



## PDP-Level Analytics

BevAlc360° gives beverage alcohol suppliers PDP-level analytics across an integrated retail network, finally tying enriched content and retail media clicks to real changes in conversion, velocity, and distribution.

By running a PDP-level ROI case study on the digital shelf, suppliers can prove which content and investments move cases, justify spend with hard data, and walk into retailer and distributor meetings with a clear story of incremental revenue, not just impressions.



# Executive Summary

Apr 12 – May 11, 2025



**Company A**

company\_uuid: DEMO-COMPANY-A-0001

8 Brands · 1,486 Retailer Sites · Reporting Period: Apr 12 – May 11, 2025

- Executive Summary
- Impressions Time Series
- Module Performance
- Channel Performance
- Card Analytics
- Retailer Breakdown
- Geographic Heatmap
- Brand Performance
- Product Performance
- Add-to-Cart Funnel
- Engagement & Scroll
- Device & Viewport
- Above-Fold Analysis
- Session & Reach

DATE RANGE

Last 7 days | **Last 30 days** | Last 90 days

MODULE TYPE

All

COUNTRY

All

Apply Filters

Export CSV

All Brands

Brand 1

Brand 2

Brand 3

Brand 4

Brand 5

Brand 6

Brand 7

Brand 8

IMPRESSIONS

**2,418,340**

▲ 12.4%

VIEWS (VISIBLE)

**847,210**

▲ 8.1%

CLICKS

**124,560**

▲ 3.2%

ADD-TO-CARTS

**18,340**

▲ 22.7%

AVG. ENGAGEMENT

**4.2s**

▼ 1.1%

ACTIVE RETAILERS

**312**

▲ 5 new

**35.0%**

View Rate

Views ÷ Impressions

**5.15%**

Click-Through Rate

Clicks ÷ Impressions

**0.76%**

Add-to-Cart Rate

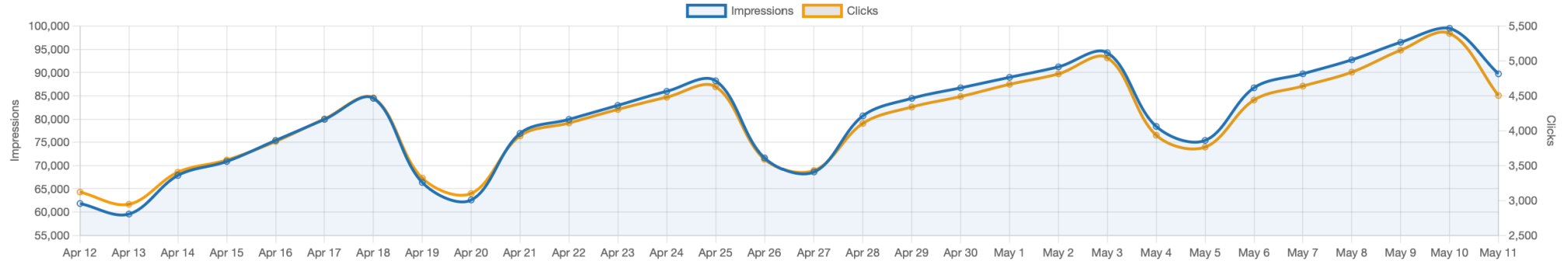
ATCs ÷ Impressions

**62%**

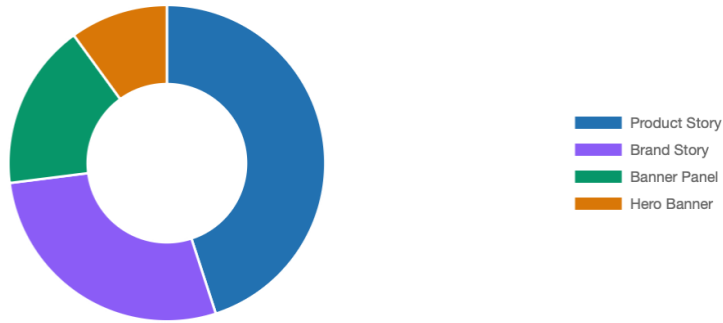
Avg. Scroll Depth

Across all sessions

### Impressions & Clicks — Last 30 Days



### Impressions by Module Type











<b>Product Story</b>	1,088,253	45%
<b>Brand Story</b>	677,135	28%
<b>Banner Panel</b>	411,118	17%
<b>Hero Banner</b>	241,834	10%


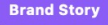



### Top Retailers by Impressions

RETAILER DOMAIN	IMPRESSIONS	CLICKS	CTR	LAST ACTIVE
retailer-1.example	387,450	22,180	5.72%	Today
retailer-2.example	312,890	16,940	5.41%	Today
retailer-3.example	298,340	14,210	4.76%	Yesterday
retailer-4.example	241,780	11,890	4.92%	Today
retailer-5.example	198,230	8,740	4.41%	2 days ago

### Performance by Brand — Company A

BRAND	IMPRESSIONS	CLICKS	CTR	ADD-TO-CARTS	AVG. ENGAGEMENT
 Brand 1	612,340	38,210	6.24%	5,840	5.1s
 Brand 2	487,120	28,940	5.94%	4,210	4.8s
 Brand 3	398,450	21,180	5.31%	3,120	3.9s
 Brand 4	312,890	15,640	5.00%	2,340	4.2s
 Brand 5	241,780	10,890	4.50%	1,480	3.7s
 Brand 6	187,230	5,840	3.12%	720	3.2s
 Brand 7	98,340	2,980	3.03%	380	2.9s
 Brand 8	80,190	880	1.10%	250	2.4s

### Top Performing Modules

MODULE NAME	BRAND	TYPE	IMPRESSIONS	CTR	ATCS
Module 1	Brand 1		298,340	7.12%	2,840
Module 2	Brand 2		241,780	6.84%	2,210
Module 3	Brand 3		198,450	5.91%	1,680
Module 4	Brand 4		142,890	5.34%	1,240
Module 5	Brand 5		118,340	4.87%	980

# Above-Fold Analysis



**Company A**

company\_uuid: DEMO-COMPANY-A-0001

8 Brands · 1,486 Retailer Sites · Reporting Period: Apr 12 – May 11, 2025

- Executive Summary
- Impressions Time Series
- Module Performance
- Channel Performance
- Card Analytics
- Retailer Breakdown
- Geographic Heatmap
- Brand Performance
- Product Performance
- Add-to-Cart Funnel
- Engagement & Scroll
- Device & Viewport
- Above-Fold Analysis**
- Session & Reach

DATE RANGE

Last 7 days Last 30 days Last 90 days

MODULE TYPE

All

COUNTRY

All

RETAILER

All

Apply Filters

Export CSV

OVERALL ABOVE-FOLD RATE

43.2%



ABOVE-FOLD IMPRESSIONS

1,044,723

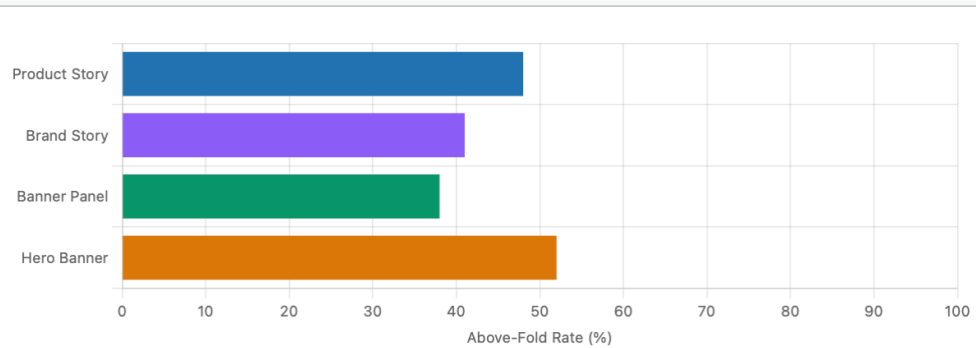
▲ 8.3%

BELOW-FOLD IMPRESSIONS

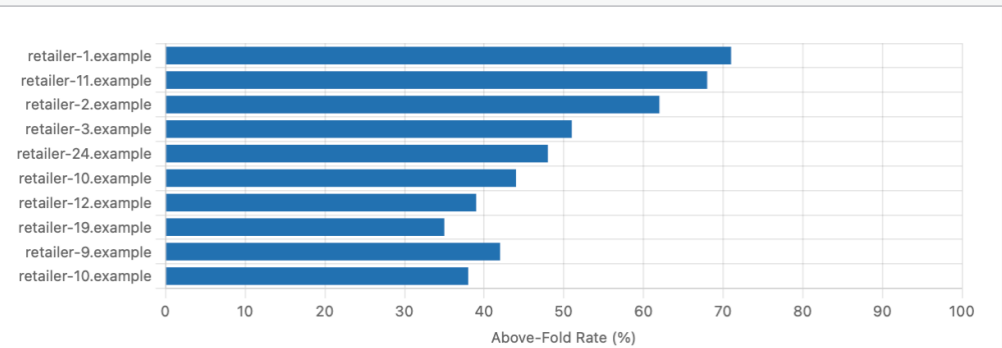
1,373,617

▼ 3.1%

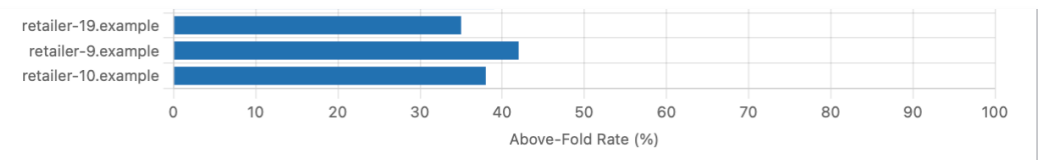
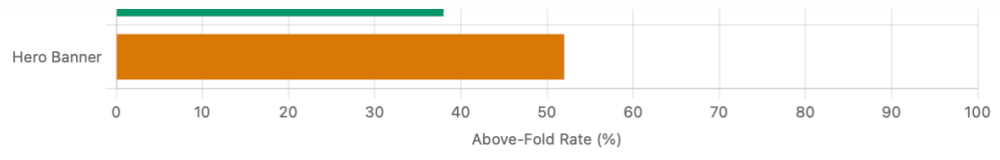
Above-Fold Rate by Module



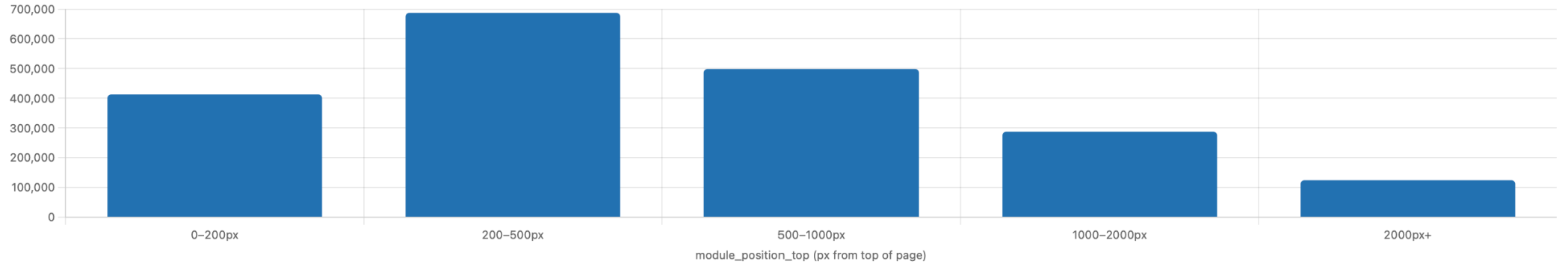
Above-Fold Rate by Retailer



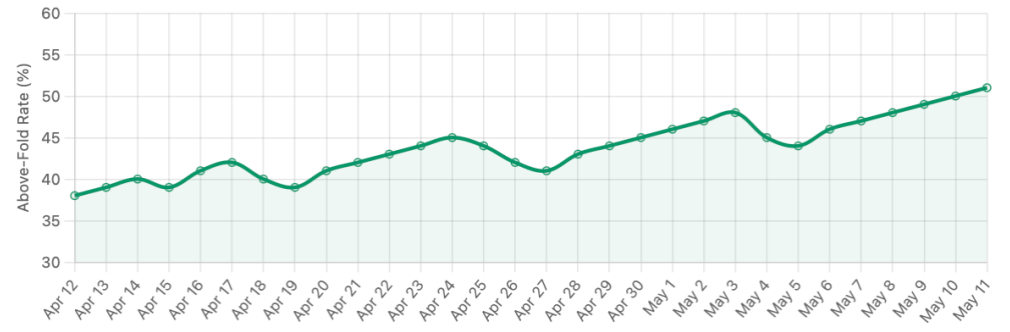
Module Position Distribution



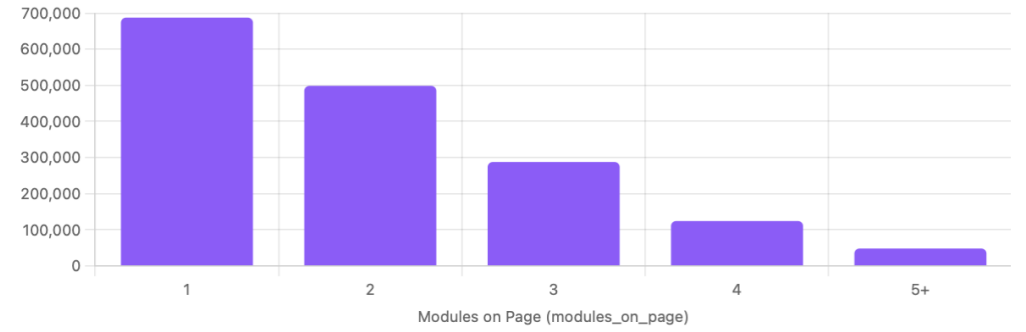
### Module Position Distribution



### Above-Fold Rate Trend



### Modules per Page



# Add-to-Cart Funnel



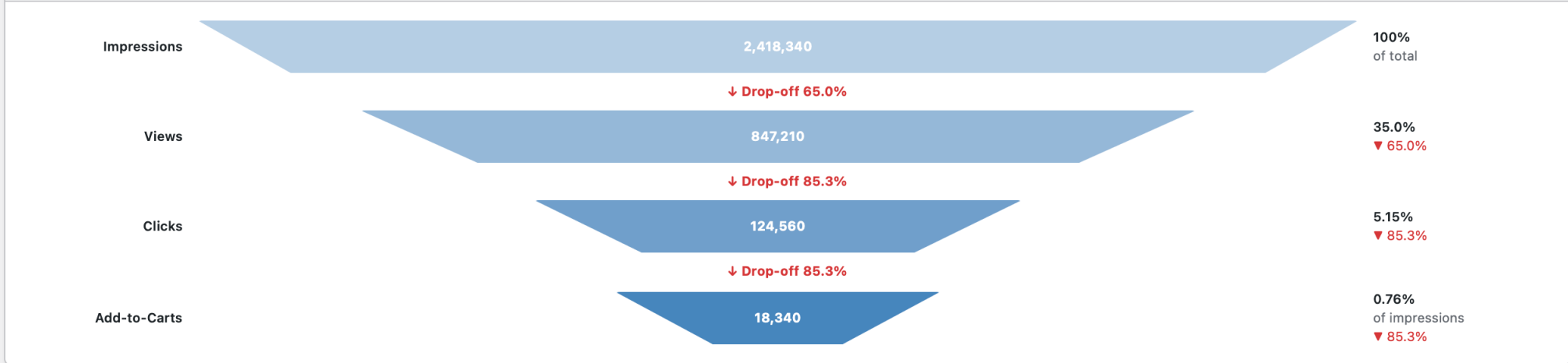
**Company A**  
company\_uid: DEMO-COMPANY-A-0001

8 Brands · 1,486 Retailer Sites · Reporting Period: Apr 12 – May 11, 2025

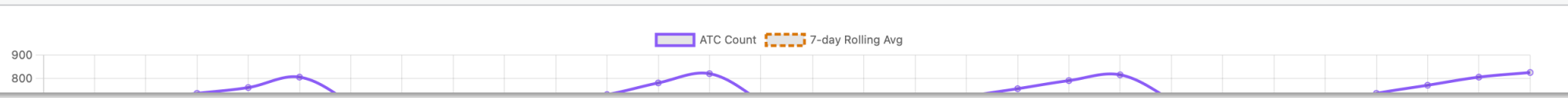
- Executive Summary
  - Impressions Time Series
  - Module Performance
  - Channel Performance
  - Card Analytics
  - Retailer Breakdown
  - Geographic Heatmap
  - Brand Performance
  - Product Performance
  - Add-to-Cart Funnel**
- Engagement & Scroll    Device & Viewport    Above-Fold Analysis    Session & Reach

DATE RANGE: Last 7 days **Last 30 days** Last 90 days
 MODULE TYPE: All
 COUNTRY: All
 RETAILER: All
Apply Filters
Export CSV

## Conversion Funnel



## ATC Timeseries



# Engagement & Scroll



**Company A**

company\_uuid: DEMO-COMPANY-A-0001

8 Brands · 1,486 Retailer Sites · Reporting Period: Apr 12 – May 11, 2025

Executive Summary · Impressions Time Series · Module Performance · Channel Performance · Card Analytics · Retailer Breakdown · Geographic Heatmap · Brand Performance · Product Performance · Add-to-Cart Funnel

**Engagement & Scroll** · Device & Viewport · Above-Fold Analysis · Session & Reach

**DATE RANGE**

Last 7 days · **Last 30 days** · Last 90 days

**MODULE TYPE**

All

**COUNTRY**

All

**Apply Filters**

↓ **Export CSV**

**4.2s**

**Avg Engagement Time**  
engagement\_ms ÷ 1000

**2.8s**

**Median Engagement**  
50th percentile

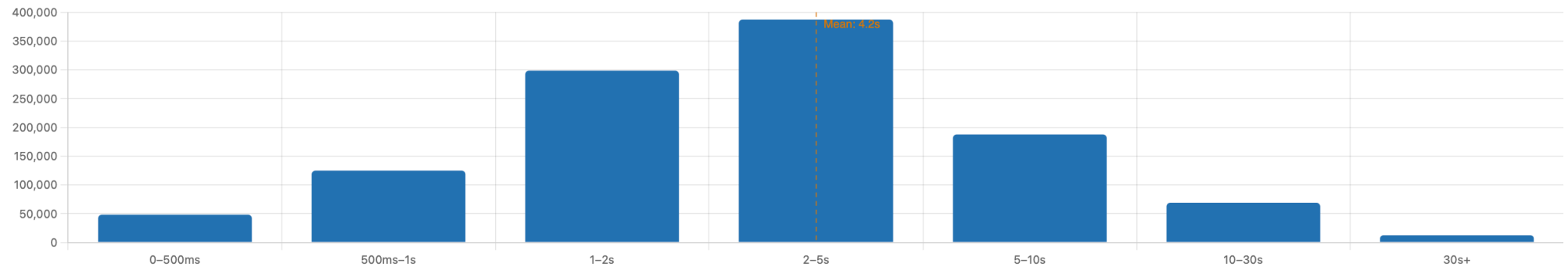
**62%**

**Avg Scroll Depth**  
scroll\_depth\_pct avg

**18.4%**

**Sessions with 90%+ Scroll**  
scroll\_depth\_pct ≥ 90

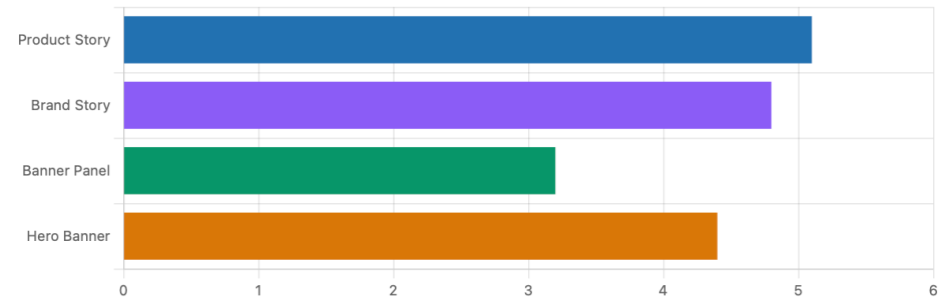
### Engagement Time Histogram



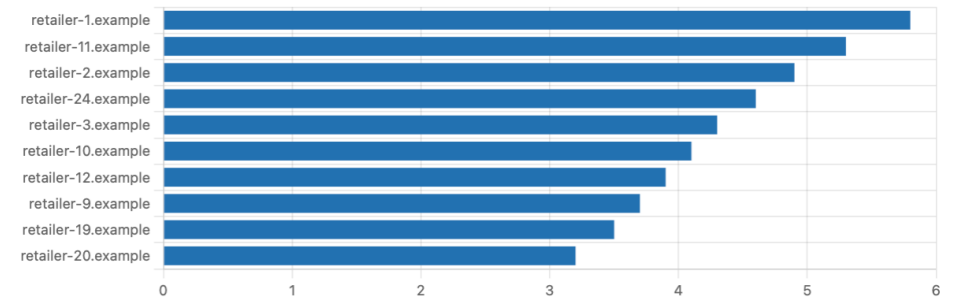
### Average Engagement by Module

### Average Engagement by Retailer

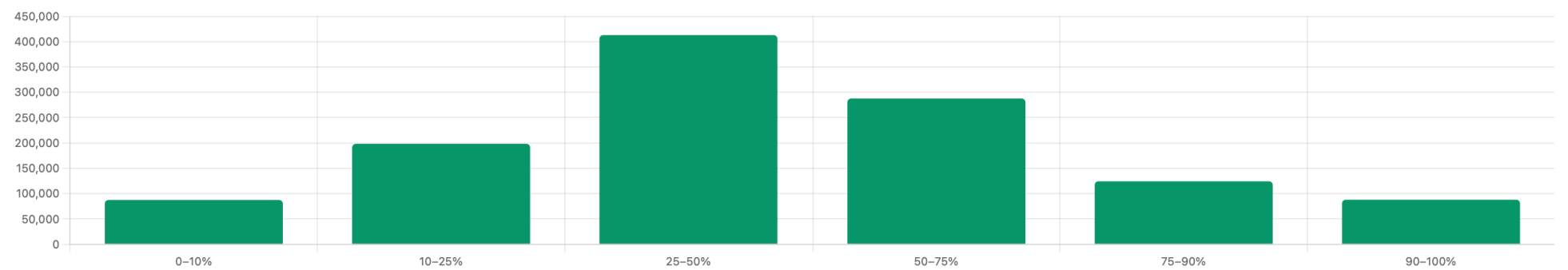
Average Engagement by Module



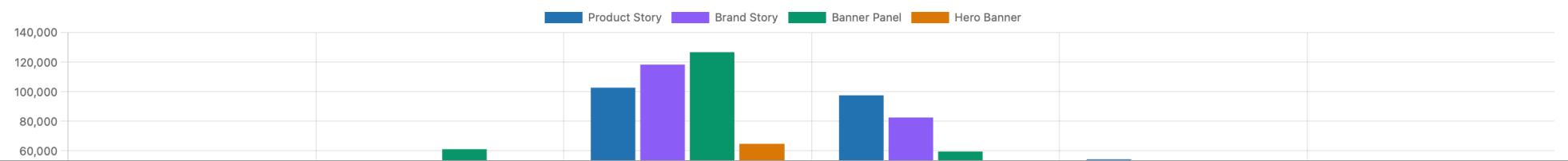
Average Engagement by Retailer



Scroll Depth Distribution



Scroll Depth by Module Type





## Ready to Start Storytelling and Increase Ecommerce Sales with BevAlc360°?

“Early adopters of enriched, storytelling-driven PDPs will be the brands that win the digital shelf every day—and own the OND 2026 selling season.” Source: [NIQ](#)

