

A Huge Ecommerce Opportunity for Large CPG Brands



Blue Bite



It's no secret that ecommerce sales **skyrocketed last decade, and CPG brands were not left out of this growth. However, large CPG brands are not keeping up.**

The Boston Consulting Group (BCG) puts it bluntly:

Online sales grew rapidly from 2013 to 2018—19% annually versus the anemic 1% growth rate of in-store sales. All told, e-commerce now accounts for 40% of the growth in CPG retail sales. The problem: large CPG companies continue to lag in e-commerce, posting weaker performance in the online arena than they do in the offline.

This translates into hundreds of millions of dollars in lost sales opportunities.

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More Important Now Than Ever

Mondelez International reported “**unprecedented** demand” in ecommerce during the time, and worked to meet that demand. The company anticipates a good portion of the ecommerce demand to remain after the pandemic.

One way to increase CPG ecommerce sales is to use **smart packaging** to connect directly with consumers, opening a direct product commerce channel that was previously unavailable.

How Blue Bite Helps CPG Brands Increase Direct Ecommerce Sales

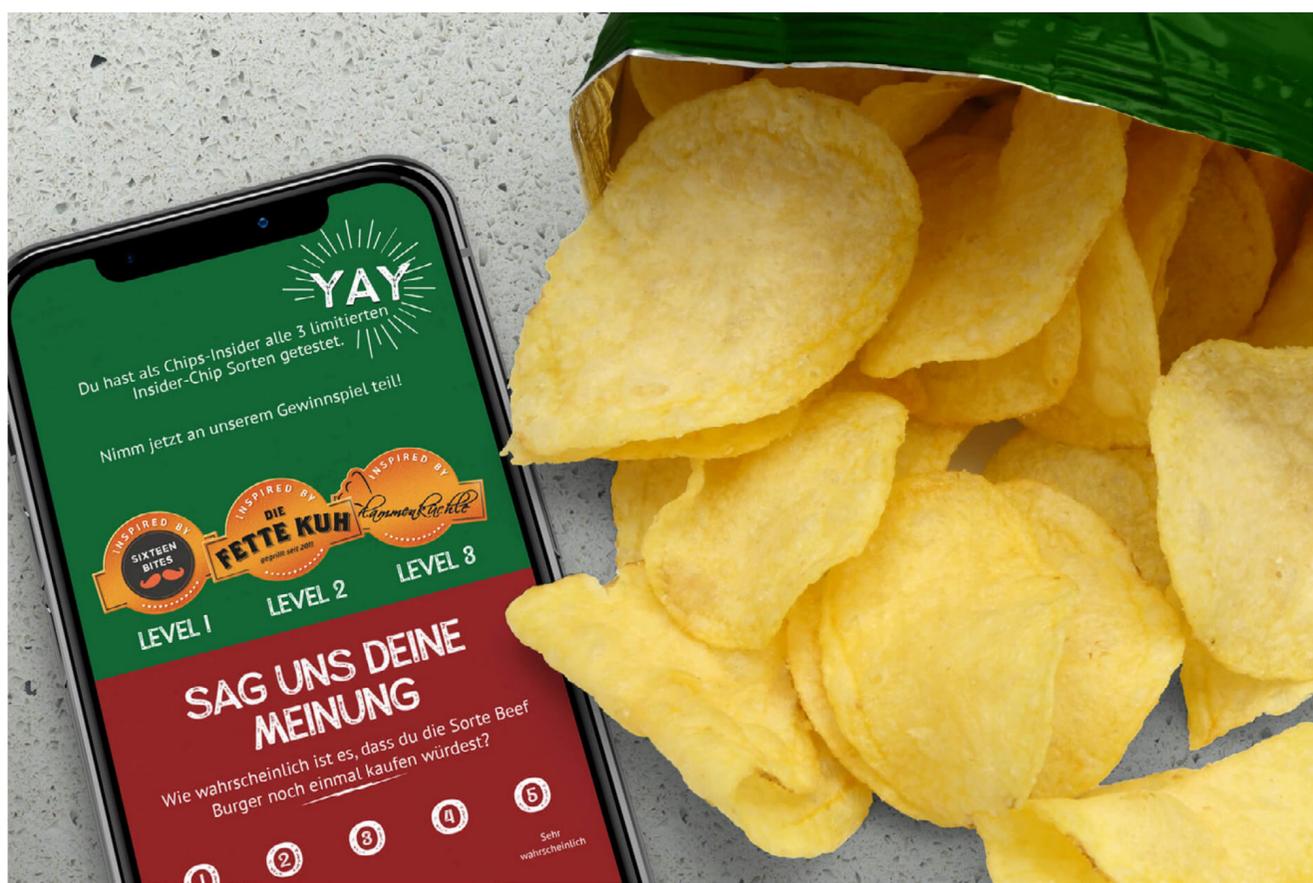
1. Establish Product Commerce

- When you digitalize CPG packaging, Blue Bite empowers you to create **product commerce** — the ability to sell directly to consumers through your products
- Here's how it works: when consumers purchase CPG products, they scan a **QR code** on the packaging and the resulting Blue Bite experience offers a simple, **one-tap** way for these customers to rebuy the product and purchase related products — directly from the CPG brand

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2. Build Consumer Loyalty

- Extending that loyalty to ecommerce and direct purchasing is something many brands struggle with
- With Blue Bite-powered digital experiences, brands also establish a **direct** relationship with consumers that builds stronger loyalty
- For example, when Intersnack launched new chip flavors for its funny-frisch brand, they used a Blue Bite-powered experience to encourage consumers to try other flavors that resulted in additional sales and a closer **connection** between brand and consumer



3. Get Product Data

- Blue Bite experiences offer CPG brands insight into how their products are used
- When consumers scan QR codes, brands see where and how often their products are interacted with, providing **new data** beyond the sale they weren't privy to before
- When consumers register for contests, gamified experiences or other incentives, CPG brands have **direct** consumer information not previously available

