series ULED	https://www.amazon.com/dp/B08...	1	1 1	1.0	-	550	-
17	USA	AMAZON_LG	oled TV	TV_HE	SAMSUNG	QN95QN85BAFXZA	B09V7TJQVY	SAMSUNG 85-Inch Class Neo QLED 4K Q.	https://www.amazon.com/dp/B09...	1	1 1	1.0	-	1,845	-
18	USA	AMAZON_LG	side by side refrigerat.	Refrigerator_HA	OOTDAY	FLS-80-WOOD	B0CS4BV66	Compact Refrigerator, Small Fridge with	https://www.amazon.com/dp/BOC...	1	-	1.0	-	-	-
19	USA	AMAZON_LG	side by side refrigerat.	Refrigerator_HA	THOR KITCHEN	TRF24J	B0CN32NMQ2	Thor Kitchen 24-inch Indoor Outdoor Ref.	https://www.amazon.com/dp/BOC...	1	-	1.0	↓ 1.0	-	-
20	USA	AMAZON_LG	uhd monitor	Monitor_IT	INNOCN	HDR400	B08NLR9QGW	INNOCN 27G1V 27 inch Monitor 4K 144.	https://www.amazon.com/dp/B08...	1	1 1	1.0	-	-	-
21	USA	AMAZON_LG	uhd monitor	Monitor_IT	UPERFECT	DS15607	B07R7QH787	UPERFECT Truly 4K Computer Monitor, -	https://www.amazon.com/dp/B07...	1	1 1	1.0	-	-	-

● Share by brand in Top 20 SERP (# of Brand Count)

D2C Dashboard | OSM Key Indicator (Visibility)

- View the latest eight-week exposure rankings and product count trends within each retailers' banner, search keyword, and category page
 - ➡ Check the trend of SOV (Share of visibility) in the top 20 SKUs in search keywords, banners, and category pages in weekly basis.

Online Store Management

Key Indicator Overview

Key Indicator Visibility ➤

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | OSM Key Indicator (Conversion)

- Track key information such as reviews, ratings, and inventory within the PDP (Product Detail Page) to provide LG products OSM trends for the latest 8 weeks
 - Provides efficient management indicators: Increase in reviews compared to the previous week, ratio of negative reviews compared to competitors, weekly inventory status, etc.

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion ▶

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | OSM Key Indicator (Conversion)

- Track key information such as reviews, ratings, and inventory within the PDP (Product Detail Page) to provide LG products OSM trends for the latest 8 weeks
 - Provides efficient management indicators: Increase in reviews compared to the previous week, ratio of negative reviews compared to competitors, weekly inventory status, etc.

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion ▶

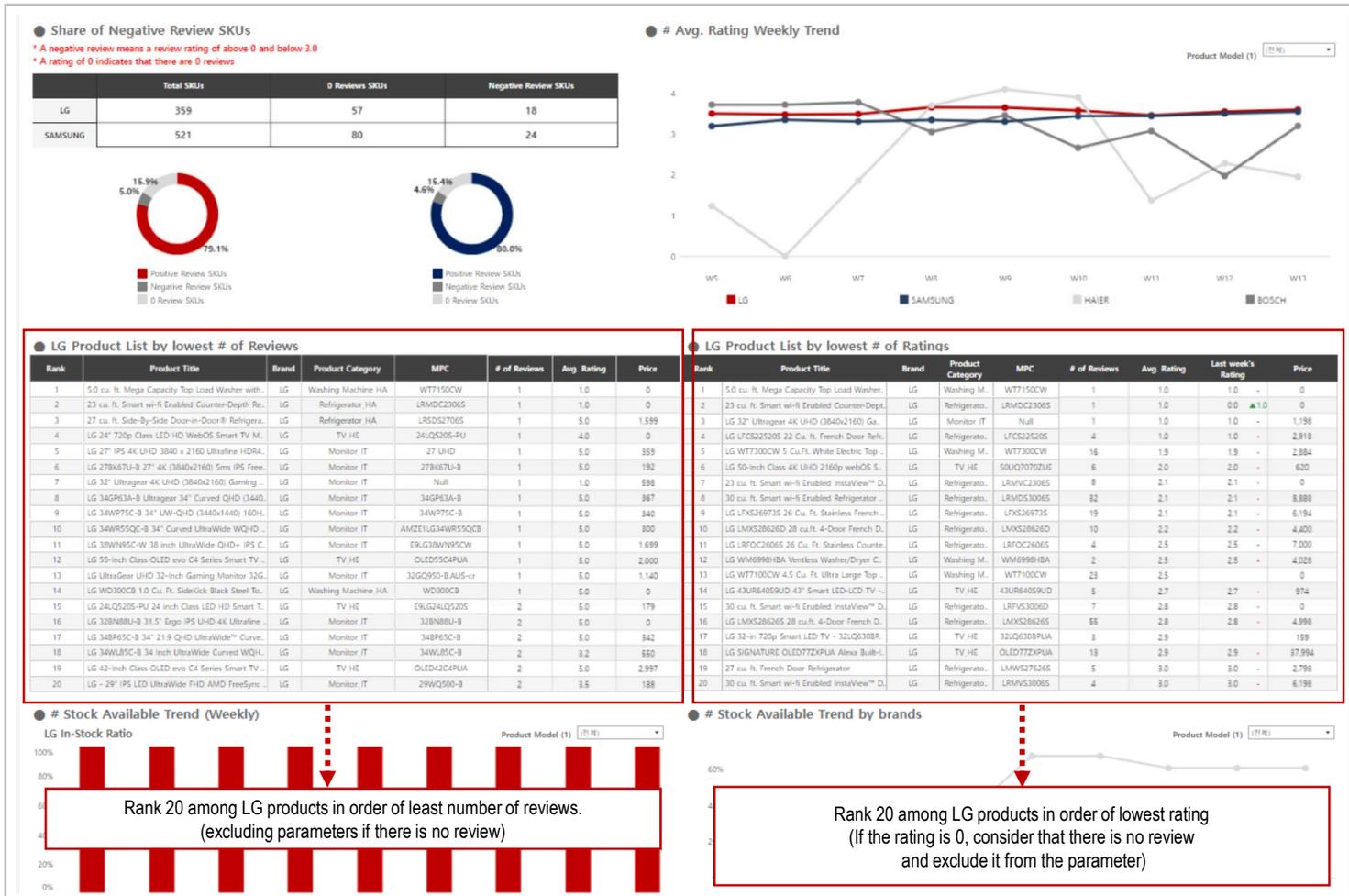
Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | OSM Key Indicator (Conversion)

- Track key information such as reviews, ratings, and inventory within the PDP (Product Detail Page) to provide LG products OSM trends for the latest 8 weeks
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Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.

2	23 cu. ft. Smart wi-Fi Enabled Counter-Depth Re...	LG	Refrigerator	HA	LRMDC2306S	1	1.0	0	2	23 cu. ft. Smart wi-Fi Enabled Counter-Depth...	LG	Refrigerator	LRMDC2306S	1	1.0	0.0	▲1.0	0	
3	27 cu. ft. Side-By-Side Door-in-Door® Refrigera...	LG	Refrigerator	HA	LRSD2706S	1	5.0	1,599	3	LG 32" Ultragear 4K UHD (3840x2160) Ga...	LG	Monitor	IT	Null	1	1.0	1.0	-	1,198
4	LG 24" 72Hz Class LED HD WebOS Smart TV M...	LG	TV	HE	24UQ50S-PU	1	4.0	0	4	LG LFC522520S 22 Cu. Ft. French Door Refr...	LG	Refrigerator	LFC522520S	4	1.0	1.0	-	2,918	
5	LG 27" IPS 4K UHD 3840 x 2160 Ultrafine HDR...	LG	Monitor	IT	27UHD	1	5.0	359	5	LG WTT300CW 5 Cu.Ft. White Electric Top...	LG	Washing M.	WTT300CW	16	1.9	1.9	-	2,884	
6	LG 27R67U-B 27" 4K (3840x2160) 5ms IPS Free...	LG	Monitor	IT	27R67U-B	1	5.0	192	6	LG 50-inch Class 4K UHD 2160p webOS 5...	LG	TV	HE	50UQ70702UE	6	2.0	2.0	-	620
7	LG 32" Ultragear 4K UHD (3840x2160) Gaming ...	LG	Monitor	IT	Null	1	1.0	598	7	23 cu. ft. Smart wi-Fi Enabled InstaView™ D...	LG	Refrigerator	LRMVC2306S	8	2.1	2.1	-	0	
8	LG 34G93A-B Ultragear 34" Curved QHD (3440...	LG	Monitor	IT	34G93A-B	1	5.0	367	8	30 cu. ft. Smart wi-Fi Enabled Refrigerator...	LG	Refrigerator	LRMDS3006S	32	2.1	2.1	-	8,888	
9	LG 34W975C-B 34" UW-QHD (3440x1440) 160H...	LG	Monitor	IT	34W975C-B	1	5.0	340	9	LG LFXS26973S 26 Cu. Ft. Stainless French...	LG	Refrigerator	LFXS26973S	19	2.1	2.1	-	6,194	
10	LG 34WR55QC-B 34" Curved UltraWide WQHD ...	LG	Monitor	IT	AMZE1LG34WR55QCB	1	5.0	300	10	LG LMXS28626S 28 cu.ft. 4-Door French D...	LG	Refrigerator	LMXS28626S	10	2.2	2.2	-	4,400	
11									11	LG LRF0C2606S 26 Cu. Ft. Stainless Counte...	LG	Refrigerator	LRF0C2606S	4	2.5	2.5	-	7,000	
12									12	LG WM6999iBA Ventless Washer/Dryer C...	LG	Washing M.	WM6999iBA	2	2.5	2.5	-	4,028	
13									13	LG WTT100CW 4.5 Cu. Ft. Ultra Large Top...	LG	Washing M.	WTT100CW	23	2.5	0	-	0	
14									14	LG 43UR6405RUD 43" Smart LED-LCD TV ...	LG	TV	HE	43UR6405RUD	5	2.7	2.7	-	974
15									15	30 cu. ft. Smart wi-Fi Enabled InstaView™ D...	LG	Refrigerator	LRFS3006G	7	2.8	2.8	-	0	
16									16	LG LMXS28626S 28 cu.ft. 4-Door French D...	LG	Refrigerator	LMXS28626S	55	2.8	2.8	-	4,998	
17									17										
18									18										
19									19										
20									20										

The inventory graph shows 'In Stock' & 'Out of Stock' as 100%.
(Void excluded from parameter)

Indicates the number of days out of stock for the week for each SKU.
Out of Stock 1-2 days: Yellow / 3 days or more: Red

● # Stock Available Trend (Weekly)
LG In-Stock Ratio

● Out of Stock SKU Tracking (LG, Latest Week)

End Week	Country	Retailer	Category	Product Title	Model	URL	OOS Days
W13	USA	AMAZON_LG	Monitor_IT	LG 22MR410-B 22-inch FHD Computer Monitor 100Hz 5ms AMD FreeSync Reader Mode & Flicker Safe 3-Side Bori...	22MR410-B	https://www.amazon.com/dp/B0CJH3Y22?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG 27BQ65UB-B 27" Class 4K UHD LCD Monitor - 27" Viewable - In-Plane Switching (IPS) Technology - 3840 x 2160	27BQ65UB-B	https://www.amazon.com/dp/B0CLNPN4WV?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG 27GQ50F-B 27 inch Full HD (1920 x 1080) Ultragear Gaming Monitor with 165Hz and 1ms Motion Blur Reductio...	27GQ50F-B.AUSQ	https://www.amazon.com/dp/B09V7D96TK?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG 34" 34B670-B IPS FHD UltraWide™ Monitor (2560x1080) with 21:9 Aspect Ratio VESA DisplayHDR™ 400 AMD F...	34B670-B	https://www.amazon.com/dp/B08L9XDLY1?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG 34WP60C-B 34-inch 21:9 Curved UltraWide QHD (3440x1440) VA Display with sRGB 99% Color Gamut and HDR	34WP60C-B.AUS	https://www.amazon.com/dp/B09XTNY742?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG 34WP65G-B UltraWide Monitor 34" 21:9 FHD (2560 x 1080) IPS Display VESA DisplayHDR 400 AMD FreeSync Ha...	34WP65G-B	https://www.amazon.com/dp/B08R1BFJR?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG Ultragear 4K UHD 32-inch Gaming Monitor 32GQ750-B VA 1ms (GtG) with HDR 10 AMD FreeSync 144Hz Black	32GQ750-B.AUS	https://www.amazon.com/dp/B0BVSQ9M8F?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	Monitor_IT	LG UltraGear QHD 27-inch Gaming Monitor 27GL83A-B - IPS 1ms (GtG) with HDR 10 Compatibility NVIDIA G-SYNC	27GL83A-B	https://www.amazon.com/dp/B07YGL8XFK?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	TV_HE	LG 55-inch Class OLED B4 Series Smart TV 4K Processor Flat Screen with Magic Remote AI-Powered with Alexa Buil...	OLED55B4PUA	https://www.amazon.com/dp/B0CVRTKFC?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	TV_HE	LG 55-inch Class UIQ7570 Series 4K Smart TV AI-Powered 4K Cloud Gaming (55UQ7570PUJ 2022) Black	55UQ7570PUJ	https://www.amazon.com/dp/B09RRYVQ59?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	TV_HE	LG 55-inch Class UR9000 Series Alexa Built-in 4K Smart TV (55UR9000PUA) Bluetooth Wi-Fi USB Ethernet HDMI 60Hz F...	55UR9000PUA	https://www.amazon.com/dp/B0BVK2NQRX?smid=ATVPDKIKX0DER	0
W13	USA	AMAZON_LG	TV_HE	LG 65-inch Class OLED B4 Series Smart TV 4K Processor Flat Screen with Magic Remote AI-Powered with Alexa Buil...	OLED65B4PUA	https://www.amazon.com/dp/B0CVS18Z6R?smid=ATVPDKIKX0DER	0

D2C Dashboard | OSM Key Indicator (Price Trends)

- Track the price fluctuation trend by brand in country level, and compare the brand's price level in each store in recent 28 Days (4 weeks based on selected week.)
 - ➡ Check the price trend of each Brand in overall market. Users can easily compare the average price position of each brand and category products.

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

Price Trends ▶

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | OSM Key Indicator (Price Trends)

- Track the price fluctuation trend by brand in country level, and compare the brand's price level in each store in recent 28 Days (4 weeks based on selected week.)
 - ➡ Check the price trend of SKU in different online stores. It could be easily drilled down using [product model code] filters placed upper right of the chart.

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

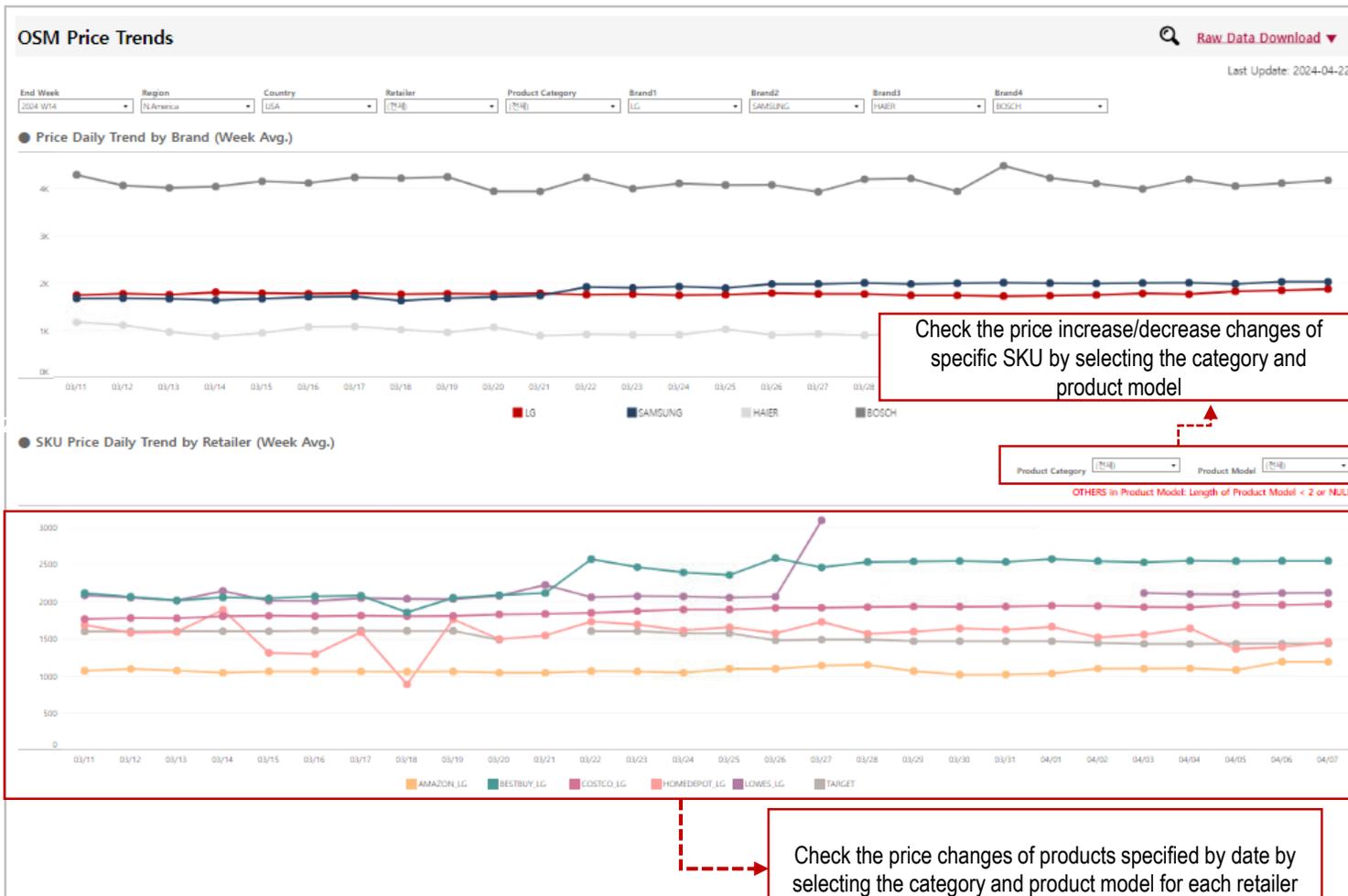
Price Trends ▶

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | ref. OSM Competitiveness (Overview)

➤ The displayed bar and line charts display historical trends and changes over a period of time that you would like to see and compare.

➡ Check whether the overall OSM competitive index and confirm if it is increasing or decreasing.

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

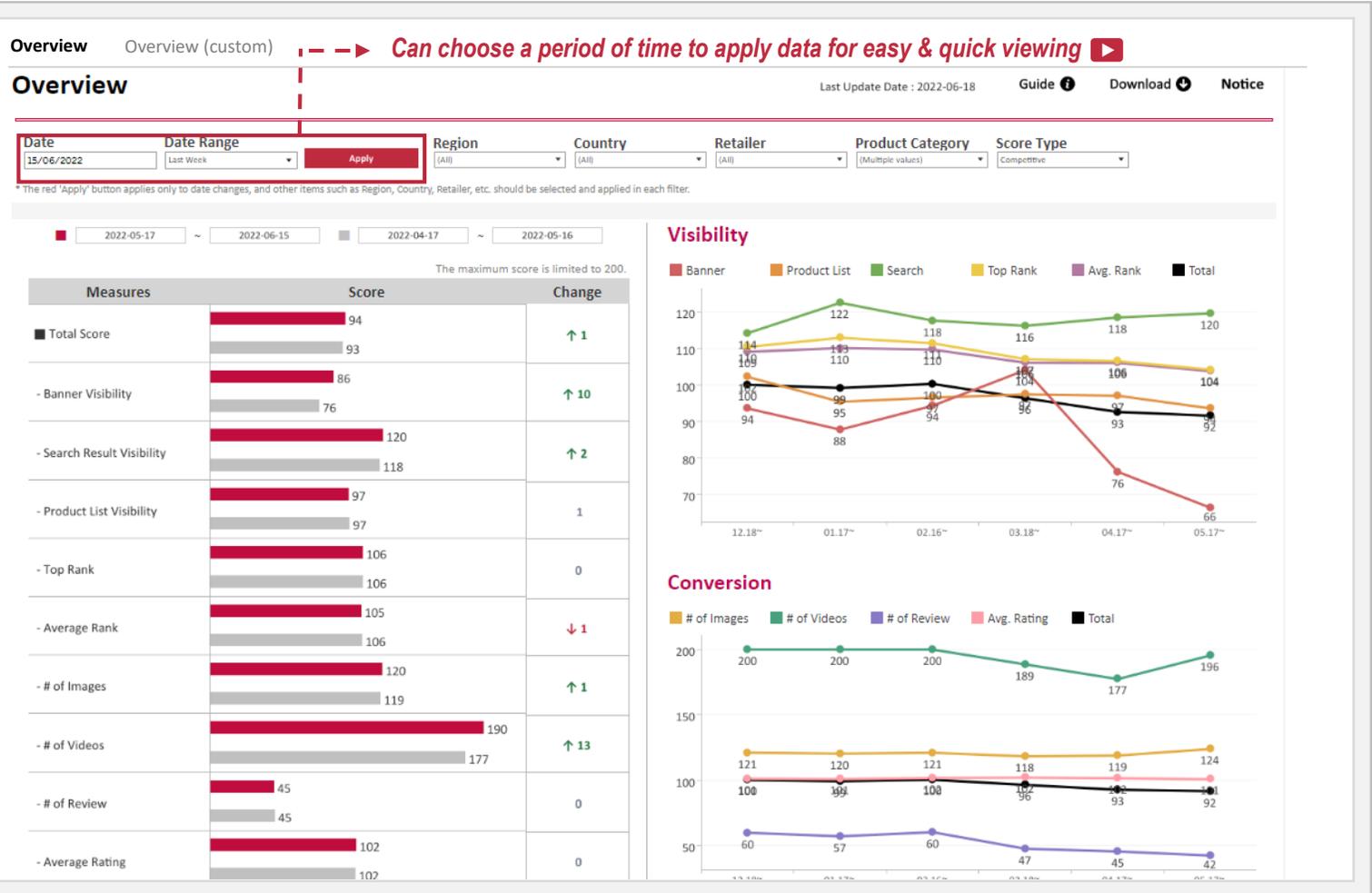
Price Trends

(ref) Scoring Overview ▶

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.



D2C Dashboard | ref. OSM Competitiveness (Overview)

- The displayed bar and line charts display historical trends and changes over a period of time that you would like to see and compare.
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Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.

Overview **Overview (custom)** *Can set a specific date for which user want to compare data*

Last Update Date : 2022-06-18 Guide Download Notice

Overview

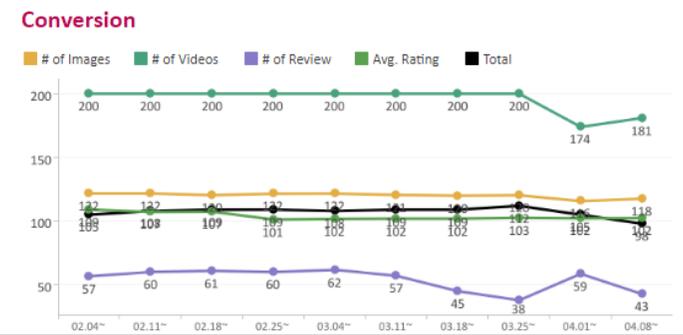
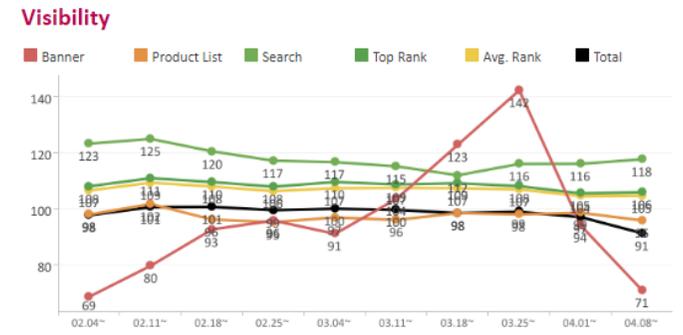
Selected as: Start Date: 08/04/2022 ~ End Date: 14/04/2022
 Compared to: Start Date: 10/02/2022 ~ End Date: 16/02/2022 Apply

Region: [All] Country: [All] Retailer: [All] Product Category: [Multiple values] Score Type: [Competitive]

*Please make sure that both date ranges do not overlap. * The red 'Apply' button applies only to date changes, and other items such as Region, Country, Retailer, etc. should be selected and applied in each filter.

The maximum score is limited to 200.

Measures	Score	Change
Total Score	91	↓ 10
- Banner Visibility	71	↓ 9
- Search Result Visibility	118	↓ 7
- Product List Visibility	96	↓ 6
- Top Rank	106	↓ 5
- Average Rank	105	↓ 4
- # of Images	118	↓ 4
- # of Videos	181	↓ 19
- # of Review	43	↓ 16
- Average Rating	102	↓ 12



D2C Dashboard | ref. Competitiveness & Data Detail

➤ The output value of the data for LG and competitor brand calculated according to the defined formula is displayed.

➡ Check which factor is relatively lower and needs urgent improvement?

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2. ▶

Score Details 1. Competitive

Score Details 2. Data Avg.

Score Details 2. Data Avg.

Last Update Date : 2022-06-28

Guide ⓘ

Download ⬇

Notice

Selected as

Start Date

23/06/2022

End Date

29/06/2022

Compared to

Start Date

16/06/2022

End Date

22/06/2022

Apply

Region

[All]

Country

[All]

Retailer

[All]

Product Categ...

[Multiple values]

Brand

SAMSUNG

(G) ⓘ

⊙ x

*Please make sure that both date ranges do not overlap. * The red 'Apply' button applies only to date changes, and other items such as Region, Country, Retailer, etc. should be selected and applied in each filter.

Data Avg. Score

Coloured columns belong to LG and un-coloured ones belong to the competitor

(G) = Gap, LG for data next to red column and competitor for data next to gray column

Start Date	End Date	Region Total	Region	Country	Retailer	Product Category	LG	Banner	(G)	Search	(G)	Product List	(G)	Top Rank	(G)	Avg. Rank	(G)	# of Image	(G)	# of Videos	(G)	# of Review	(G)	Avg. Rating	(G)	Comp
2022.06.23	2022.06.29	Region Total	Asia	Australia	Amazon_AU	Monitor_IT		0.0	0.0	3.0	0.1 ↑	0.0	0.0	11.0	0.9 ↓	14.0	0.9 ↓	3.0	0.2 ↑	0.0	0.0	61.2	6.6 ↑	4.0	0.0	
					Binglee	Bluetooth Spe...																				
						Refrigerator_...		0.0	0.0	0.0	0.0	2.3	1.5 ↓	10.3	0.7 ↓	14.0	0.6 ↓	2.8	1.0 ↑	0.0	0.0	36.0	11.2 ↑	4.0	0.0	
						Soundbar_AV		0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	20.0	0.0	2.7	0.5 ↑	0.0	0.0	24.8	0.8 ↑	4.0	0.0	
						TV_HE		0.0	0.0	0.0	0.0	0.7	0.0	15.3	0.7 ↓	17.3	0.5 ↑	3.0	1.5 ↑	0.0	0.0	77.2	16.6 ↑	4.0	0.0	
						Washing Mac...		0.0	0.0	0.0	0.8	0.1 ↓	20.0	0.6 ↑	20.0	2.1 ↑	2.5	0.8 ↑	0.0	0.0	0.0	33.7	8.2 ↑	4.0	0.0	
						Wireless Hea...				0.0	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.0			
					Harveynor...	Bluetooth Spe...																				
						Refrigerator_...		0.0	0.1 ↓	2.2	0.3 ↓	1.2	2.3 ↓	8.3	5.3 ↑	12.7	3.5 ↑	4.4	0.1 ↑	0.0	0.0	29.4	2.3 ↓	4.0	0.0	
						Soundbar_AV		0.0	0.1 ↓	0.5	0.0	0.0	0.0	14.0	0.9 ↓	13.7	2.2 ↓	3.6	0.2 ↓	0.0	0.0	13.2	5.6 ↓	4.0	0.0	
						TV_HE		0.0	0.1 ↓	2.3	0.2 ↓	1.5	0.6 ↓	5.7	1.0 ↑	10.7	0.2 ↑	4.6	0.0	0.0	0.0	54.4	15.3 ↑	4.0	0.0	
						Washing Mac...		0.0	0.4 ↓	2.5	0.4 ↑	0.3	0.4 ↓	20.0	2.0 ↑	20.0	5.0 ↑	3.6	0.2 ↓	0.0	0.0	41.8	1.0 ↓	4.0	0.0	
						Wireless Hea...				0.0	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.0			
					Jbhifi	Bluetooth Spe...		0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	20.0	0.0	6.0	2.6 ↑	0.0	0.4 ↓	0.0	0.0			
						Refrigerator_...		0.0	0.0	2.7	0.3 ↓	2.5	0.3 ↑	5.0	0.6 ↓	10.0	0.0	2.5	0.8 ↓	0.5	0.1 ↑	19.5	11.0 ↓	4.0	0.0	
						Soundbar_AV		0.0	0.0	1.0	0.7 ↓	0.2	0.0	11.3	0.0	14.3	0.4 ↓	2.5	1.4 ↓	0.0	0.0	16.5	6.7 ↓	4.0	0.0	
						TV_HE		1.7	1.1 ↑	1.5	0.2 ↓	1.5	0.6 ↑	12.7	0.4 ↑	15.0	0.0	2.5	1.4 ↓	0.0	1.1 ↓	7.3	12.3 ↓	4.0	0.0	
						Washing Mac...		0.0	0.0	2.0	0.0	2.3	0.0	20.0	2.3 ↑	20.0	4.7 ↑	2.3	1.5 ↓	0.0	0.0	15.8	14.3 ↓	4.0	0.0	
						Wireless Hea...				0.0	0.0	0.0	0.0					0.0	0.0	0.0	0.0	0.0	0.0			
					Thegoodguys	Bluetooth Spe...		0.0	0.0	2.3	1.0 ↑	0.3	0.4 ↓	20.0	0.9 ↑	20.0	2.7 ↑	6.0	2.0 ↑	0.0	0.0	29.3	10.0 ↑	4.0	0.0	
						Refrigerator_...		0.3	0.2 ↓	2.0	0.0	0.7	1.3 ↓	10.0	2.0 ↑	12.7	1.2 ↑	6.0	0.5 ↑	1.5	0.1 ↑	88.3	7.9 ↑	4.0	0.0	
						Soundbar_AV		0.0	0.0	0.2	0.0	0.5	0.4 ↓	16.0	6.9 ↑	17.0	6.4 ↑	3.3	0.6 ↑	0.5	0.0	15.8	6.8 ↓	4.0	0.0	
						TV_HE		2.0	0.6 ↑	2.8	0.3 ↑	0.7	1.0 ↓	12.3	0.3 ↑	14.7	0.7 ↑	4.5	0.3 ↑	0.5	0.1 ↑	11.8	1.5 ↑	4.0	0.0	

D2C Dashboard | Raw Data Download

➤ Raw data used for all the charts and graphs on different menus are all provided and could be used to get deeper insights through the use of detailed data not indicated in charts.

Online Store Management

Key Indicator Overview

Key Indicator Visibility

Key Indicator Conversion

Price Trends

(ref) Scoring Overview

(ref) Scoring Overview Custom

(ref) Scoring Detail1.

(ref) Scoring Detail2.

* Raw Data Download ▶

OSM Key Indicator Overview

Raw Data Download (Last Update: 2024-05-09)

Weekly LG Summary

- # of SKUs: 484 (1.2% vs. PW, 1.49% vs. 55)
- # of SKUs in Top 20 SERP: 55 (1.14% vs. PW, 1.0% vs. 55)
- Avg. Rank in Top 20 SERP: 11.5 (12.0 vs. PW, 12.0 vs. 55)
- # of Reviews: 53,026 (1.80% vs. PW, 1.25% vs. 55)
- Avg. Ratings: 3.6 (3.6 vs. PW, 3.6 vs. 55)

Product List

Start Date: 21/06/2022, End Date: 21/06/2022, Region: [Asia], Country: [Australia], Retailer: [Harveynorman..], Product Category: [Refrigerator_HA], Rank: [Top 20], Brand: [LG]

*Please note that the raw data is not directly transformed to the score, as it's just data set of collected data that need to be processed. (ex. excluding void products, filtering multi-brand banner, etc)

Date	Region	Country	Retailer	Product Category	Brand	Menu	Page Name	Rank	Depth	Model (MPC)	Model (RPC)	Product Description
2022-06-21	Asia	Australia	Harveynorman..	Refrigerator_HA	LG	Kitchen Appliances	Fridges	2	2	Null	445935	LG 637L French Door Fridge Ins
								3	2	GF-L706M..	329828	LG 706L French Door Fridge w/IT
								7	2	GF-L570M..	287911	LG 570L Slim French Door Fridg
								9	2	GF-V706M..	329803	LG 706L French Door Fridge w/IT
								11	2	GFV910M..	390912	LG 847L InstaView Door-In-Doc
								17	2	GB-455PL	295340	LG 454L Bottom Mount Fridge -
								18	2	Null	390913	LG 635L Door-In-Door Side By S
								3	2	Null	445006	LG 55-inch UQ90 4K UHD LED L
								5	2	Null	445012	LG 55-inch Nano75 4K NanoCel
								7	2	OLED55G1..	357872	LG 55-inch G1 Gallery Series 4K
								12	2	Null	445024	LG 55-inch A2 4K UHD OLED AI
16	2	Null	445593	LG 55-inch C2 Cinema Series 4K								
20	2	Null	446927	LG 55-inch QNED80 4K LED LCC								
2022-06-21	Asia	Australia	Harveynorman..	TV_HE	LG	TV, Blu-ray & Home Theatre	55 - 60 inch TVs	3	2	OLED77G1..	357674	LG 77-inch G1 Gallery Series 4K
								8	2	75UP8000..	357650	LG 75-inch UP8000 4K UHD LEE
								11	2	75NANO7..	357656	LG 75-inch Nano75 4K UHD Nar
								14	2	86NANO7..	357657	LG 86-inch Nano75 4K UHD Nar
								16	2	OLED77C1..	357670	LG 77-inch C1 Cinema Series 4K
								19	2	OLED83C1..	357671	LG 83-inch C1 Cinema Series 4K
								3	2	OLED65C1..	357669	LG 65-inch C1 Cinema Series 4K
								8	2	75UP8000..	357650	LG 75-inch UP8000 4K UHD LEE
								10	2	OLED55C1..	357668	LG 55-inch C1 Cinema Series 4K
								18	2	WV5-140..	329929	LG 9kg/Skg Front Load Washer
								1	2	WV9-1410B	329229	LG Series 9 10kg Front Load Wi
4	2	WV5-1410..	345151	LG Series 5 10kg Front Load Wi								
19	2	WTG9020V	330707	LG 9kg Top Load Washing Mael								
2022-06-21	Asia	Australia	Harveynorman..	Jbhifi	LG	Headphones, Speakers..	Speakers > Wireless home..	11	3	Null	589695	LG SP08-S Wireless Rear Speak
								1	2	G58655PL	533000	LG GS-B655PL 655L Side by Sid
								2	2	G58655M..	532995	LG GS-B655MBL 655L Side by S
								3	2	G58655WL	533015	LG GS-B655WL 655L Side by Sid
								4	2	GS-N635PL	532991	LG GS-N635PL 635L Side by Sid
								6	2	GSL635PL	533014	LG GS-L635PL 635L Side by Sid
								7	2	Null	532987	LG GS-N635MBL 635L Side by S
								8	2	GS-V635M..	533013	LG GS-V635MBL 635L Side by
								9	2	GS-V655..	532994	LG GS-V655PL 655L Side by Sid
								10	2	GSL635MBL	532998	LG GS-L635MBL 635L Side by Si
								11	2	GS-V655..	532990	LG GS-V655MBL 655L Side by Sid

D2C Dashboard | Raw Data Download

① Click the Download icon and select [Crosstab]

Daily Score - Competitive

'18 & '19 Data Last Update Date

Start Date: 01/04/2024 ~ End Date: 07/04/2024 **Apply**

Region: (전체) Country: (전체) Retailer: (전체) Product Category: (다중값)

* The red 'Apply' button applies only to date changes, and other items such as Region, Country, Retailer, etc. should be selected and applied in each filter.

Year	Month	Week	Date	Region	Country	Retailer	Product Category	Total Average	Banner	Search Result	Product List	Top Rank	Avg. Rank	Image	Video	Review	Rating
2024	4	W14	2024.04.01	Asia	Australia	Amazon_AU	Monitor_IT	110.7		83.3	200.0	31.3	53.3	96.1		200.0	86.8
						Harveynorman_AU	Bluetooth Spe..	0.0						0.0		0.0	
							Refrigerator_HA	118.3		42.9	200.0	106.8	125.0	200.0	200.0	124.2	97.7
							Soundbar_AV	85.5		11.1	40.0	191.7	141.7	200.0	200.0	43.6	61.5
							TV_HE	115.9		200.0	106.5	107.5	127.3	200.0	100.0	129.6	43.6
							Washing Mach..	123.8		200.0	100.0	89.2	85.7	120.0	85.7	200.0	100.0
							Wireless Head..	0.0						0.0	0.0	0.0	
						Ibhifi_AU	Bluetooth Spe..	0.0									

② Select the Data Sheet to download > Select the File Type in radio button (Excel Recommended) > Click [Download]

크로스탭 다운로드

이 대시보드에서 시트 선택

Apply Btn D1-1. Last Upd... **D6. Score Do...**

형식 선택

Excel CSV

다운로드

D2C Dashboard | Raw Data Download

- Jun 2023, OSM had fully shifted its Data Provider from Edge to Epopcon for more stable wise data operations.
- Due to difference in column configuration and data types, Raw Data is provided in separate Dashboard by its source.



Dashboard Tab	Data Source	Remarks
Daily Score_Competitive (All)	Edge+Epopcon	Competitive score calculated in daily basis (LG/Comp*100, max 200)
Daily Score_Data Avg (All)	Edge+Epopcon	Data Avgerage, aggregated in daily basis to calculate Comp. Score
Banner(Edge)	Edge	Raw Data for Banner Counts by brand
Search(Edge)	Edge	Raw Data for Search Result List Rank in daily SKU level
Product List(Edge)	Edge	Raw Data for Product Category List Rank in daily SKU level
PDP Contents(Edge)	Edge	Raw Data for PDP details in daily SKU level (price, stock availability etc.)
Banner(Epopcon)	Epopcon	Raw Data for Banner Counts by brand
Search(Epopcon)	Epopcon	Raw Data for Search Result List Rank in daily SKU level
Product List(Epopcon)	Epopcon	Raw Data for Product Category List Rank in daily SKU level
PDP Contents(Epopcon)	Epopcon	Raw Data for PDP details in daily SKU level (price, stock availability etc.)

D2C Dashboard | Raw Data Download

- OSM Data Provider transition had gradually conducted from '22 pilot phase to task completion in '23 June.
- Please ensure yourself to download the raw data through the right dashboard, according to the data source conversion date by each retailer.

Country	Retailer	Start Date	2024 Scope	'22 September	'22 October	'22 November	'22 December
US	COSTCO_LG	2022-09-01	0				
US	LOWES_LG	2022-09-01	0				
US	TARGET	2022-09-01	0				
US	AMAZON_LG	2022-09-01	0				
CA	COSTCO	2022-09-01	0				
MY	SENHENG	2022-09-01	0				
TW	PCHOME	2022-09-01	0				
TH	HOMEPRO	2022-09-01	0				
VN	CAOPHONG	2022-09-01	0				
RU	DNSSHOP	2022-09-01	-				
RU	CITILINK	2022-09-01	0				
RU	ELDORADO	2022-09-01	0				
RU	HOLODILNIK	2022-09-01	-				
RU	MVIDEO	2022-09-01	0				
RU	OZON	2022-09-01	-				
RU	LGCOMRU	2022-09-01	-				
CN	JD	2022-10-01	-				
CZ	ALZA	2022-10-01	0				
IT	AMAZON	2022-10-01	0				
PE	FALABELLA	2022-10-01	-				
PL	MEDIAEXPERT	2022-10-01	-				
UK	CURRYS	2022-10-01	0				
FR	FNAC	2022-11-01	0				
MX	LIVERPOOL	2022-11-01	0				
PA	PANAFOTO	2022-11-01	-				
SA	EXTRA	2022-11-01	0				
AE	SHARAFDG	2022-11-01	0				
AE	LULU	2022-11-01	0				
TR	VATAN	2022-11-01	0				
CZ	DATART	2022-11-01	-				
BY	SELEMENT	2022-11-01	-				
BY	21VEK	2022-11-01	-				
BY	SILA	2022-11-01	-				
KZ	SULPAK	2022-12-01	0				

D2C Dashboard | Raw Data Download

- OSM Data Provider transition had gradually conducted from '22 pilot phase to task completion in '23 June.
- Please ensure yourself to download the raw data through the right dashboard, according to the data source conversion date by each retailer.

Country	Retailer	Start Date	2024 Scope	'23 March	'23 April	'23 May	'23 June
FR	AMAZON	2023-03-09	-				
DE	AMAZON	2023-03-09	0				
DE	MEDIAMARKT	2023-03-09	0				
DE	SATURN	2023-03-09	-				
IT	MEDIAWORLD	2023-03-09	0				
NL	COOLBLUE	2023-03-09	0				
ES	AMAZON	2023-03-09	0				
SE	ELGIGANTEN	2023-03-09	0				
UK	AMAZON	2023-03-09	0				
UK	AO	2023-03-09	0				
UK	ARGOS	2023-03-09	-				
DK	ELGIGANTEN	2023-03-09	-				
FR	BOULANGER	2023-04-01	0				
DE	OTTO	2023-04-01	0				
IT	UNIEURO	2023-04-01	0				
ES	ELCORTEINGLES_ELECTRONICA	2023-04-01	0				
HU	EURONICS	2023-04-01	0				
HU	MEDIAMARKT	2023-04-01	0				
NO	ELKJOP	2023-04-01	0				
PL	MEDIAMARKT	2023-04-01	0				
PL	EURO-NET	2023-04-01	0				
PT	RADIO POPULAR	2023-04-01	-				
ES	MEDIAMARKT	2023-04-01	0				
FR	SS.COM	2023-04-01	-				
DE	SS.COM	2023-04-01	-				
IT	SS.COM	2023-04-01	-				
UK	SS.COM	2023-04-01	-				
AU	THEGOODGUYS	2023-04-01	0				
BR	SS.COM	2023-04-01	-				
CA	LOWES	2023-04-01	-				
IN	SS.COM	2023-04-01	-				
PH	ABENSON	2023-04-01	0				
ZA	HIRSCHS	2023-04-01	-				
ZA	MAKRO	2023-04-01	-				

D2C Dashboard | Raw Data Download

- OSM Data Provider transition had gradually conducted from '22 pilot phase to task completion in '23 June.
- Please ensure yourself to download the raw data through the right dashboard, according to the data source conversion date by each retailer.

Country	Retailer	Start Date	2024 Scope	'23 March	'23 April	'23 May	'23 June
US	SS.COM	2023-04-01	-				
CL	PARIS	2023-04-01	-				
PT	WORTEN	2023-05-17	0				
FR	DARTY	2023-06-01	0				
ID	HARTONO	2023-06-01	0				
CO	ALKOSTO	2023-06-01	-				
AU	AMAZON	2023-06-01	0				
AU	HARVEYNORMAN	2023-06-01	0				
AU	JBHIFI	2023-06-01	0				
BR	CASASBAHIA	2023-06-01	-				
CA	AMAZON	2023-06-01	0				
IN	AMAZON_LG	2023-06-01	0				
IN	FLIPKART	2023-06-01	0				
JP	AMAZON	2023-06-01	0				
KZ	TECHNODOM	2023-06-01	0				
AE	AMAZON	2023-06-01	0				
CA	BESTBUY	2023-06-01	0				
HK	FORTRESS	2023-06-01	0				
NZ	HARVEYNORMAN	2023-06-01	0				
PE	OECHSLE	2023-06-01	-				
PH	ANSON	2023-06-01	0				
SG	COURTS	2023-06-01	0				
SG	HARVEYNORMAN	2023-06-01	0				
TW	MOMOSHOP	2023-06-01	0				
TR	TEKNOSA	2023-06-01	0				
US	HOMEDEPOT_LG	2023-06-01	0				
VN	DIENMAYXANH	2023-06-01	0				
CL	RIPLEY	2023-06-01	-				
MX	COPPEL	2023-06-01	-				
TR	MEDIAMARKT	2023-06-01	0				
VN	MEDIAMART	2023-06-01	0				
US	BESTBUY_LG	2023-06-15	0				

D2C Dashboard I [Appendix] Classification Criteria for Availability & In stock

- 'In-stock Rate' on the Inventory page of Data Insight menu gives the share of all the products available for actual purchase and 'Availability Rate' informs the portion of the in stock SKUs from sum of In-Stock and Out of Stock SKUs (excluding Void and Marketplace)
- For selected open-market stores, stock status is only provided for designated official seller SKUs, as 3P product is not in a reach of Stock Management of Sub.

Stock Status	Description
In Stock	SKUs marked as 'In Stock' and available to purchase.
Out of Stock	SKUs marked as 'In Stock' and available to purchase.
Void	Failed to access PDP or proceed data crawling for technical issue from Data Provider stage
Marketplace	SKUs sold by 3P seller (For designated openmarket stores , Stock Status is not provided for 3P seller Products)

Country	Retailer	URL	Official Seller1	Official Seller2	Official Seller3
Singapore	Lazada	https://www.lazada.sg/	Lazmall	Sold by LG	Sold by Samsung Brand Store
France	Darty	https://www.darty.com/	Darty		
France	FNAC	https://www.fnac.com/	Fnac		
Germany	Amazon	https://www.amazon.de/	Amazon		
Spain	Amazon	https://www.amazon.es/	Amazon		
UK	Amazon	https://www.amazon.co.uk/	Amazon		
India	Amazon_LG	https://www.amazon.in/	Dawntech electronics private limited	Appario Retail Private Ltd	
India	Flipkart	https://www.flipkart.com/	OmniTechRetail		
Japan	Amazon	https://www.amazon.co.jp/	Amazon.co.jp		
UAE	SharafDG	https://uae.sharafdg.com/	Sharaf DG		
Canada	Bestbuy	https://www.bestbuy.ca/	Best Buy		
USA	Amazon_lg	https://www.amazon.com/	Amazon.com		

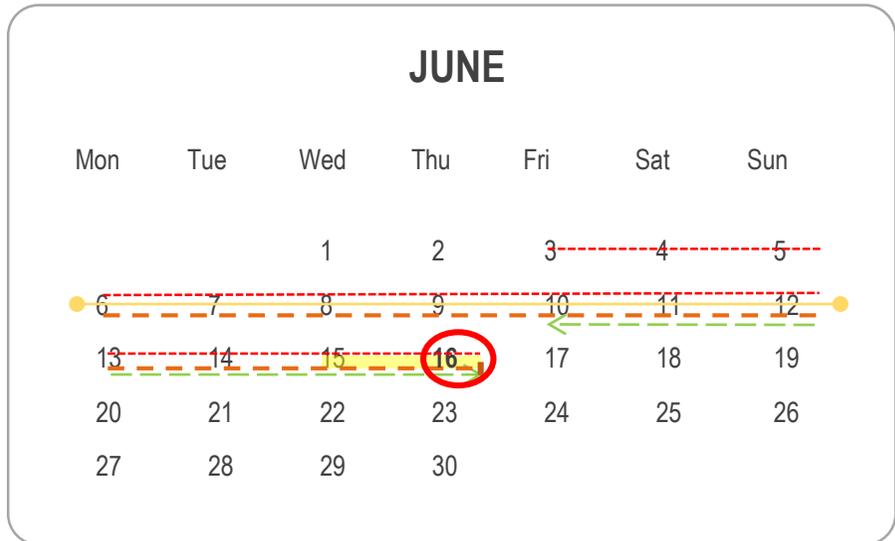
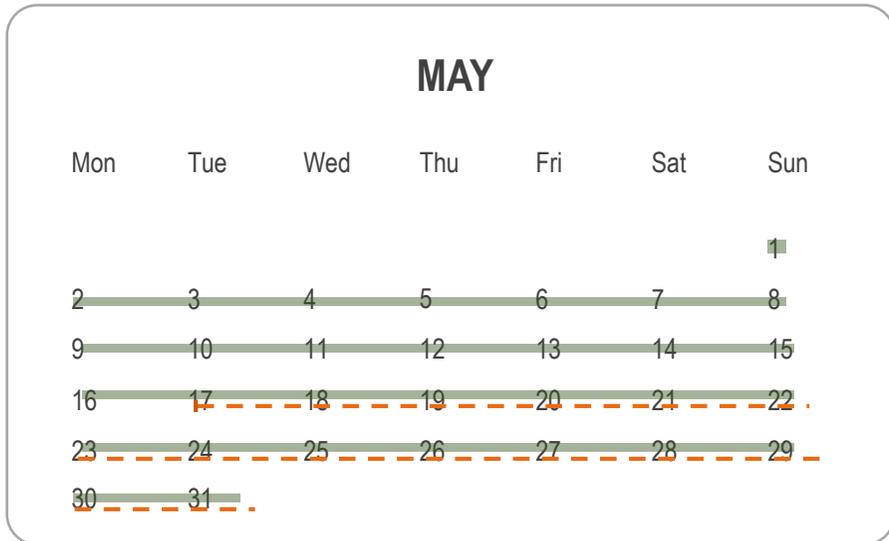
D2C Dashboard I [Appendix] Dashboard Glossary

#	Indicator	Description	Calculation/Remarks
1	# of SKUs	Number of distinct LG SKUs exposed in latest week with selected condition	Sourced from PDP Contents (rpc)
2	# of SKUs in Top 20 SERP	Number of distinct LG SKUs in latest week exposed in search rank between 1 and 20	
3	Avg. Rank in Top 20 SERP	Avg. Rank of LG SKUs in latest week exposed in search rank between 1 and 20	
4	# of Reviews	Number of distinct LG SKU reviews in latest day of selected week	
5	Avg. Ratings	Avg. Ratings of LG SKU exposed in latest week	
6	Stock Availability	In-Stock availability of LG SKUs exposed in latest day of selected week	# of In stock / (# of In Stock + # of OoS)
7	Avg. Selling Price	Avg. Selling Price of LG SKU exposed in latest day of selected week	Discount price / Local currency
8	SERP Top Ranked SKU within 20 in latest week_Days	# of Days per SKU in latest week ,exposed search rank between 1 and 20	
9	SERP Top Ranked SKU within 20 in latest week_Avg.Rank	Avg. Rank per SKU in latest week, exposed search rank between 1 and 20	
10	SERP Top Ranked SKU within 20 in latest week_Avg.Price	Avg. Selling Price per SKU in latest day of selected week, exposed search rank 1~20	Discount price / Local currency
11	Share by brand in Top 20 SERP (# of Brand Count)	Number of brand count in latest week exposed in search rank between 1 and 20	100=Total brand count
12	(Ref) SOV Comparison_Banner	Number of brand count in latest week exposed in banner data	100=Total brand count
13	(Ref) SOV Comparison _ Product List	Number of brand count in latest week exposed in product list rank between 1 and 20	100=Total brand count
14	# of Reviews Weekly Trend (Average Review Count)	Number of distinct SKUs per Brand exposed in latest week with selected condition	Sourced from PDP Contents (rpc)
15	# of New Reviews by Day of the Week (vs. Week Before)	Number of distinct SKUs per Brand exposed in each weekday (Mon-Sun)	Iso week
16	Total SKU Showcased (Latest Day)	Number of distinct SKUs per Brand exposed in latest day of selected week	
17	Total / Newest Review Numbers (Latest Day)_New Reviews	Calculated Incremental of reviews compares with latest day of week ago.	This weeks' review – Last weeks' review
18	Share of Negative Review SKUs	Ratio of 0 rated, Negative or Positive LG/SS SKUs in latest day of selected week	Negative Review Rating over 0 and under 3.0
19	Out of Stock Days	Number of days collected as OoS per SKU in latest week	
20	Price Daily Trend by Brand	Avg. Price per Day*Country*Brand Level (giving out latest 28days data)	List Price / Local Currency
21	SKU Price Daily Trend by Retailer	Avg. Price per Day*Country*Retailers available to scope down into selected SKU(mpc)	List Price / Local Currency

D2C Dashboard | [Appendix] Example of Data Application by Data Ranges

Date **Date Range**

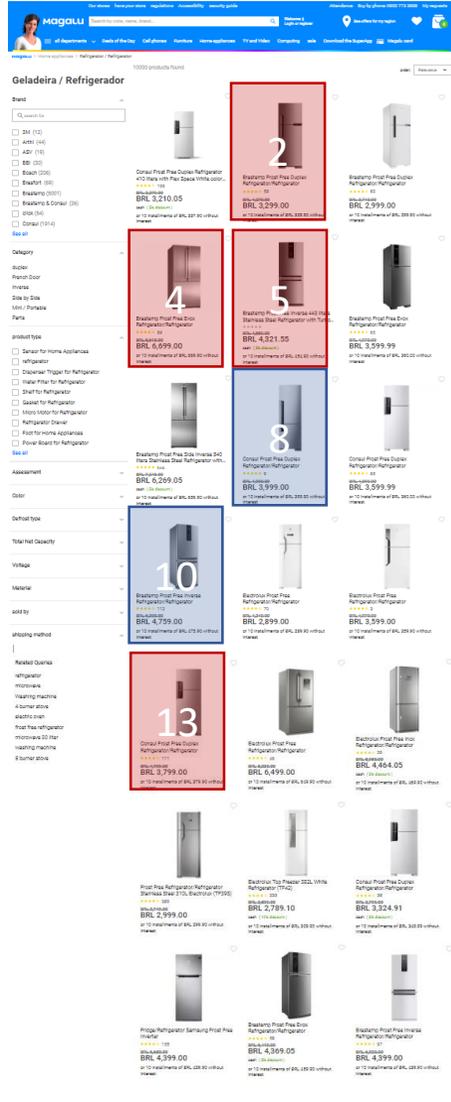
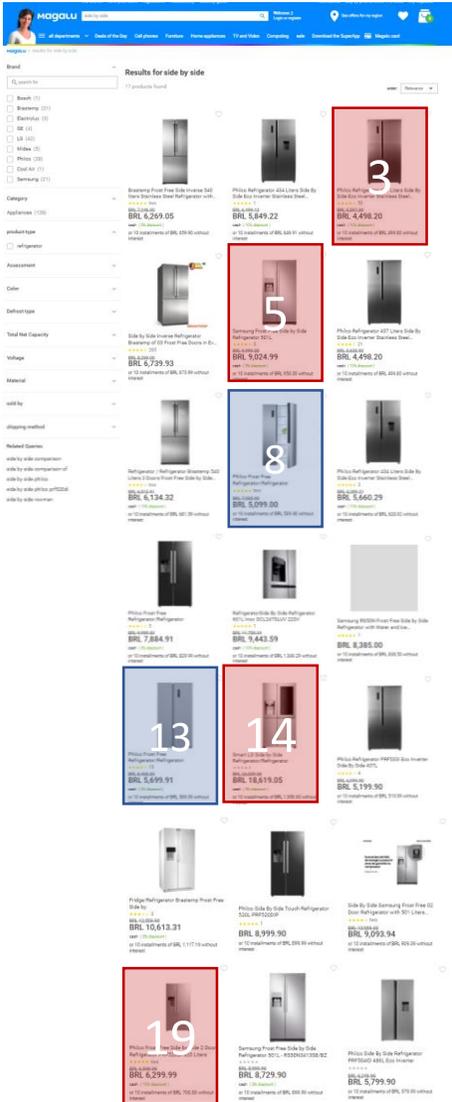
-  Yesterday *Data from the day before to the selected date* ⇨ **June 15 - 16**
-  Last Week *The previous week of the week in which the selected date belongs* ⇨ **June 6 - 12**
** Week Cadence : Mon - Sun*
-  2 Weeks *Data up to 2 weeks prior to the selected date to selected date* ⇨ **June 3 - 16**
-  Last Month *Data for the previous month on the selected date* ⇨ **May 1 - 31**
** If selected data is Jun 15th, Last Month data will be May 1-31*
-  Recent 7 days *Last 7 days data* ⇨ **June 10 - 16**
-  Recent 30 days *Last 30 days data* ⇨ **May 17 - June 16**



D2C Dashboard | [Appendix] Top Rank & Average Rank Calculation

[Search Term Result]

[Product Category page Result]



Rank Data Calculation

LG SS

Brand	Search Term		Product List	
	Top Rank	Avg.Rank	Top Rank	Avg.Rank
LG	3	$(3+5+14+19)/4$	2	$(2+4+5+13)/4$
SS	8	$(8+13)/2$	8	$(8+10)/2$

Brand	Search Term		Product List	
	Top Rank	Avg.Rank	Top Rank	Avg.Rank
LG	3	10.3	2	6.0
SS	8	10.5	8	9.0

Competitive Score Calculation (* only provided as reference data)

Brand	Top Rank	Avg.Rank
LG	2.5	8.2
SS	8.0	9.8

[Expected Q & A]

Q. What happens if there's no LG/Competitor product listed on the Top 20 for one of the pages (Search result/Product list)?

Any product ranked after top 20 will be replaced with 20 will be calculated.

Q. What happens if there's no LG/Competitor product on Search result page only?

For both Top Rank and Avg.Rank of the Search term result page will be replaced with '20', and with this number, the average score with Product list's Top Rank/Avg.Rank will be obtained.

3. OSM Measurement

OSM Measurement | Grand Rules _ Epopcon (Current)

- OSM Data Harvesting Rules are used for all retailers' sites monitoring and includes basic conditions and restrictions such as shopper identity, periodical timeframe and product scopes. Those are subject to change if required.



- If required, the location of monitoring is set up as the capital of the country.
 - Market-level monitoring, not store-level
- Crawl the data assuming that an unidentified shopper without cookies, visit a retailer website.



- Monitoring date is based on the local time.
Dashboard update takes max. 24 hrs.
- Unlike previous crawler platform edge, epopcon updates the list of SKUs to collect on a **daily basis**.
 - Everyday, put the keywords by category at retailer site, gather result and make the 1st SKU list.
 - Everyday, enter the category page to collect product list data, gather result and make 2nd SKU list
 - Merge two lists and remove duplicates

**This means that if a product in the retailer site is not exposed on that day, it will not be monitored for the day (even if the PDP is alive).*
- Mapping and validating model code, brand, and category information through ①rule-based transformation + ②machine learning-based mastering.

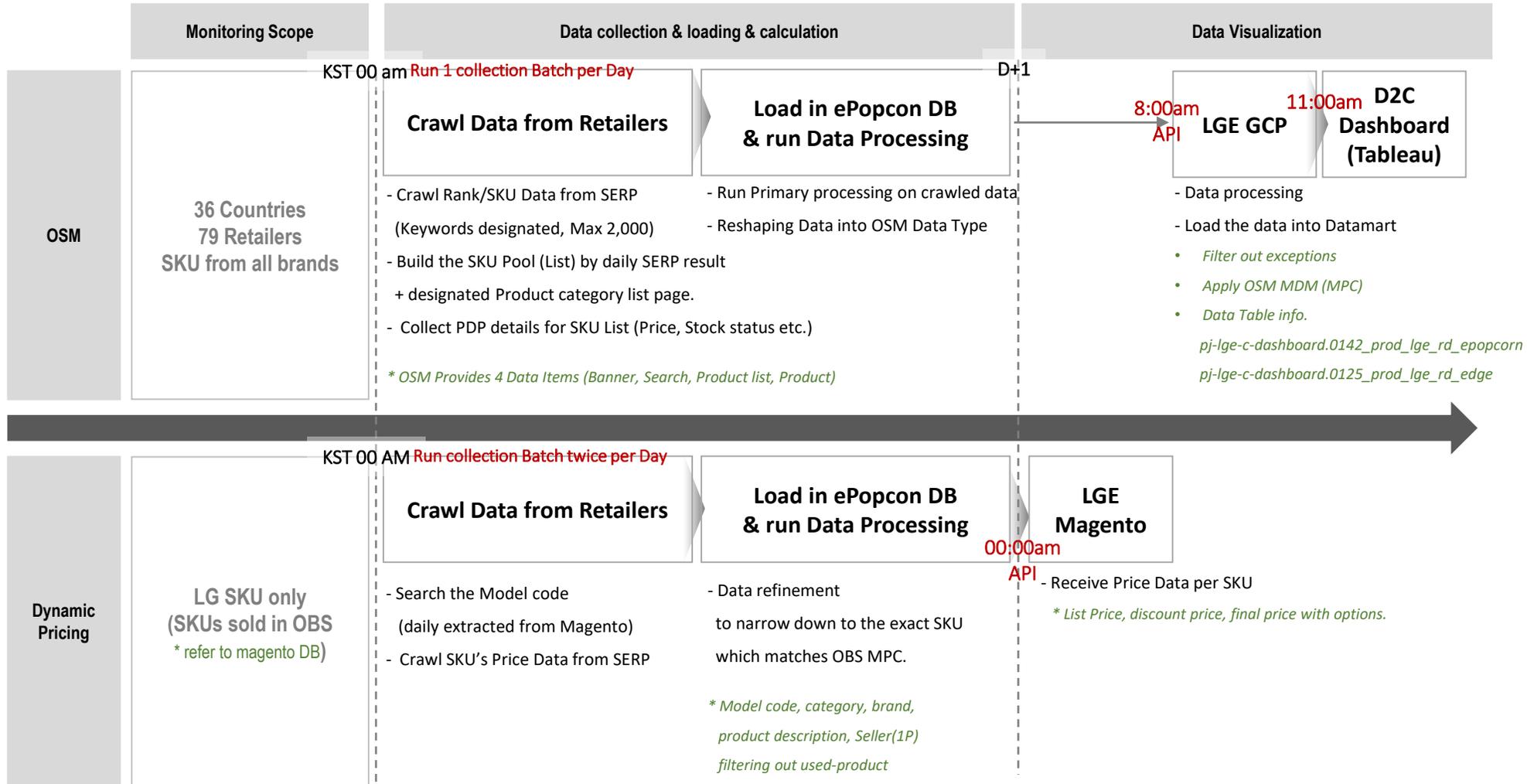


- Only SKUs of official seller will be used for calculating competitiveness, though unofficial seller's SKUs exist on raw-data.
 - Because unofficial seller's price positioning also give us a tip for price strategy. (i.e. Amazon)
- Package items(i.e. Kitchen package) and B2B products (i.e. signage) are excluded, but please refer some of them is randomly included though we're delisting it with human monitoring team.

OSM Measurement | Grand Rules _ Epopcon Data Flow (OSM vs. Dynamic Price)

- Though OSM & Dynamic Pricing data is both Harvested by same Data Provider, each Data Project is operated separately, due to the difference in harvesting rules , method and data refinement & transmission process

Data PIC - OSM : Data Insight Team / Dynamic Pricing : Platform Service Team



OSM Measurement | Grand Rules _ Edge (~ 2023 May)

- OSM Data Harvesting Rules are used for all retailers sites' monitoring and includes basic conditions and restrictions such as shopper identity, periodical timeframe and product scopes. Those are subject to change if required.
- **Edge's crawling service is completely excluded from the 2nd half of 2023. From the 2nd half, all the retailer's data is gathered by epopcon.**



- If required, the location of monitoring is set up as the capital of the country.
 - Market-level monitoring, not store-level
- Suppose that an unidentified shopper without cookies, visit a retailer website.



- Monitoring date is based on the local time.
 - Dashboard update takes max. 24 hrs.
- SKU list is updated on the designated date of the month
 - From the following 3rd business day of updating the list, the monitoring reflects the new SKU list.
 - Product contents (Image, Video) monitoring, is completed on the 3rd date.
- As the SKU list is updated twice a month (biweekly), data for new products exposed on the retailer site may not be collected until the next update.
- Product List Visibility : Weekly

SKU Update Date

1	15	NA, LATAM
10	25	CIS, MEA
15	30	ASIA
5	20	EU
15	30	India, Japan



- Only monitor SKUs of official seller when the retailer is open market (i.e. Amazon)
 - Official sellers are shown on the following page
- Package items(i.e. Kitchen package) and B2B products (i.e. signage) are excluded.

OSM Measurement | OSM Weighted Value

* OSM score would be only provided as reference data.

- Total score is the weighted sum score of each data item's score. However, there could be cases missing specific criterion's score, caused by retailer sites' limitation or intermittent crawling issue, etc.
- For example, for a retailer site that doesn't support the consumer review function, the review score would be null, not 0. Depending on missing criterion, different weighted value is applied to calculate a consistent and accurate score, even in the cases.

Weight by Factor

Total : 100%

Banner	Search Result	Product List	Top Rank	Avg. Rank	Image	Video	Review	Ratings
10%	10%	10%	10%	10%	10%	5%	25%	10%

Weight by Null Data

Banner	Search Result	Product List	Top Rank	Avg Rank	Image	Video	Review	Rating
11.11%	11.11%	11.11%	11.11%	11.11%	NULL	5.56%	27.78%	11.11%
10.53%	10.53%	10.53%	10.53%	10.53%	10.53%	NULL	26.32%	10.53%
13.33%	13.33%	13.33%	13.33%	13.33%	13.33%	6.67%	NULL	13.33%
11.11%	11.11%	11.11%	11.11%	11.11%	11.11%	5.56%	27.78%	NULL
11.76%	11.76%	11.76%	11.76%	11.76%	NULL	NULL	29.41%	11.76%
14.29%	14.29%	14.29%	14.29%	14.29%	14.29%	NULL	NULL	14.29%
15.38%	15.38%	15.38%	15.38%	15.38%	15.38%	7.69%	NULL	NULL
15.38%	15.38%	15.38%	15.38%	15.38%	NULL	7.69%	NULL	15.38%
12.50%	12.50%	12.50%	12.50%	12.50%	NULL	6.25%	31.25%	NULL
11.76%	11.76%	11.76%	11.76%	11.76%	11.76%	NULL	29.41%	NULL
16.67%	16.67%	16.67%	16.67%	16.67%	NULL	NULL	NULL	16.67%
16.67%	16.67%	16.67%	16.67%	16.67%	16.67%	NULL	NULL	NULL
13.33%	13.33%	13.33%	13.33%	13.33%	NULL	NULL	33.33%	NULL
18.18%	18.18%	18.18%	18.18%	18.18%	NULL	9.09%	NULL	NULL
20.00%	20.00%	20.00%	20.00%	20.00%	NULL	NULL	NULL	NULL

OSM Measurement | Exception Rules

* Official Seller & Scoring Exception

* OSM score would be only provided as reference data.

- Table below is showing the specifics exceptions by retailers.
- Among all the exceptions 'Official Seller' and 'Max. # of Image' exceptions do not affect the average data value and competitive ratio Index, while retailers with limits to 'Video', and 'Review' apply different calculating weight per data items .

NA & LATAM

Region	Country	Retailer	Official Seller	Max. # Image	Limitation of Video	Review	
General	General	General	Not required	Above 11	No restriction	No restriction	
NA	USA	Amazon	Amazon.com	7			
		Costco		10			
	Canada	Best Buy	BestBuyCanada				
		Costco		8			
		Amazon		7			
		Visions		10	No Video in the PDP page & Gallery		
		Lowe's					
LATAM	Brazil	B2W(Americanas)	Americanas.com				
		B2W(Submarino)	Submarino				
		Cnova(Casas Bahia)	Casas Bahia				
		Carrefour			No Video in the PDP page & Gallery		
		KABUM			No Video in the PDP page & Gallery		
		Cnova(Extra)	Extra				
		Cnova(Pontofrio)	Pontofrio.com				
		Magazineluiza	Magazineluiza.com (~23.06)				
	Mexico	Coppel		8		No review menu	
		Costco		6			
		Sam's Club		4		No review menu	
	Colombia	Corbeta(Alkosto)					
		Falabella					
	Peru	Falabella					
		Ripley		9		No review menu	
	Chile	Paris					
		Ripley					

OSM Measurement | Exception Rules

* Official Seller & Scoring Exception

EU & MEA

Region	Country	Retailer	Official Seller	Max. # Image	Limitation of Video	Review	
General	General	General	Not required	Above 11	No restriction	No restriction	
EU	UK	Amazon	Amazon.co.uk	7			
	Germany	Amazon	Amazon.de	7			
	Spain	Amazon	Amazon.es	7			
	France	Darty	DARTY				
		Fnac	Fnac.com				
	Norway	Elkjop			10		
		Power International			9		
	Hungary	Euronics		6			
	Italy	Amazon			7		
		Unieuro			1		
	Czech	Alza					
	Poland	MediaMarkt			6		
	Portugal	FNAC			7		
	Denmark	White Away			10		
Sweden	Elgiganten			10			
MEA	South Africa	Makro		4	No Video in the PDP page & Gallery		
		Hirsch's		1		No review count	
	Turkey	MediaMarkt			5		
		Vatan			8		
	UAE	Lulu					
		Amazon			7		
		SharafDG	SharafDG				

OSM Measurement | Exception Rules

* Official Seller & Scoring Exception

Asia & CIS & JP & IN

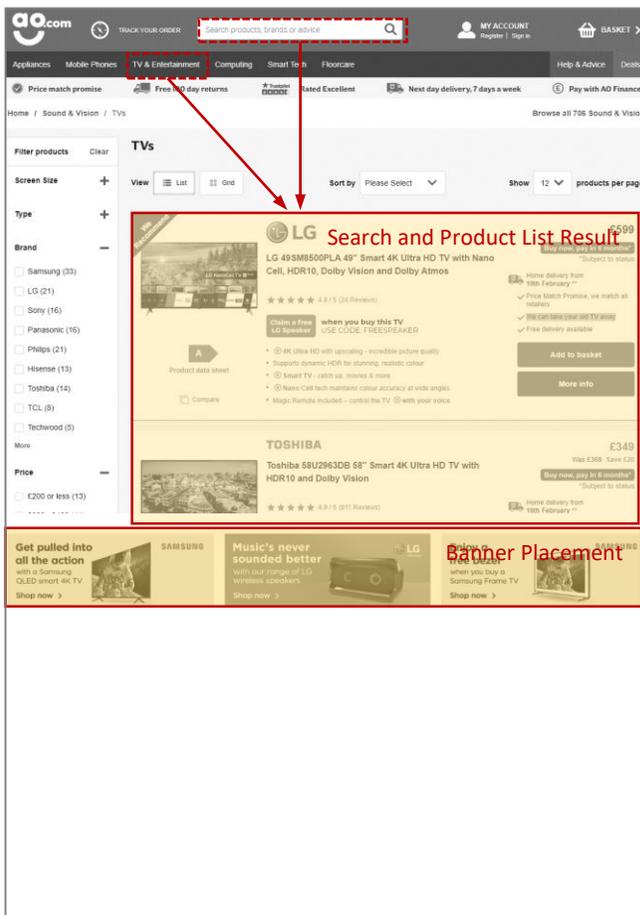
Region	Country	Retailer	Official Seller	Max. # Image	Limitation of Video	Review	
General	General	General	Not required	Above 11	No restriction	No restriction	
ASIA	Australia	JB HiFi					
		Amazon		7			
		Bing Lee		6			
	China	JD.com	LG家电自营官方旗舰店 (TV,REF,WM)		10		
			LG京东自营旗舰店 (MNT)				
	Taiwan	Tmall	LG官方旗舰店 / 三星家电旗舰店		5		
		Momo			6		No review menu
	Vietnam	PChome			1		No review menu
		Hong Kong	Fortress		6	No Video in the PDP page & Gallery	
	Indonesia	Lazada	Official seller page(LG / SS)		7		
			Shopee		10		
			CaoPhong				No Video in the PDP page & Gallery
	Philippines	Electronic City		3	No Video in the PDP page & Gallery		
	Philippines	Abenson		9			
	Philippines	Anson		9			
Singapore	Harvey Norman		10				
Singapore	Lazada		8				
CIS	Russia	Eldorado					
	Kazakhstan	Technodom					
		Mechta				No review count	
JAPAN	Japan	Amazon	Amazon.co.jp	7	No Video in the PDP page & Gallery Video in gallery : Paid		
INDIA	India	Amazon	DAWNTECH ELECTRONICS PRIVATE LIMITED (TV,REF,WM)/ Appario Retail Private Ltd (MNT)	7			
		Flipkart	OmniTechRetail				

OSM Measurement | Where to measure * Hierarchical structure

- OSM Monitoring reflects the consumers' behaviors in retailer websites : what they see, what they click, what attract them and what they concern for decision making.
- Follow their path, monitor from main to category pages as well as product pages.

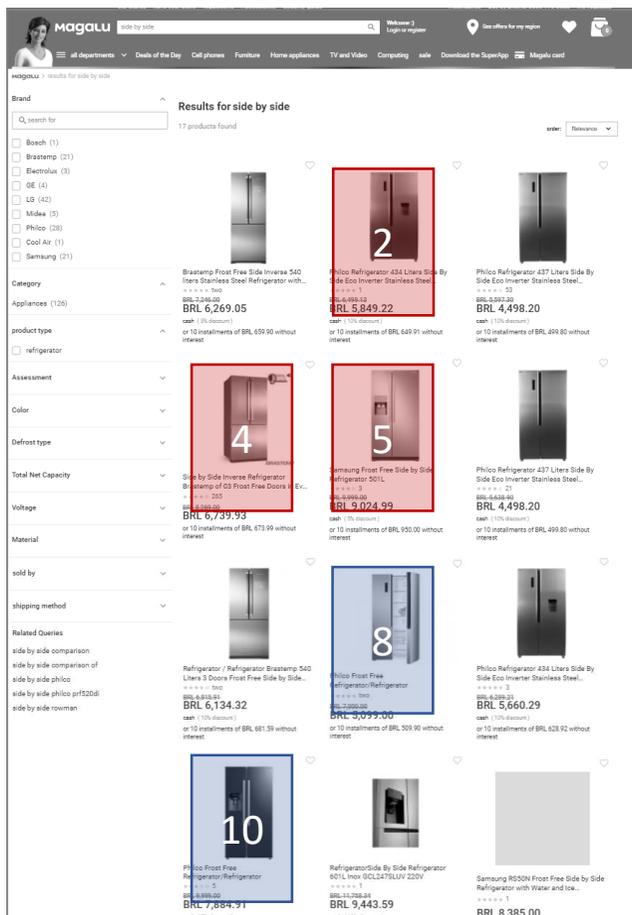
Banner, Search, Product list

Measured on ① Main and ② Category Pages



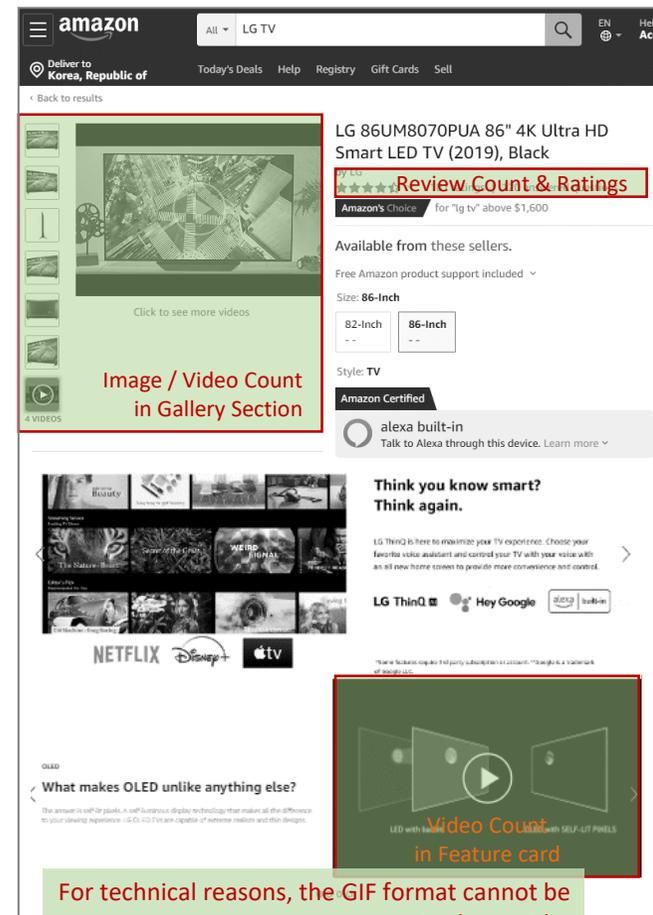
Top Rank & Avg Ranks

Measured on ① Main and ② Category Pages



Image, Video, Review, Ratings

Measured on ③ Each SKU's Product-Detail-Page

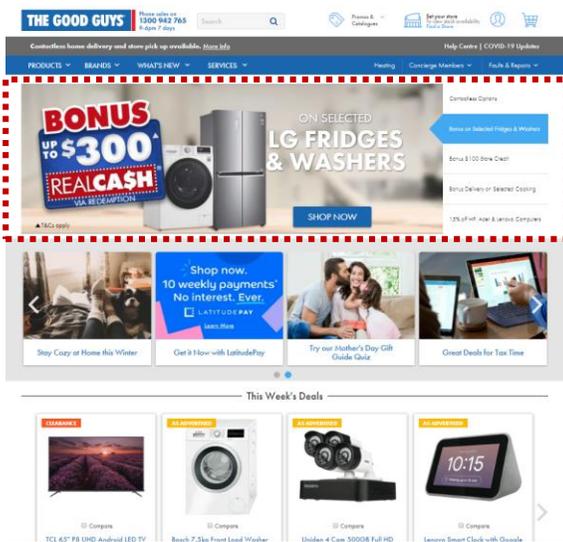


OSM Measurement I ① Banner

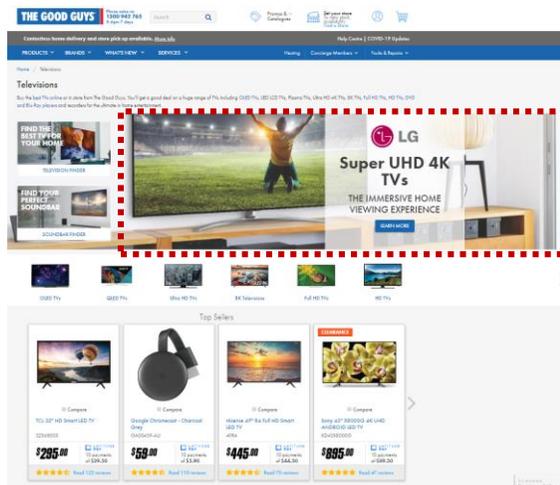
* OSM score would be only provided as reference data.

- Digital banners on the retailer's main page and category pages on the website attract attention and drive more traffic to our specific product or brand.
- This front-facing promotional initiative requires a considerable investment for eye-catching content/imagery as well as placement.
- However, it can be an instant solution to temporarily increase PDP traffic in the less competitive condition of other visible elements such as search result and product list browsing.

Main page



Category page



How to Measure		
Monitoring Object	Count the total number of banners in which the product category is displayed across the banner data collection area.	
Remark	<p>From 2023 (July), Multi-brand banners are counted for scoring</p> <ul style="list-style-type: none"> • Exception to exclude - Retailer's promotion banner • Banner position/size are not assessed for OSM. 	
How to Score	(Example)	
Scoring	LG	SS
Data # banner	2	3
Data Avg	2	3
Competitive Score	$(2/3) * 100 = 66.7$	-

- Banner creative and further information such as position (Top-Middle-Bottom Banner) can be found by downloading 'raw data'.
- Measuring the success of banner campaign, is not included in OSM Scoring.
- The crawler recognize the banner area and the images, then collect brand information based on the SKUs found on the page that lands after clicking the banner.

OSM Measurement I ② Search Result

* OSM score would be only provided as reference data.

- Managing search results is a very important factor (“Making it easy to find the product”) is a key factor of success in e-commerce, considering that 70% of shoppers prefer searching rather than browsing menus.
- A retailer applies its own search algorithm which generally reflects sales record, review ratings and profits as well as correspondence results.
- With a daily measurement of the share of designated keywords to win against competitors, enhance SEO of key products. In addition, search is somewhat unable to fully exploit the power of organic marketing, keeping eyes on the numbers and ranks of ‘paid products’.

Do Not Miss !

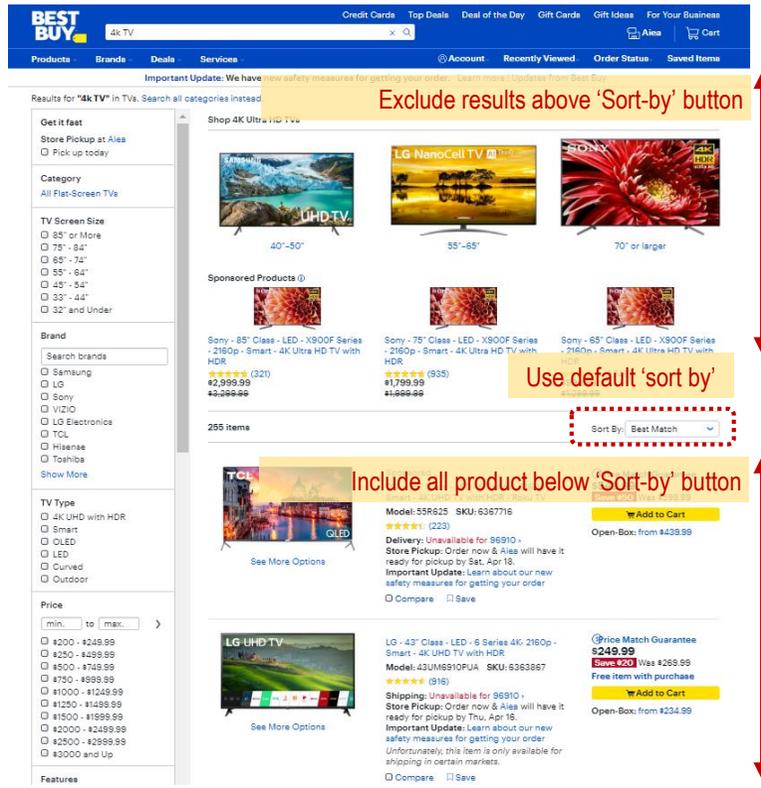
Why Need to Show up in 20 Results?

← **Avg. 20 products shown on the first page** (without clicking the next page button)

Not being on the first page = being invisible online

- 75% of clicks are on first page
- 50% of clicks made in search results are within the first 5 products listed.

(Source: Findify, 2020)



How to Measure			
Monitoring Object	Count the number of models among the top 20 search results regarding designated must-win keywords * Keywords are regularly selected by GMC and BU HQs and confirmed by subsidiaries considering local environment.		
Remark	<ul style="list-style-type: none"> • Count from all products below 'sort-by' button • Include both organic & paid exposure. 		
How to Score (Example)			
Scoring	LG	SS	
Data	Keyword 1	6	4
	Keyword 2	2	3
Data Avg	(6+2)/2 = 4.0	(4+3)/2 = 3.5	
Competitive Score	114.0	-	

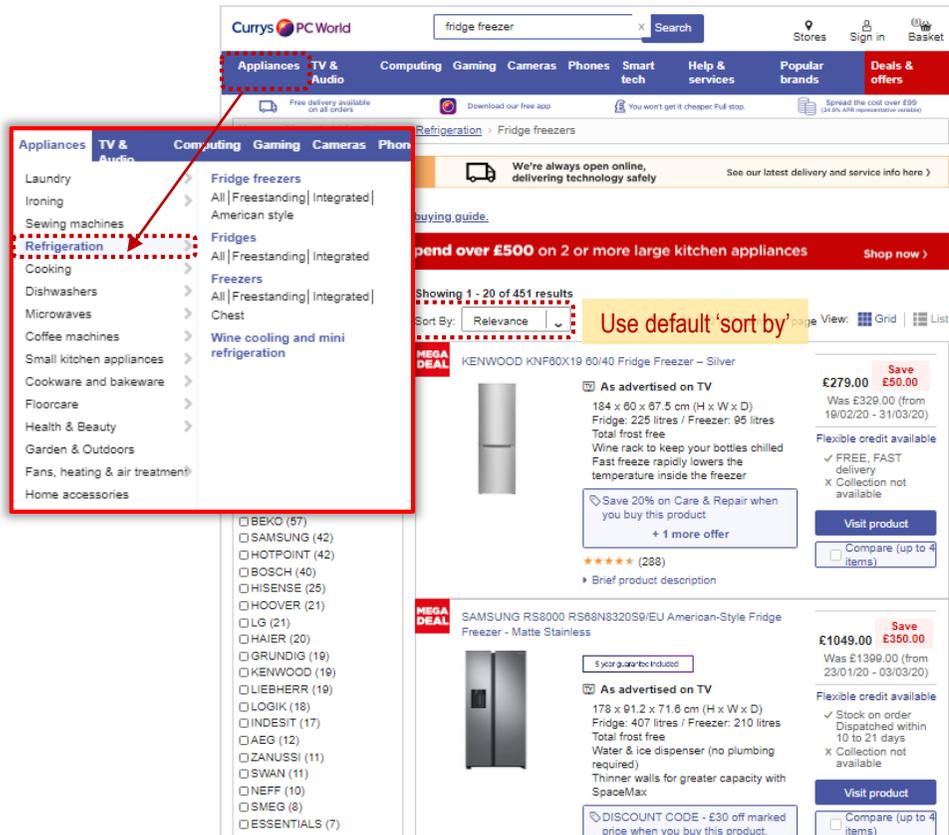
* The data result is the average of all keywords' data.

There are newly available features ① to gain visibility into the search rankings for keywords and ② to know who is sponsoring which keywords, which can be found by downloading 'raw data'.

OSM Measurement I ③ Product List

* OSM score would be only provided as reference data.

- Like an aisle and endcap in a retail store, e-commerce category pages show groups of related key products as recommendation of a certain retailer.
- The New customer, who for the most part has no favorite products, often uses category browsing pages to get a general idea of potential products.
- Both category and sub category levels must be monitored in order to engage buyer wherever.



How to Measure			
Monitoring Object	Count the number of models in the top 20 results after clicking the product category navigation menu button (product listing pages e.g. All TVs, Refrigerator)		
Remark	<ul style="list-style-type: none"> • Count from all products below 'sort-by' button • Include both organic & paid exposure. • Default 'sort-by' result is used • Use the average of results in high and sub-categories pages • During the period of redevelopment is carried out due to the category page update done by retailer, data could be omitted. 		
How to Score	(Example)		
Scoring	LG	SS	
Brand Count in Top 20	Category page	8	2
	Subcategory page	7	5
Data Avg	$(8+7)/2 = 7.5$	$(2+5)/2 = 3.5$	
Competitive Score	200.0*	-	

* Competitiveness score doesn't exceed 200.

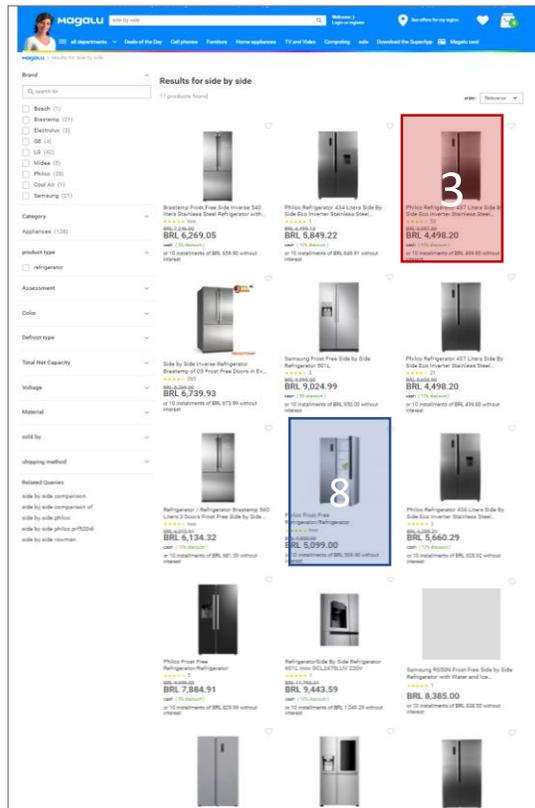
Edge dashboard (named as 'Menu') only show each product's exposure (e.g. one location, two locations) on browsing all high and sub category pages, which is not same as our criteria of 'Product List'.

OSM Measurement I ④ Top Rank

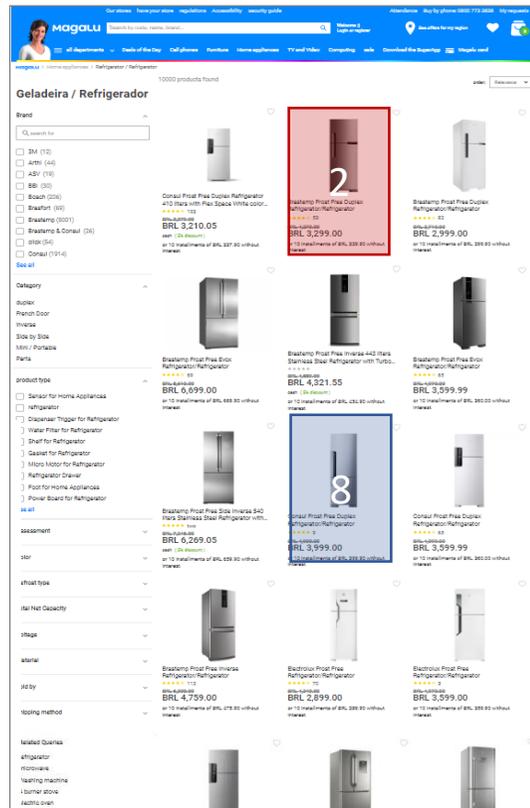
* OSM score would be only provided as reference data.

- While the existing Search and Product List is for managing the number of products exposed to the top, this indicator is for managing whether or not it occupies the 'top'.
- Calculating the 'best ranking' by categories by averaging the highest ranking of search by keyword and the highest ranking by category pages could be useful to grasp the status of management

Search Term Result



Product Category page Result



How to Measure		
Monitoring Object	Collect the highest rank model in Top 20 list for both Search Term results of all registered and all Product list pages. (product listing pages e.g. All TVs, Refrigerator)	
Remark	<ul style="list-style-type: none"> If competitor's product is in the top 20, but LG is not, LG's Top rank will be automatically counted as the lowest, '20' points This is the average data for the average top rank in the page and the average top rank of the menu page collected The lower the ranking, the better the meaning, so it is calculated as SS/LG. 	
How to Score (Example)		
Scoring	LG	SS
Product List Rank	2	8
Search Rank	3	8
Data Avg	$(2+3)/2 = 2.5$	$(8+8)/2 = 1.0$
Competitive Score	40	-

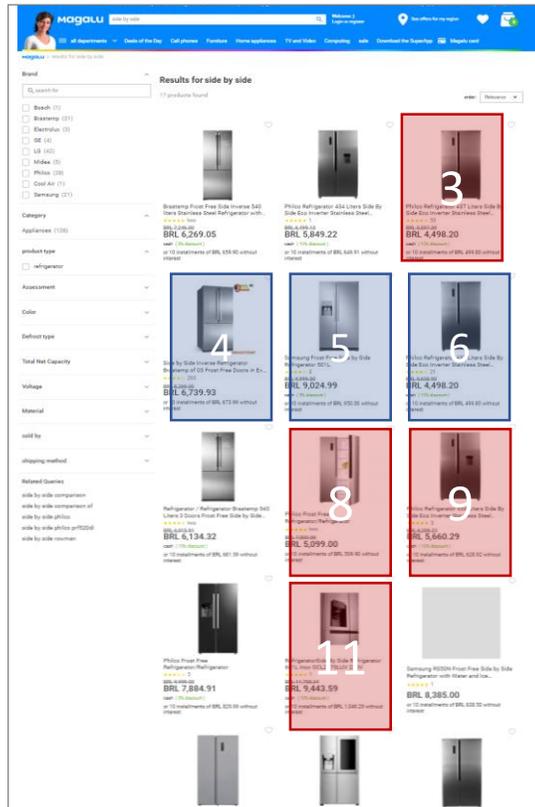
Edge dashboard (named as 'Menu') only show each product's exposure (e.g. home location, two locations) on browsing all high and sub category pages, which is not same as our criteria of 'Product List'.

OSM Measurement I ⑤ Avg. Rank

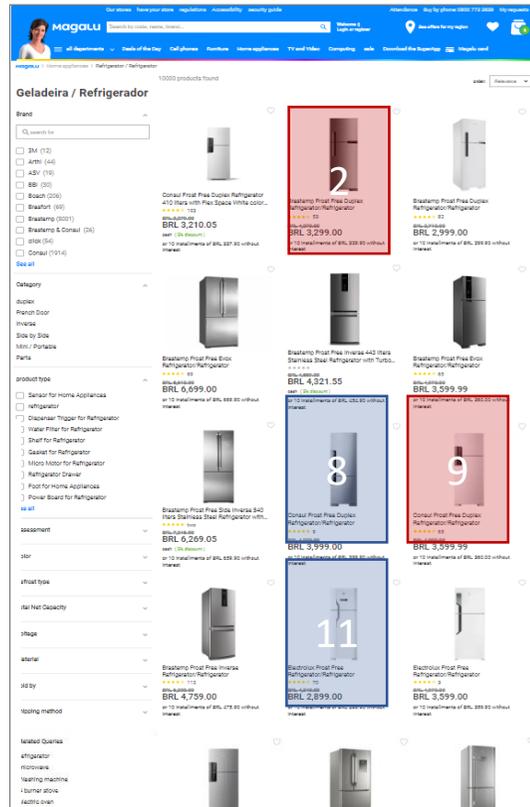
* OSM score would be only provided as reference data.

➤ Likewise, this indicator is for managing whether or not it occupies the 'top 20 list'. Calculating the listed 'rankings' by categories by averaging ranking of search by keywords and the rankings by category pages could be useful to grasp the status of management

Search Term Result



Product Category page Result



How to Measure		
Monitoring Object	Collect the brand's average rank of products in Top 20 for both Search Term results of all registered keywords and all Product list pages.(product listing pages e.g. All TVs, Refrigerator)	
Remark	<ul style="list-style-type: none"> If competitor's product is in the top 20, but LG is not, LG's Top rank will be automatically counted as the lowest, '20' points This is the average data for the average top rank in the page and the average top rank of the menu page collected The lower the ranking, the better the meaning, so it is calculated as SS/LG. 	
How to Score	(Example)	
Scoring	LG	SS
Product List Rank	$(2+9)/2 = 5.5$	$(8+11)/9.5$
Search Rank	$(3+8+9+11)/4 = 7.8$	$(4+5+6)/3 = 5.0$
Data Avg	$(5.5+7.8)/2 = 6.7$	$(9.5+5) = 7.3$
Competitive Score	91.7	-

Edge dashboard (named as 'Menu') only show each product's exposure (e.g. home location, two locations) on browsing all high and sub category pages, which is not same as our criteria of 'Product List'.

OSM Measurement I ⑥ Image

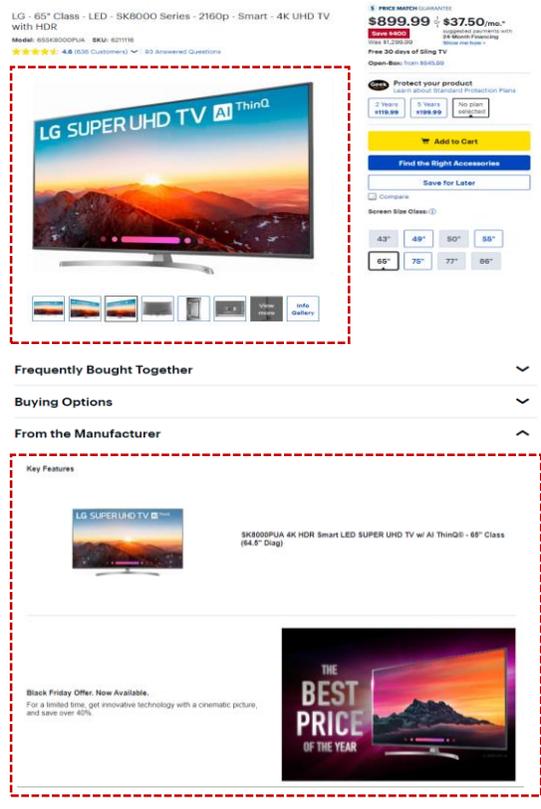
* OSM score would be only provided as reference data.

- Needless to day, **PRODUCT IMAGES PLAY A VITAL ROLE** in e-commerce.
- Delivering high-quality product images is a very important factor in raising search rank and sales as well as sales conversion.
- Because of the limited ability to evaluate image quality, OSM monitors the number of images as a core factor.

Do Not Miss !

Best Photo in ecommerce

- ✓ Noticeably and uniquely branded
- ✓ Informative showing compelling USPs as well as aesthetic merits
- ✓ Relevant & descriptive file name, tags embedded for helping SEO
- ✓ High quality but appropriate level of sizing not to make the site slower



Gallery section
(Monitored)

Description section
(Not monitored)

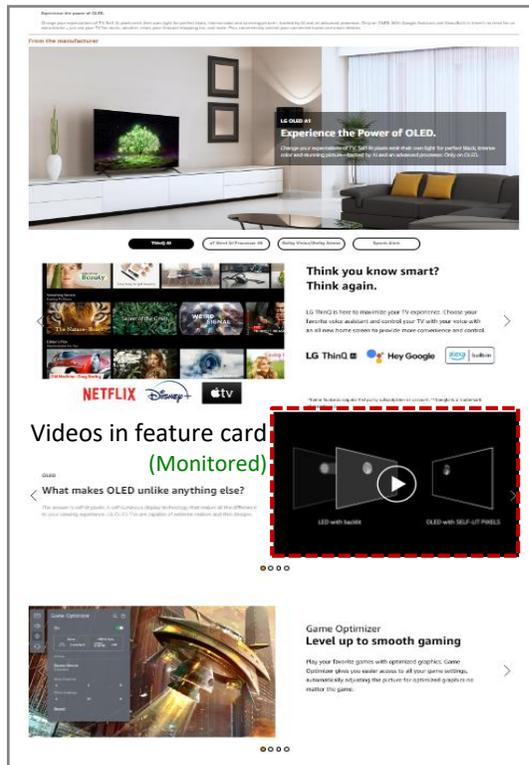
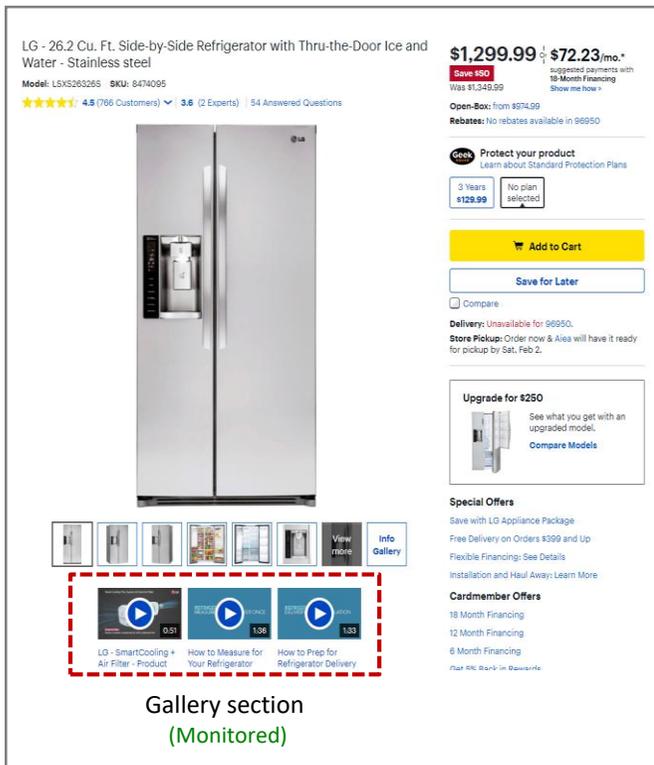
How to Measure			
Monitoring Object	Count the number of images in gallery section of each product detail page (per SKU)		
Remark	<ul style="list-style-type: none"> • For open markets, only official seller's products are monitored. • Count 360VR as image • Image diversity is not assessed for OSM any more. 		
How to Score (Example)			
Scoring		LG	SS
Data	per SKU	SKU #1: 5 SKU #2: 7 $\rightarrow (5+7)/2 = 6.0$	SKU#1: 3 SKU#2: 9 $\rightarrow (3+9)/2 = 6.0$
Competitive Score	Category*	100.0	-

The retailer's limitation on maximum number of product images, are investigated twice a year by GMC.
 If there is a sudden change on retailer website, please notify GMC for promptly updating the scoring framework.

OSM Measurement | ⑦ Video

* OSM score would be only provided as reference data.

- Product video has the capability to communicate an incredible amount of information quickly.
 - * 72% of people prefer video over text when learning about a product. (Wyzowl, 2019)
 - * 73% of consumers are more likely to buy a product after watching videos that explain how it works. (Animoto, 2014)
- Given that product videos increase conversion rates, the noticeable video 'play' button is crucial.



How to Measure		
Monitoring Object	Count the number of all the videos found in the product detail page (per SKU). (gallery videos + videos on the feature card (GIF videos are not counted))	
Remark	<ul style="list-style-type: none"> • For open markets, only official seller's products are monitored. • Don't count 360VR as video 	
How to Score	(Example)	
Scoring	LG	SS
Data avg	per SKU	SKU #1: 1 SKU #2: 3 → (1+3)/2 = 2.0
Competitive Score	Category*	200.0*

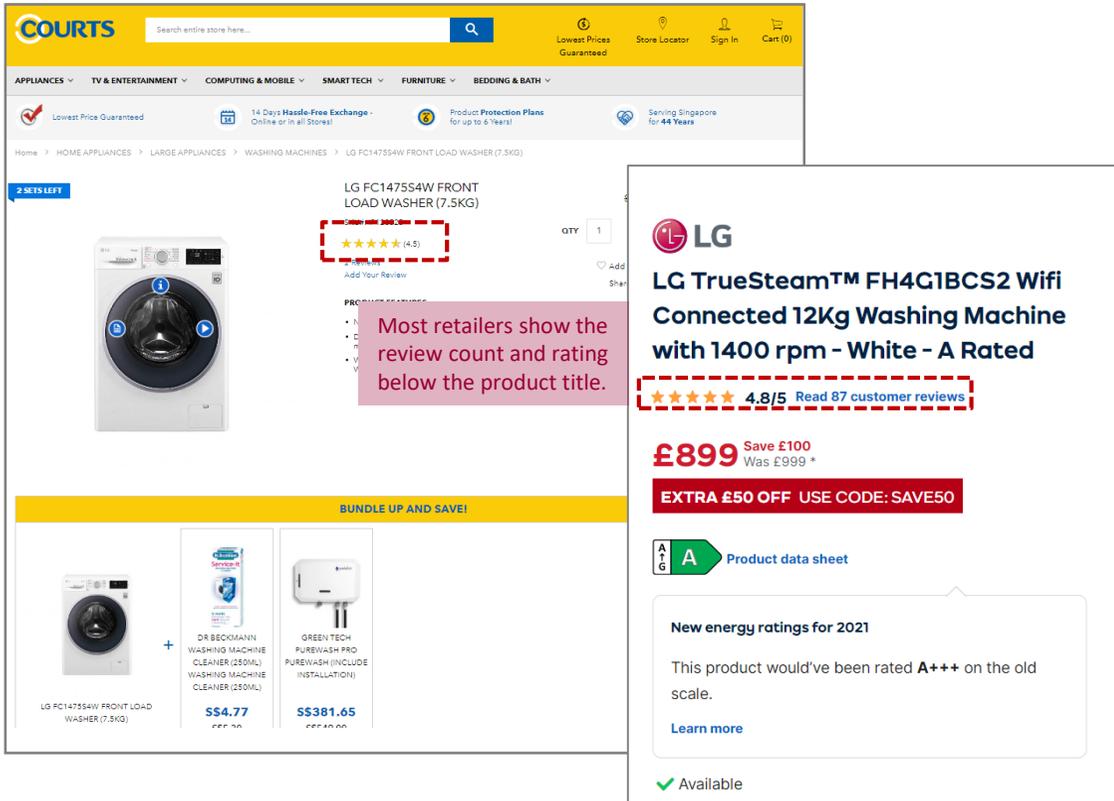
* Competitive score doesn't exceed 200.

Total number of videos in the product detail page regardless of gallery or description section, will be available and found by downloading 'raw data'.

OSM Measurement I ⑧ Review Count

** OSM score would be only provided as reference data.*

- Product reviews helps customers to trust our products and make buying decision of them. Also, reviews help SEO (to find our products easily) in ecommerce site.
- Not only the review count, Review Rating is monitored on a daily basis although it's not included in OSM scoring.
- Undoubtedly, higher rating reviews are even more influenced and a low rating review may restrict and stop to purchase.



How to Measure			
Monitoring Object	Count the total number of reviews on each product detail page (per SKU)		
Remark	<ul style="list-style-type: none"> • For open markets, only official seller's products are monitored. • Retailers that do not provide Review features are listed on Pg. 32-34 		
How to Score (Example)			
Scoring (General case)	LG	SS	
Data Avg	per SKU	SKU #1: 7 SKU #2: 10 $\rightarrow (7+10)/2 = 8.5$	SKU #1: 2 SKU #2: 12 $\rightarrow (2+12)/2 = 6.0$
Competitive Score	Category*	141.7	-

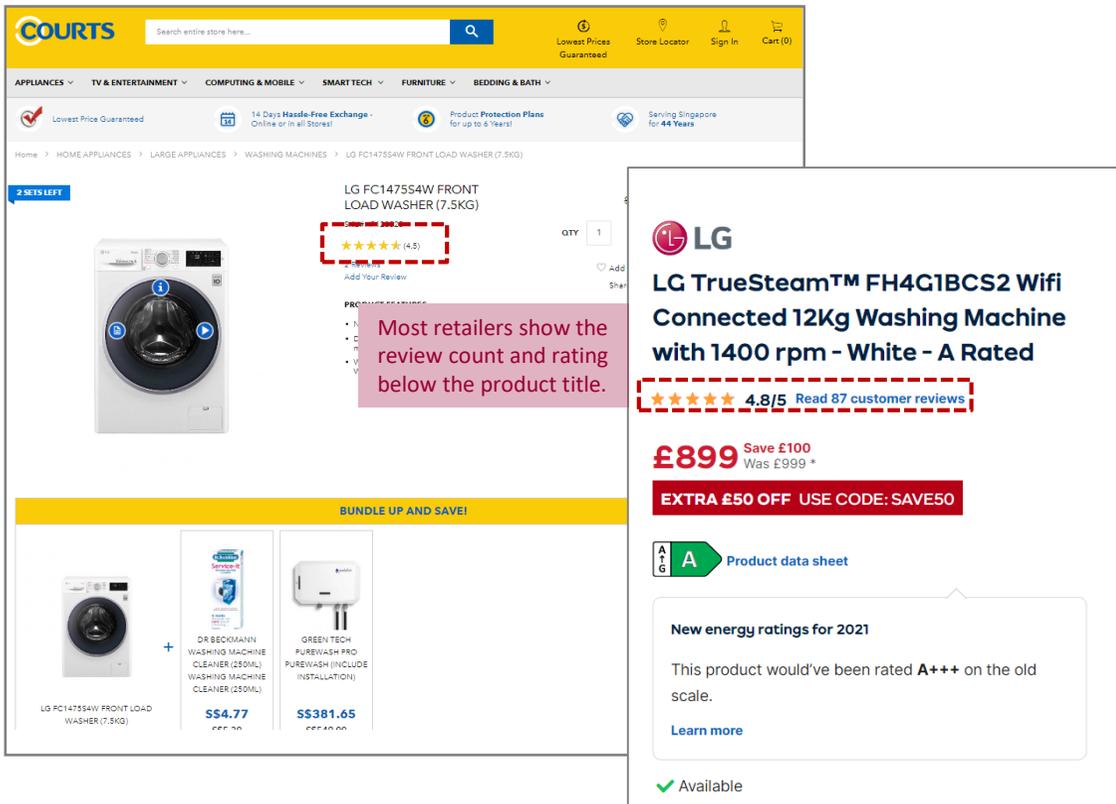
* Average of Category is the average of all SKU's belongs to the category.

For initially select markets, low rating review alert will be available through Edge digital shelf dashboard. Along with this, review details and contents enables to know what our customers expect out of products, services, and logistics.

OSM Measurement I ⑨ Review Rating

** OSM score would be only provided as reference data.*

- Product reviews helps customers to trust our products and make buying decision of them. Also, reviews help SEO (to find our products easily) in ecommerce site.
- Not only the review count, Review Rating is monitored on a daily basis although it's not included in OSM scoring.
- Undoubtedly, higher rating reviews are even more influenced and a low rating review may restrict and stop to purchase.



How to Measure			
Monitoring Object	Check the review ratings on each product detail page (per SKU)		
Remark	<ul style="list-style-type: none"> • For open markets, only official seller's products are monitored. • Retailers that do not provide Review features are listed on Pg. 32-34 • Ratings data are given on a 5 point scale 		
How to Score (Example)			
Scoring (General case)		LG	SS
Data Avg	per SKU	SKU #1: 4.5 SKU #2: 4.8 → $(4.5+4.8)/2 = 4.7$	#1: 4.1 #2: 4.4 → $(4.1+4.4)/2 = 4.3$
Competitive Score	Category*	109.3	-

* Average of Category is the average of all SKUs' belongs to the category.

For initially select markets, low rating review alert will be available through Edge digital shelf dashboard. Along with this, review details and contents enables to know what our customers expect out of products, services, and logistics.

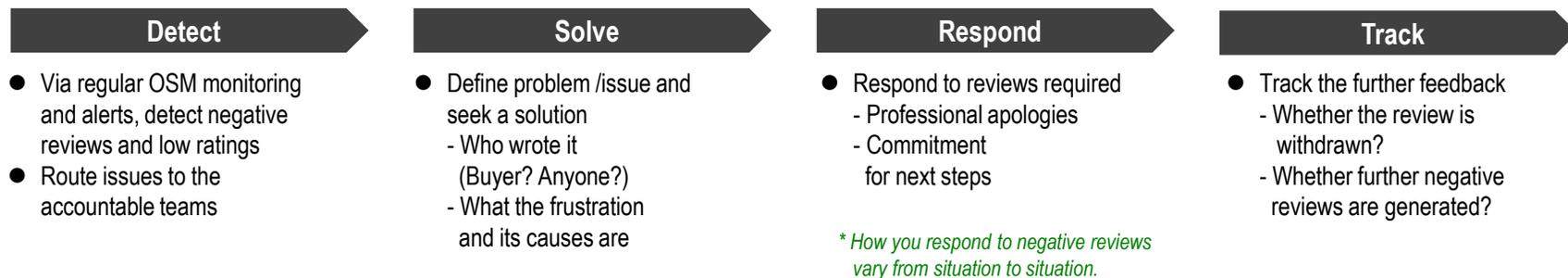
OSM Measurement I [Appendix] How to Respond to Negative Reviews

- Certainly, positive reviews make a definite impact on brand reputation and even boost business outcomes.
- Then, a consumer is 21 % more likely to leave a review after a negative experience than a positive one.
- In order not to drive our customers away, it's important to respond to negative reviews as soon as they are generated.

First, Build Processes across Teams including Retailer Partners to Respond Quickly & Thoughtfully.

Some retailers only allow reviews from verified buyers, it needs to discuss retailers about how to deal with negative reviews.

Example : From Monitoring to Responding



Do Not Miss !

94%

Positive Reviews Drive Business & Reputation↑
94 % percent say negative review has convinced them to avoid.

4.0+

80 % say the ratings that they trust the most are 4.0, 4.5, and 5 stars.
(Source: ReviewTrackers, 2018)

OSM Measurement I [Appendix] Product Information

- Beyond OSM scoring, LG and competitors' pricing and stock status are offered from 2020.
- Detecting which products are missing from assortment and where our own prices are positioned on the store, will help business decision making.

Product Availability

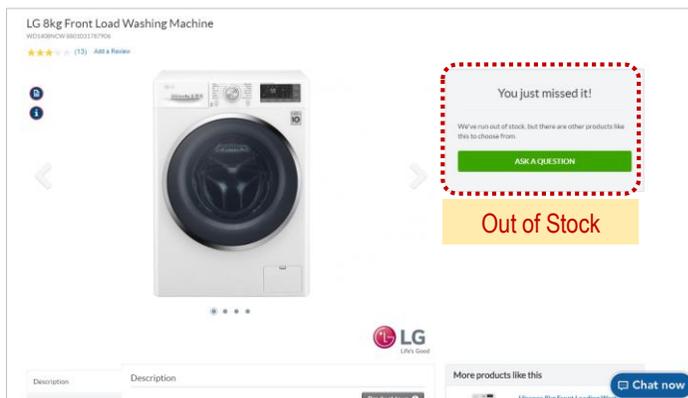
Given that out of stock is a deal breaker, it's crucial to track product availability and diagnose out of stock or lost buy box issues.

In-Stock	available to purchase and sold by an approved 1st party seller
Out of Stock	listed on the online store but shown as being out of stock, not available to purchase
Not Listed ("void")	not listed on the online store
Marketplace	currently only available through a 3rd Party seller

Do Not Miss !

We monitor the market-level data through a representative online website, not store-level. (mostly setting in a capital city)

In case of hybrid-retailers, stock availability and price may vary by store location.



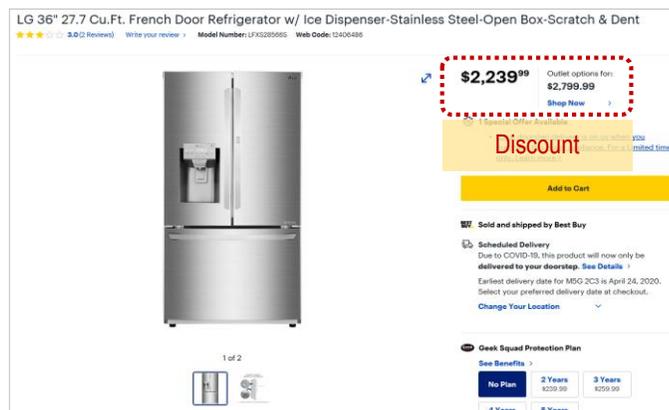
Price Change

Daily price checks will indicate if a particular product has increased or decreased in price since the previous day.

It also notifies its promotion as well as discount when the text of any promotion is applied to the product by retailer

- Along with dashboard check, set alerts and get notifications on price changes for LG and competitors' products.

✘ Please remind that there are restrictions on how price information may be used in some markets. Related data must not be shared with others in any case.



2024 OSM Guideline

Please contact Data Insight Team for further information (aida.boussetta@lge.com)

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