

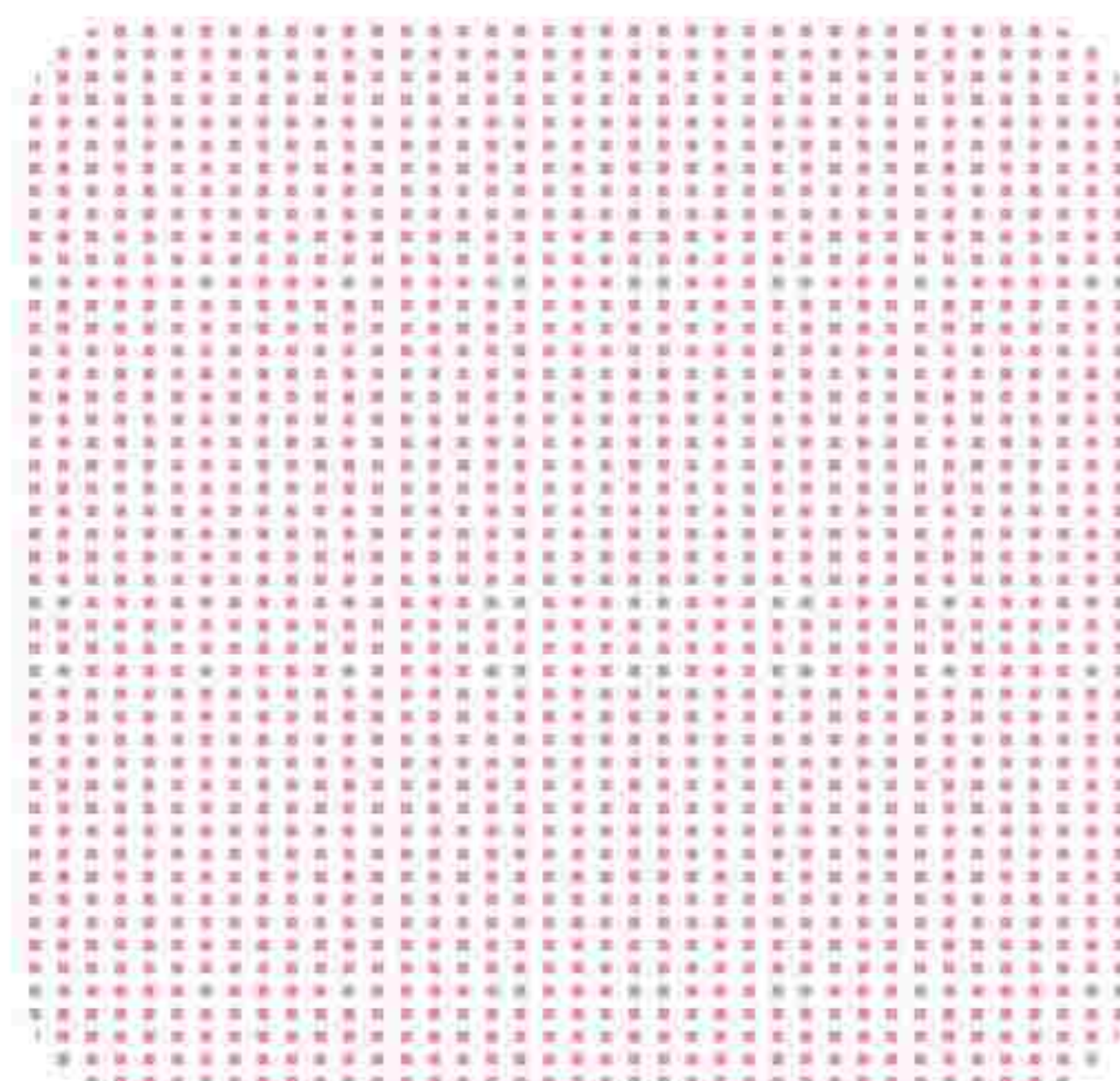
Quick Commerce Playbook 2025



x



GobbleCube



Introduction

QComm has evolved from an experiment to the **primary growth engine** for FMCG and D2C brands in only three years. Platforms like Blinkit, Big Basket, Flipkart Minutes, Instamart, and Zepto have redefined consumer expectations:

“Anything in 10 minutes” is now standard.

To keep up, brands must rewire supply chains, rethink P&Ls, and speed up how marketing and ops move together.

So, we built a framework-first playbook.

Because QComm evolves daily, this playbook focuses on durable frameworks and operating principles rather than fleeting tactics. **Which isn't static.**

As Quick Commerce shifts in rules, data, and best practices, this playbook will too! It is built to help consumer brands:

1. Grow sustainably without unreasonable working capital burn.
2. Provide a single source of truth for growth, ops & finance teams
3. Aggregate real-time learnings from DSGCP portfolio brands

And created with decision makers in mind

Exploring QComm or already deep in it, this playbook offers a **practical, strategic lens.**

If you're a founder, marketer, or operator making decisions on growth, inventory, or capital, **it's built with you in mind!**

Special thanks to

Our partner brands shaped this field-tested playbook by generously sharing data, experiments, and war stories.



Srikumar Nair
GobbleCube



Manas Gupta
GobbleCube



Urmit Shah
DSGCP



Pankaj Goyal
Farmley



Smit Raval
GODESi



Utkarsh Gurav
GoZero



Dhruv Bhasin
Arata



Pallavi Utagi
SuperBottoms



Shagun Dwivedi
Deconstruct



Ajinkya Poundrik
Epigamia



Akhil Kansal
Anveshan



Saurabh Sameer
Ugao

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Marketing & Visibility

- Strategic Budget Planning
- Understanding Visibility Levers
- Detailed Visibility Roadmap & Execution

Strategic Budget Planning

Why does QComm needs a new budgeting approach?

Marketing in QComm moves faster, but that doesn't mean spend should be reactive. Your budget strategy needs to match your growth stage, margin structure, and competitive context. Pick based on where your brand is today!

Budgeting frameworks for different growth stages

Framework 1 – For brands defending share or scaling with stable demand

Use your existing QComm revenue to set baseline marketing budgets and flex based on category dynamics.

How can you implement it:

1. Start with a fixed % of gross QComm sales
2. Flex up/down depending on:
 - Category margins (more room to spend where margins allow)
 - Competitive pressure
 - How aggressively you want to grow
3. Spread budgets to account for seasonality like festive weeks, platform-led events

Framework 2 – For brands expanding into new geos or looking to win in under-performing cities

Let local performance guide your spend. Some cities might need more fuel than others.

How can you implement it:

1. Compare your category share by city (e.g., 25% in Delhi, 10% in Mumbai)
2. Identify cities where you're under penetrated but demand exists
3. Budget based on:
 - Cost per impression (CPM) in each city
 - Estimated ad volume needed to gain share

- Dark-store and inventory readiness (no point spending where you can't fulfill)

Framework 3 – New brands or launch of new SKUs looking at creating the category/offering a new variant, use case or price point

When there's no historical data to lean on, start with a sales goal and work backwards.

How can you implement it:

1. Set a sales target (e.g., 1,000 units in Month 1)
2. Calculate the impressions you'll need to hit this target (based on expected CTRs and conversion rates)
3. Budget based on cost per impression (CPM) across cities/platforms
4. Run rolling forecasts every 2–4 weeks to:
 - Re-plan media based on actual performance
 - Align inventory and dark store readiness
 - Factor in platform events that may spike demand

💡 Note: These frameworks aren't either/or. The most effective brands combine elements from all three, depending on their goals, categories, and stage of maturity. Think of them as tools you can layer based on what you're solving for.

Understanding Visibility Levers

Different marketing channels drive different outcomes.
Here's how you can pull the right lever to turn intent into impact:

Channel Visibility Matrix			
Asset Type	Primary Goal	Intent	KPI Focus
Paid Search	Conversion and Reach	High User Intent	TACOS, Search SOV and RoAS
Paid Display	Discovery	Medium (To create category interest)	Impressions, CPM & Reach
Organic Search & Browse	Sustainable Conversion & Reach	Highest User Intent	SOV & Rank

Detailed Visibility Roadmap & Execution

Each type of visibility — Search, Browse/Display or Organic — needs its own city-specific strategy.

A deep understanding of the product's visibility objectives and the category dynamics drive successful hyperlocal visibility strategies to help win at scale.

Start with a Clear Objective

Every SKU has one of three jobs:

1. Capture share from existing players
2. Acquire new customers
3. Defend your current share

Define this up front. It drives everything from campaign structure to keyword strategy to RoAS benchmarks.

Understand Category Dynamics

To build the right SKU strategy, ask:

1. What gives your SKU the right to win here?
 - Is it a price advantage?
 - Is it differentiated?
 - Is it a proven performer elsewhere?
2. When does demand spike?
 - Daily (mornings, evenings)?
 - Monthly (festive periods, platform events)?
3. How aggressive is the competition?
 - What's their estimated share?
 - Are you seeing a surge in ad activity or pricing pressure?

1. Building a Hyperlocal Strategy

A winning hyperlocal strategy is the one that thinks city-first, because category offtake, competition, demand, and recall vary dramatically by geography.

1.1 City-level Strategy

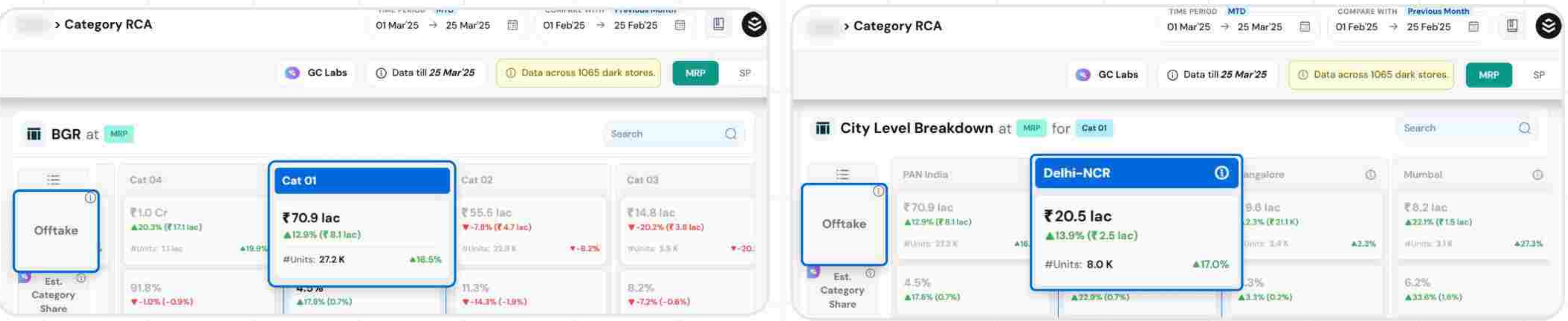
Zoom In: Know where to promote SKUs

City-level dynamics can vary wildly:

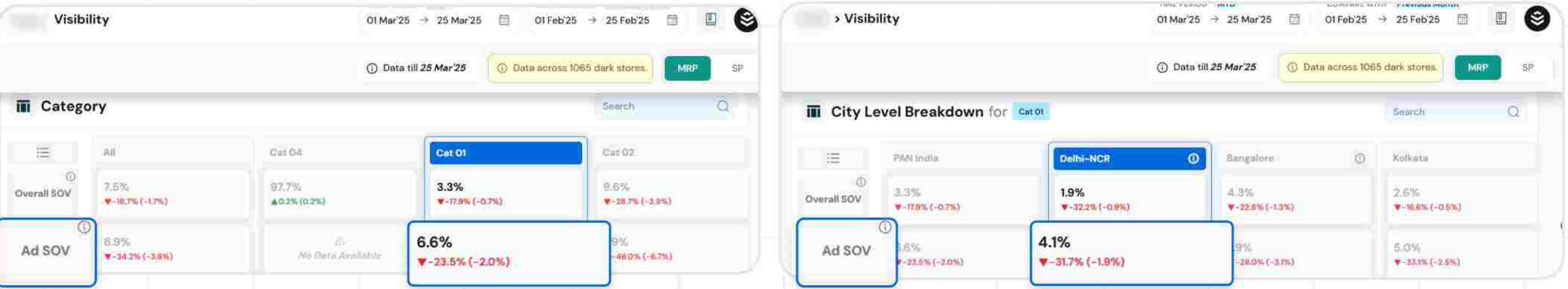
- Category off-take shares shift by geography
- Competition intensity spikes in unexpected pockets
- Brand recall isn't uniform, even for national players

The best operators don't just promote products, they prioritise cities where the odds are already in their favor.

*The key metric to look for **City-based Category Offtake Shares***



*Or even deeper/better metric is **City-based Ad SOVs***



Allocate Budgets Based on Market Signals

Don't spread budgets evenly. Let data gaps drive media strategy.

Allocate Budgets City-wise

Identify the target category offtake share for that city, compared to the estimated current category share, then assess the current Ad SOV for that city to allocate budgets for that city.

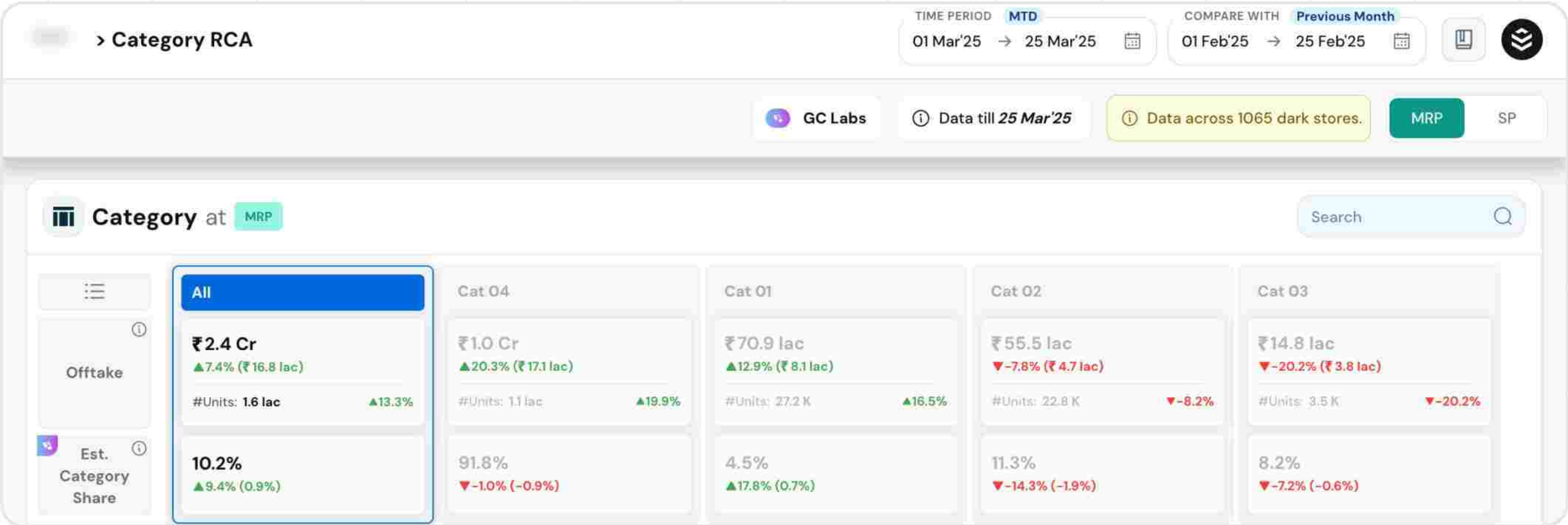
Ad budget scaling or descaling should be **driven by the gap** between a brand's category offtake share and SOV at the city level.

Situation	What it means	What to do
Low SOV, High Offtake	Selling well, but visibility is low	Dial up ad spend, you're under-leveraged
High SOV, Low Offtake	Visible, but not converting	Likely availability or listing issues. Fix those before spending more.

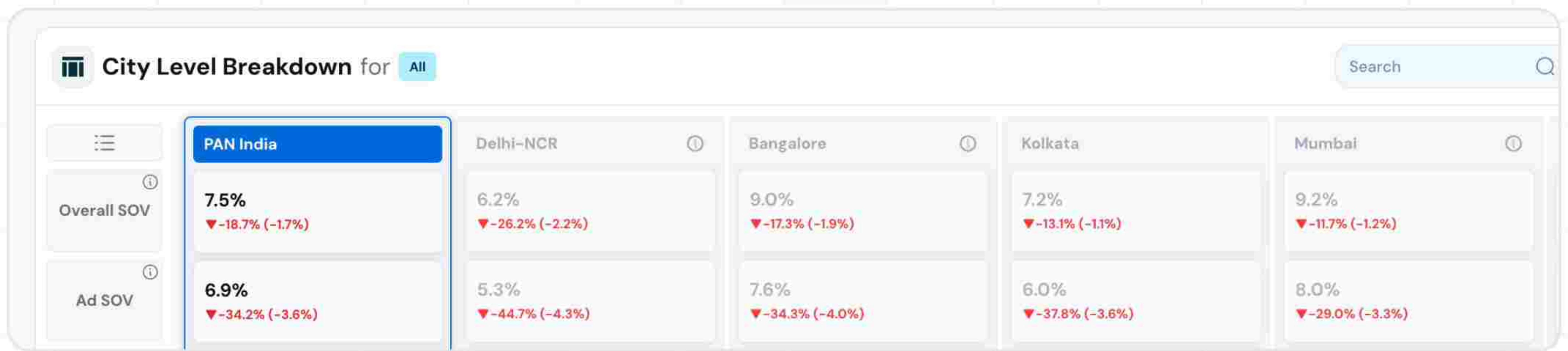
(Hint: This is easier than it sounds.)

Start with your category offtake share per city, map it against your current SOV, and let that guide budget allocations. One of the best ways to reap the benefits of this granularity is to create SKU-City campaigns, rather than creating pan-India campaigns.

Another hint – we can help!



We got you covered with city-level breakdown.



We've been helping brands find answers and actionable insights. If you'd like to learn more about your brand, we can help too.

1.1.1 City-level Competition Strategy

Is your brand really competing where it counts?

In QComm, your biggest competitor in Mumbai might barely register in Bangalore. That's why national averages are misleading, competition is intensely local.

Why City-level Targeting Matters?

- Competition intensity shifts dramatically by city
- Category off-take shares can skew due to local preferences, availability, or pricing
- SOV (Share of Voice) isn't consistent, some cities are saturated, others are wide open

What to Track?

To compete effectively, monitor these signals at a city level:

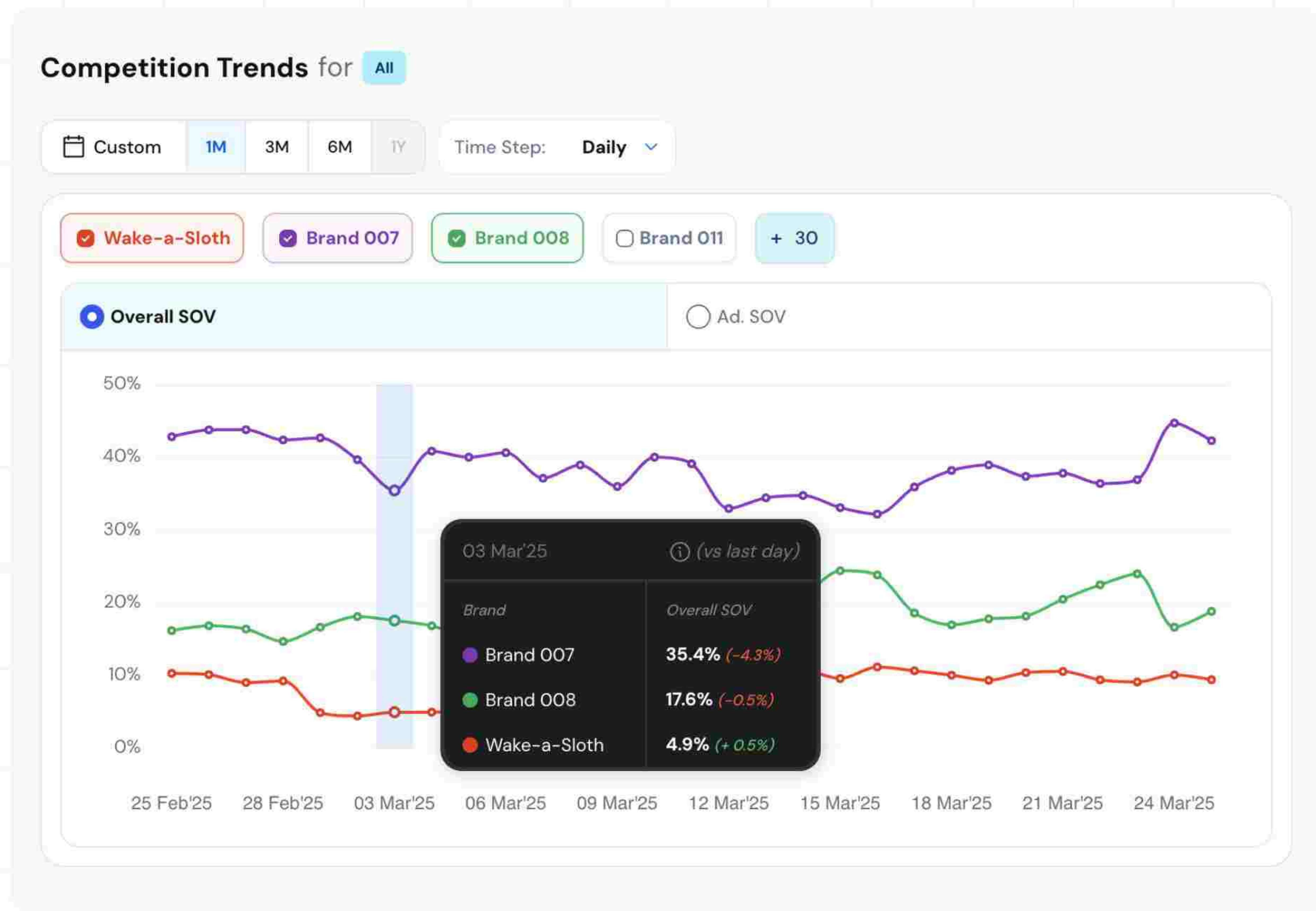
- Your SKU's SOV vs. competition
- Your overall visibility share
- How these metrics trend over time, especially during platform events or competitor pushes

How to Respond?

Once you have this view:

- Target weak spots in competitor presence with city-specific campaigns
- Defend strongholds by reinforcing visibility where you lead
- Adjust pricing and availability to win where competitors are dominant

Tools such as GobbleCube enable monitoring of city-level competition SOV & Ad SOV trends.



1.1.2 City-level Pricing & Discount Strategy

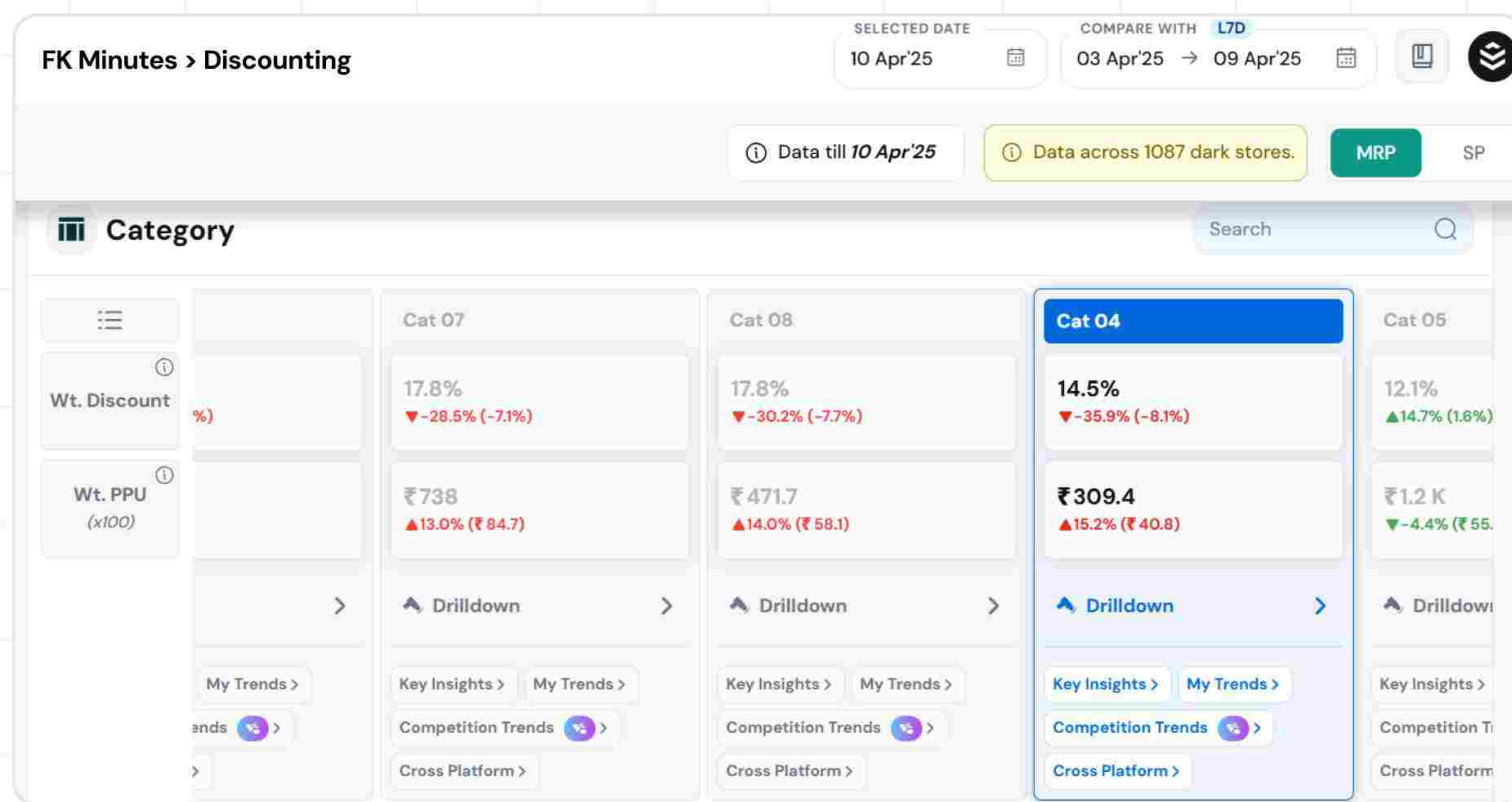
Are your discounts helping you win or just eating into margins?

Just like competition in brands, a price for a packet of milk might be okay for your customers in Delhi might flop in Bangalore. That's why national averages for pricing your product won't cut it.

To stay competitive without overspending, build a pricing strategy that adapts to how each city plays out, start with tracking:

- **Track Local Competitiveness:** Understand how your SKUs are priced vs. competitors, city by city. Look beyond list price to include effective price post-discount, and monitor how often your rivals drop theirs.
- **Use Weighted PPU (Price Per Unit):** Not all SKUs are equal. Weighted PPU gives you the real pricing picture by accounting for actual offtake — not just shelf presence.

- **Calibrate Discounts to City Dynamics:** Instead of one-size-fits-all offers, tune discounts based on city-level demand, category competitiveness, and seasonality. Sometimes, holding price in one city and promoting in another delivers a stronger ROI.



1.2 Dayparting Strategies

When demand isn't constant, ad spends shouldn't be either. Campaign budgets must align with time slots where shopper demand peaks.

The Common Pitfall

Many brands front-load budgets early in the day, going aggressive with spends. As a result:

- Budgets dry up fast
- Ads disappear in the latter half of the day
- Brands miss out on high-conversion windows later in the evening

Let's consider a scenario -

At **11 AM**, 8 brands may be bidding for Ad SOV

By **7 PM**, this drops to **4**

By **11PM**, it's down to just **3**

Timing is everything!

The Opportunity

Fewer brands spend in the second half of the day, which means:

- Lower competition
- Lower CPMs
- A chance to gain visibility with less spend

A more measured approach like distributing ad spends across the day can give brands a strong advantage.

How to Get It Right?

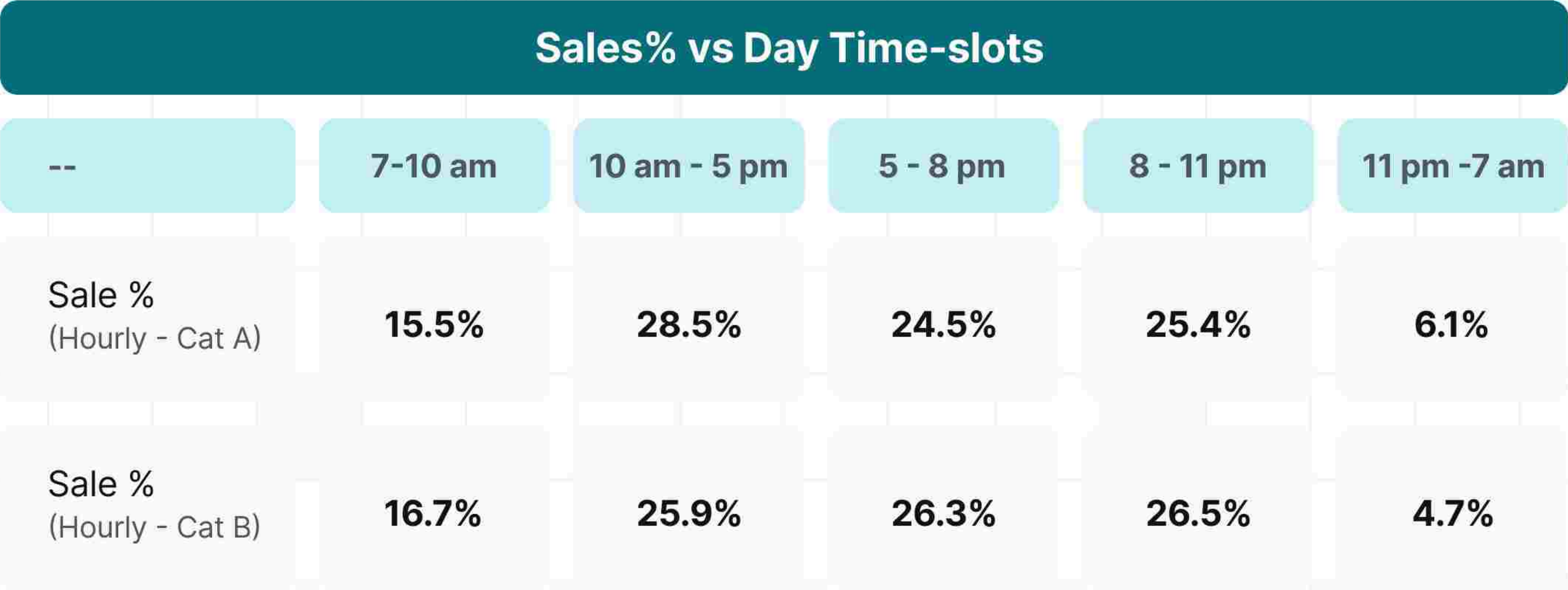
To align spends with demand patterns, brands should track sales trends and competitor activity across time blocks. You can use:

- Internal systems
- Inputs from Category Managers
- Tech-driven tools like **GobbleCube** to uncover real-time insights

Brands	Ad SOV			
	Blended	 11 am	 7 pm	 11 pm
Minimalist	19%	16%	0%	0%
Dot & Key	13%	12%	18%	31%
Gabit	11%	9%	18%	24%
Ponds	11%	12%	22%	0%
Lakme	8%	7%	0%	0%
Plum	8%	16%	0%	0%
Nivea	6%	4%	10%	17%
Foxtale	6%	11%	0%	0%
The Face Shop	6%	3%	10%	15%
Aqualogica	4%	2%	9%	2%
Mamaearth	3%	2%	5%	8%
Dr. Sheth's	2%	2%	5%	0%
Neutrogena	2%	2%	0%	0%

Source: GC Analytics

In the image below, we can see the percentage of sales across different time slots, indicating how shopper demand moves through the day.



Source: GC Analytics

Early morning slots (before 10 am) see lower shopper demand. Hence, brands can opt for lower campaign budget utilization during that period.

However, since multiple brands compete for all the morning slots, CPMs tend to go up and a large portion of the budgets get exhausted in the morning which is not the ideal way to operate .

Recommendations for different consumption patterns –

Scenario 1: Uneven Consumption Patterns

When demand spikes at specific times:

- Pace budgets around those blocks
- E.g., In bread, demand spikes in the mornings and evenings → focus Ad delivery there

Scenario 2: Flat Consumption Patterns

When demand is steady all day:

- Look for competition intensity dips
- E.g., In skincare, monitor which slots see fewer competing brands
- Lower competition = lower CPMs = stronger keyword ranks at lower bids

Leverage GobbleCube To Manage Dayparting of Campaigns for Efficiency

You can use rules for dayparting your campaigns based on consumption time & competition intensity

Start Campaign

Campaigns will be started based on the following conditions

Time Range Between

10:00 - 17:00

M

T

W

T

F

S

S

☐ Select All

and

or

+ Add Condition

Pause Campaign

Campaigns will be stopped based on the following conditions

Time Range Between

10:00 - 17:00

M

T

W

T

F

S

S

☐ Select All

and

or

Spends

Last 7 days

Greater Than (>)

1000

+ Add Condition

Day-parting sets the timing, but performance comes from choosing the right SKUs, keywords, and campaign types – all tailored by city and objective.

2. Performance Marketing Strategy

A result-driven performance marketing strategy is a combination of the right campaign & keyword strategy. Here's how you can curate a strategy that works for your brand:

2.1 Choosing the Right Campaign Strategy



The choice between these should depend on your brand's objectives across categories and SKUs.

An effective campaign strategy should include:

- **A balanced media mix:** Allocate spends wisely across search, reach, recommendation-based, and retargeting campaigns to meet both awareness and conversion goals.
- **City-level campaign structure:** Skip pan-India. Tailor budgets to SKU × city based on performance, pricing, and brand recall.
- **Day-parting your campaigns:** Shoppers' demand shifts throughout the day, and CPMs tend to drop later when fewer brands are active. Day-parting your campaign ensures your ads show up when demand peaks, and when competition is low.

But even the most well-structured campaign will fall short without the right keywords behind it. Let's look at how you can choose the right keywords for your campaigns.

2.2 Choosing the Right Keywords

In QComm, success hinges on showing up at the exact moment of shopper intent and that starts with choosing the right keywords.

2.2.1 Keyword relevance for YOUR category

Search behavior on QComm platforms is heavily concentrated around a small set of high-impact ‘umbrella’ keywords (e.g., almonds, chips, paneer, eggs, cookies) often accounting for 80–90% of total search volume. That means relevance to your category isn’t just helpful, it’s essential!

Because long-tail search volume is limited, competition on these generic terms is fierce, driving CPCs higher.

GobbleCube helps evaluate keyword relevance through:

- **Category Impression Share:** The % of total category impressions that come from a specific keyword.
- **Keyword Volume Share:** How search volume is distributed across keywords within the category.

Low-hanging fruit: Keywords with high category impression share but lower volume share may offer better returns.

KeywordsSKUs

Drilldown forCat 03 - Kolkata

Keyword Vol. Share

Keyword Type	Cat. Imp. Share	Overall SOV	Organic SOV	Ad. SOV
Generic <div>56.6%<div>Hide Keywords</div></div>	81.6% <div>0.3%</div>	4.7% <div>-5.1%</div>	6.3% <div>-3.5%</div>	1.8% <div>-8.0%</div>
Generic Keyword 009 <div>17.5%<div>My SKUsAll SKUs</div></div>	69.0% <div>3.1%</div>	4.2% <div>-4.6%</div>	6.0% <div>-3.9%</div>	1.6% <div>-5.7%</div>
Generic Keyword 041 <div>18.7%<div>My SKUsAll SKUs</div></div>	7.1% <div>-1.6%</div>	7.8% <div>-2.6%</div>	7.8% <div>-2.6%</div>	0.0% <div>0.0%</div>
Generic Keyword 103 <div>6.8%<div>My SKUsAll SKUs</div></div>	2.0% <div>-0.7%</div>	9.0% <div>-2.3%</div>	9.0% <div>-2.3%</div>	0.0% <div>0.0%</div>
Generic Keyword 121 <div>4.0%<div>My SKUsAll SKUs</div></div>	1.3% <div>-0.3%</div>	6.5% <div>-3.6%</div>	6.5% <div>-3.6%</div>	0.0% <div>0.0%</div>

2.2.2 The second factor is the type of keywords

Brands can target three keyword types:

- Generic Keywords: e.g., "biscuits"
- Branded Keywords: e.g., "Parle biscuits"
- Competitor Keywords: e.g., "Britannia biscuits" (when targeting as a competing brand)

Recommendation: Choose the keyword type based on SKU role and category dynamics.

KeywordsSKUs

Drilldown forCat 03 - Kolkata

Keyword Vol. Share

Keyword Type	Cat. Imp. Share	Overall SOV	Organic SOV	Ad. SOV
Generic <div>56.6%Hide Keywords</div>	81.6% <div>0.3%</div>	4.7% <div>-5.1%</div>	6.3% <div>-3.5%</div>	1.8% <div>-8.0%</div>
Generic Keyword 009 <div>17.5%My SKUsAll SKUs</div>	69.0% <div>3.1%</div>	4.2% <div>-4.6%</div>	6.0% <div>-3.9%</div>	1.6% <div>-5.7%</div>
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Generic Keyword 103 <div>6.8%My SKUsAll SKUs</div>	2.0% <div>-0.7%</div>	9.0% <div>-2.3%</div>	9.0% <div>-2.3%</div>	0.0% <div>0.0%</div>
Generic Keyword 121 <div>4.0%My SKUsAll SKUs</div>	1.3% <div>-0.3%</div>	6.5% <div>-3.6%</div>	6.5% <div>-3.6%</div>	0.0% <div>0.0%</div>

2.3 Choosing the Right Keyword Bids









Match your keyword bidding strategy to the **desired performance outcome** (e.g., Ad SOV, RoAS). To target the right **ad rank at a viable CPM**, brands must reference:

- The organic rank of the keyword
- The current ad rank and respective Share of Voice

This alignment ensures more meaningful and efficient keyword bidding.

GobbleCube supports this by offering visibility into:

- Organic vs. Ad Rank
- Corresponding SOVs for each

Keywords for SKU 0498 – Kolkata		Keyword Vol. Share			
Keywords		Most Viewed Position		Cat. ^①	Imp.Share
		Ad. ^①	Organic ^①		
Generic Keyword 009		17	-		69.0%
 17.5%					
Competition Keyword 031		33	-		4.9%
 21.1%					
Competition Keyword 054		13	-		6.7%
 2.4%					
Generic Keyword 076		37	-		0.2%
 2.4%					

2.4 Keyword Analysis Framework

Root Cause Analysis for SOV Performance:

A step-by-step approach: It diagnoses why your **Share of Voice** is dropping across products, keywords, and competitors.

Product-based Investigation

Identify SKUs/categories with major SOV drops, distinguish between paid and organic performance

For affected products:

- Run keyword analysis (rank drop, spend, ROI, relevance)
- If spend is stable but your paid rank dropped → likely due to competition
- If your organic rank dropped → investigate conversion or relevance issues

Keyword-based Investigation


- Review top keywords showing SOV decline and track their historical performance and trends.
- For problematic keywords, review all products linked to the keyword, check availability, promotions, and recent rank changes (organic + paid).
- Assess competitor pricing, stock, and presence to understand the full landscape.

Competitive Analysis

- Map SOV trends across top competitors - (Paid + organic visibility)
- Link SOV shifts to competitor ad spikes, promo pushes, or stock recoveries

Action Planning

- Target the specific root causes- product, keyword, or competitor-driven and build two plans: one for paid visibility, one for organic.
- To sustain, monitor these metrics regularly to stay ahead of shifts and prioritise ongoing tracking over reactive firefighting.

 **Note: SOV losses rarely have one cause** - A structured diagnosis helps you respond faster, spend smarter, and stay competitive.

2.5 Agile Execution of Performance Marketing Strategies at Scale

Brands can be on top of their performance marketing strategies by doing the following:

- Timely & continual monitoring of metrics across campaigns, keywords & SKUs
- Identification of leakages in spends and opportunities for growth quickly
- Execution of the above insights into their campaigns and keywords
- Continual experimentation & feedback loops on what is working and not working

2.5.1 Timely & continual monitoring of metrics across campaigns, keywords & SKUs

Brands need to regularly monitor massive data points across SKU, cities, competitors, keywords and platforms for a better understanding of the campaign performance

Tools like GobbleCube make it very easy for monitoring data in the most appropriate data cuts



- Campaign Insights
- Spends Inefficiencies
- Keyword Opportunities

Top Performing Campaigns

powered by
GobbleCube

Metrics: **Spends, Ad. Revenue + 3 more**



Enabled	Campaign Name	Campaign Type	Start Date	Cities	Budget	Spends	Impressions	Actions
--	Overall	--	--	--	--	₹2,97,876	5,20,160	--
	Campaign 014	Product Booster	18 Jun 24	--	₹8,100	₹33,425	15,196	Edit View More >
	Campaign 023	Product Booster	11 Sept 23	--	₹6,000	₹8,618	3,973	Edit View More >
	Campaign 011	Product Booster	20 Jun 23	--	₹5,400	₹9,123	10,609	Edit View More >

Low Performing Campaigns

powered by
GobbleCube

Metrics: **Spends, Ad. Revenue + 3 more**



Enabled	Campaign Name	Campaign Type	Start Date	Cities	Budget	Spends	Impressions	Actions
--	Overall	--	--	--	--	₹2,97,876	5,20,160	--
	Campaign 026	Product Booster	18 Oct 23	--	₹2,700	₹10,437	8,113	Edit View More >
	Campaign 009	Product Booster	11 Sept 24	--	₹3,600	₹9,708	15,031	Edit View More >

Keyword Monitoring

Drilldown for **SKU 0365**

powered by
GobbleCube

MTD vs Previous Month



- Keywords
- Cities

Keywords



Keyword	Est. Spends	Est. Direct Ad. Revenue	Direct ROAS	Ad Position	Org. Position
Overall 	₹1.3 lac 62.7%	₹2.5 lac 31.8%	2.0 -18.8%	-	-
Generic Keyword 003 3.2%	₹72.4 K 95.8%	₹1.3 lac 56.4%	1.8 -20.3%	9	11
Brand Keyword 036 0.3%	₹18.9 K 24.0%	₹37.2 K 7.9%	2.0 -12.8%	3	4
Generic Keyword 007 0.7%	₹14.0 K 62.6%	₹27.6 K 44.6%	2.0 -10.9%	9	11
Generic Keyword 251 0.0%	₹3.4 K -11.7%	₹21.4 K -22.3%	6.2 -12.0%	1	2

SKU Monitoring

SKU Deep Dive for **All** powered by 

SKU Name	Revenue	Est. Direct Ad. Revenue	Est. Org. Revenue	Est. Spends	Direct ROAS	Actions
Overall	₹51.2 lac -7.5%	₹9.8 lac -29.9%	₹41.3 lac 0.2%	₹4.7 lac -26.8%	2.1 -4.1%	
 SKU 0365 Cat: Cat 03 300 ml 11.1%	₹6.5 lac -3.4%	₹2.5 lac 31.8%	₹4.0 lac -17.4%	₹1.3 lac 62.7%	2.0 -18.8%	Drilldown
 SKU 0530 Cat: Cat 01 300 ml 5.6%	₹3.0 lac -14.6%	₹1.5 lac -25.3%	₹1.5 lac -0.2%	₹17.8 K -19.9%	8.6 -6.7%	Drilldown
 SKU 0401 Cat: Cat 06 50 ml 9.4%	₹5.5 lac -8.0%	₹65.8 K -57.8%	₹4.9 lac 9.5%	₹21.0 K -58.4%	3.1 1.6%	Drilldown
 SKU 0879 Cat: Cat 01 200 ml 3.0%	₹1.7 lac -19.2%	₹62.2 K 12.7%	₹1.1 lac -30.5%	₹20.3 K -25.1%	3.1 50.0%	Drilldown
 SKU 0948 Cat: Cat 06 100 ml 2.6%	₹1.3 lac -3.5%	₹55.0 K 0.9%	₹76.2 K -6.5%	₹17.4 K -0.4%	3.2 1.3%	Drilldown

2.5.2 Identification of Leakages & Opportunities

Tracking performance across SKUs, cities, competitors, keywords, and platforms can quickly become overwhelming. Things slip through the cracks especially wasted ad spends and they are sometimes too late to fix.

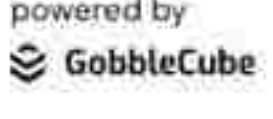
That's why GobbleCube doesn't just surface insights across SKU, geography, and keyword levels, it enables brands to take immediate action right at the moment of discovery.



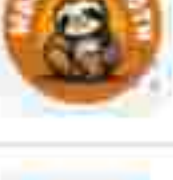


Examples of Spends Inefficiencies:

Minimize ad spend on SKU - City combinations with lesser OSA because of the following:

- It cannibalizes organic sales with ad sales
- The out of stock risk gets accelerated due to an increase in the sale run-rate

Campaign Insights **Spends Inefficiencies** Keyword Opportunities

OSA Linked Efficiency Insights powered by 

Product	City	Wt. OSA %	Est. Spends	Actions
 SKU 1600 Cat: Cat 08 150 ml	Kolkata	2.4%	₹1.8 K	Campaigns
 SKU 1600 Cat: Cat 08 150 ml	Mumbai	4.4%	₹1.8 K	Campaigns
 SKU 1600 Cat: Cat 08 150 ml	Pune	14.5%	₹2.0 K	Campaigns
 SKU 1600 Cat: Cat 08 150 ml	Chennai	14.8%	₹1.8 K	Campaigns
 SKU 0915 Cat: Cat 03 300 ml	Mumbai	35.8%	₹1.5 K	Campaigns

2.5.3 Identifying Keyword-linked Spend Inefficiencies

To ensure ad budgets are used effectively, brands must evaluate keyword-city combinations for signs of inefficient spend. Key indicators include:

- Minimal Delta Between Ad Rank & Organic Rank

Avoid spending on keyword-city combinations where the gap between ad rank and organic rank is less than 5.

For example, if an SKU already ranks organically at position 4, and the ad rank is 6, spending here adds little incremental value.

Recommendation: The ad rank should be at least half the position of the organic rank to justify spend.

- Ad Rank Worse Than Organic Rank

Avoid investing in keywords where the ad rank is lower (worse) than the organic rank. This indicates that ads are performing worse than organic results, leading to inefficient allocation.


- Ad Rank Greater Than 20

If an SKU has an ad rank above 20, avoid spending on it. Most shoppers don't scroll past the third fold (roughly ad position 18), so these placements deliver minimal visibility.

Instead, reallocate budget to keyword-city combinations where ads can realistically **achieve a rank under 18**.

- Low-relevance Keywords

Avoid spending on keywords that are not highly relevant to the category, as these often yield poor conversion and low RoAS. Focus instead on category-aligned, high-intent keywords to make the most of your spend.

Keyword Rank Based Insights <small>powered by GobbleCube</small>							Actions
Product	City	Keyword	Ad Position	Organic Position	Est. Spends	Direct	
 SKU 1427 Cat: Cat 06 100 ml	Delhi-NCR	Brand Keyword...	4	5	₹ 6.2 K		Campaigns >
 SKU 0365 Cat: Cat 03 300 ml	Delhi-NCR	Brand Keyword...	2	2	₹ 5.4 K		Campaigns >

2.5.4 Keyword Opportunities for Growth

Trust data, use advanced analytics to surface high-impact keyword opportunities across cities and SKUs and act on them in real time. Here's what you can start with:

- **Identify high-performing, relevant keywords where you're currently underspending**

These are keywords already driving meaningful impressions or conversions for your category, but where your brand's ad visibility is low.

Why it matters: Increasing spend here can improve ad rank, boost Share of Voice (SOV), and capture mid-to-bottom funnel demand more efficiently than targeting new or unrelated keywords.

Identify untargeted but relevant

Campaign InsightsSpends Inefficiencies**Keyword Opportunities**

Low Spend Keywords

powered by
GobbleCube

Category: All

Keyword	Cat. Imp. Share	KW Relevancy	Spends	ROAS	Ad SOV	Organic SOV	Actions
Generic Keyword 002 17.3% Cat: Cat 01	45.9% NA	2.7 NA	₹0.0 NA	- NA	0.0% NA	0.3 ↑	Campaigns >
Generic Keyword 106 1.6% Cat: Cat 06	5.9% NA	3.6 NA	₹1.4 K NA	1.3 NA	15.1% NA	2.2 ↑	Campaigns >
Generic Keyword 096 0.4% Cat: Cat 03	1.4% NA	3.1 NA	₹1.4 K NA	0.6 NA	9.7% NA	3.6 ↑	Campaigns >
Generic Keyword 177 0.2% Cat: Cat 03	0.6% -0.1%	3.1 -13.2%	₹236.2 -78.7%	2.9 -16.6%	3.3% -4.4%	3.8 -0.8	Campaigns >

- **Spot untapped but relevant keywords that aren't yet part of your campaigns and include in your campaigns**

These are high-volume category keywords where your brand isn't showing up at all.









Why it matters: Adding them to your keyword list helps plug visibility gaps, expand reach within your core category, and acquire new users searching for related terms.

Non-targeted Keywords <small>powered by GobbleCube</small>		Category: All 📄		
Keyword	Cat. Imp. Share [ⓘ]	KW Relevancy [ⓘ]	Organic SOV [ⓘ]	Actions
Generic Keyword 004 <small>6.9% Cat: Cat 02</small>	22.8% <small>-0.5%</small>	3.3 <small>-7.6%</small>	0.0% <small>0.0%</small>	Add to Campaigns >
Generic Keyword 104 <small>0.7% Cat: Cat 05</small>	2.4% <small>NA</small>	3.3 <small>NA</small>	6.9% <small>NA</small>	Add to Campaigns >
Generic Keyword 138 <small>0.3% Cat: Cat 02</small>	0.9% <small>0.0%</small>	3.0 <small>6.4%</small>	0.0% <small>0.0%</small>	Add to Campaigns >
Generic Keyword 108 <small>0.5% Cat: Cat 03</small>	1.5% <small>-0.3%</small>	2.8 <small>-7.3%</small>	0.0% <small>0.0%</small>	Add to Campaigns >
Generic Keyword 034 <small>1.0% Cat: Cat 02</small>	2.8% <small>0.5%</small>	2.7 <small>12.1%</small>	0.0% <small>0.0%</small>	Add to Campaigns >
Generic Keyword 310 <small>0.1% Cat: Cat 02</small>	0.2% <small>0.0%</small>	2.3 <small>9.1%</small>	0.0% <small>0.0%</small>	Add to Campaigns >

- **Scale budgets in cities where your competition is weak but your availability is strong**

These are regions where your product is well-stocked, but competitors aren’t actively bidding or ranking on key keywords.

Why it matters: Redirecting budgets to these city-keyword combinations gives you an SOV advantage at lower CPCs, improving RoAS and accelerating growth in high-affinity markets.

My SKUs for generic - Generic Keyword 022		Grammage		Offtake Share			
SKUs		Most Viewed Position		Wt. OSA %	Wt Disc. %		
		Ad. [ⓘ]	Organic [ⓘ]				
 SKU 1412 <small>150 ml 11.7% + Show Cities</small>		5	7	88.4%	17.9		
 SKU 0401 <small>50 ml 33.2% + Show Cities</small>		9	38	89.5%	17.8		
 SKU 1194 <small>150 ml 6.3% + Show Cities</small>		-	45	81.3%	17.9		
 SKU 0726 <small>50 ml 9.6% + Show Cities</small>		-	43	83.8%	17.7		

We understand the cost of delayed action, which is why GobbleCube’s dashboard doesn’t just surface insights across SKU, geography, and keyword dimensions, but also enables brands to act on them instantly, right at the point of discovery.

2.5.5 Continual Performance Feedback Loops

It is important for brands to continually understand what is working and not working. They need to double down on what is working and cut down spends on what is not working. At scale, with granular campaigns in terms of SKU/ & Cities, tools like GobbleCube help achieve this with their automated ads platform wherein users can apply multi - filters, multi - edits and perform bulk operations on campaigns and keywords to save time .

Why it matters: Redirecting budgets to these city-keyword combinations gives you an SOV advantage at lower CPCs, improving RoAS and accelerating growth in high-affinity markets.

2.6 Optimization of Granular Campaigns

You can optimize your campaigns based on variables like availability, Share of voice (organic & inorganic) , ranks (ad & organic) across city for your/ competition SKUs . Automations in GobbleCube help you do that easily. A few examples are:

- **Availability-based Optimizations**

Reduce campaign budgets on SKU - City combinations where availability of the SKU in that city < 50%

Increase budgets on campaigns delivering good RoAS in cities where availability of SKUs targeted in the campaigns > 70%

- **Visibility-based Optimizations**

Increase bid on keywords in cities for an SKU where ad rank is below a certain number & Ad SOV for that SKU is below a certain number

Decrease bid on keywords in cities where the difference between ad rank & organic rank is lesser than say 4

- **Pricing & Discount-based Optimizations**

Decrease campaign budgets in cities where discount % for an SKU crosses brand guardrails

Thus with digital shelf powered rulesets, optimizations for hyperlocal campaigns can be done with scale

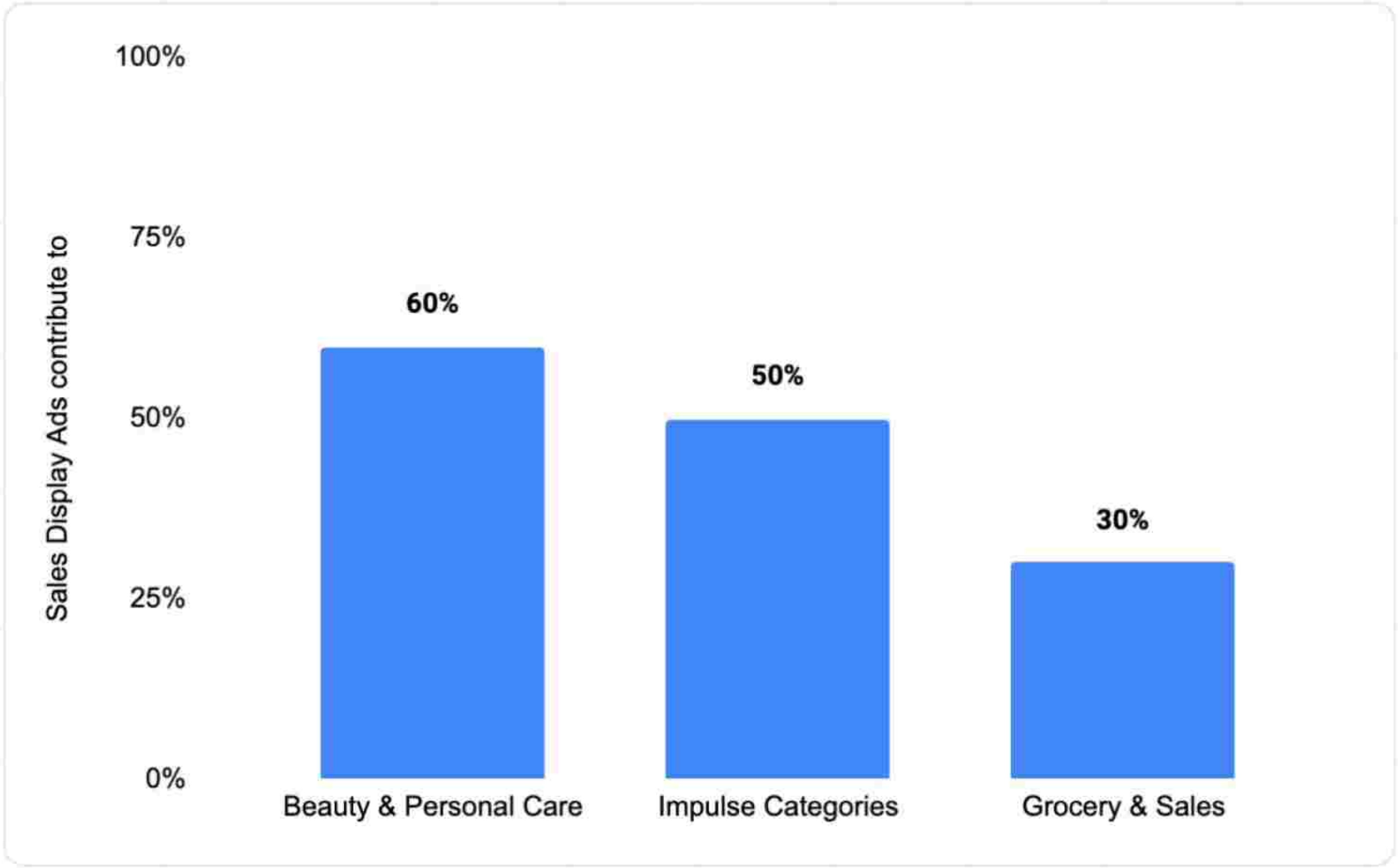
3. Browsing and Display based Visibility

Key Insights/Challenges

- **Impulse-driven:** Browsing-based users are more open to discovering new SKUs or deals.
- **Limited Direct Attribution:** Some platforms don't provide a direct conversion metric from display ads use short baseline comparisons to gauge incremental sales.

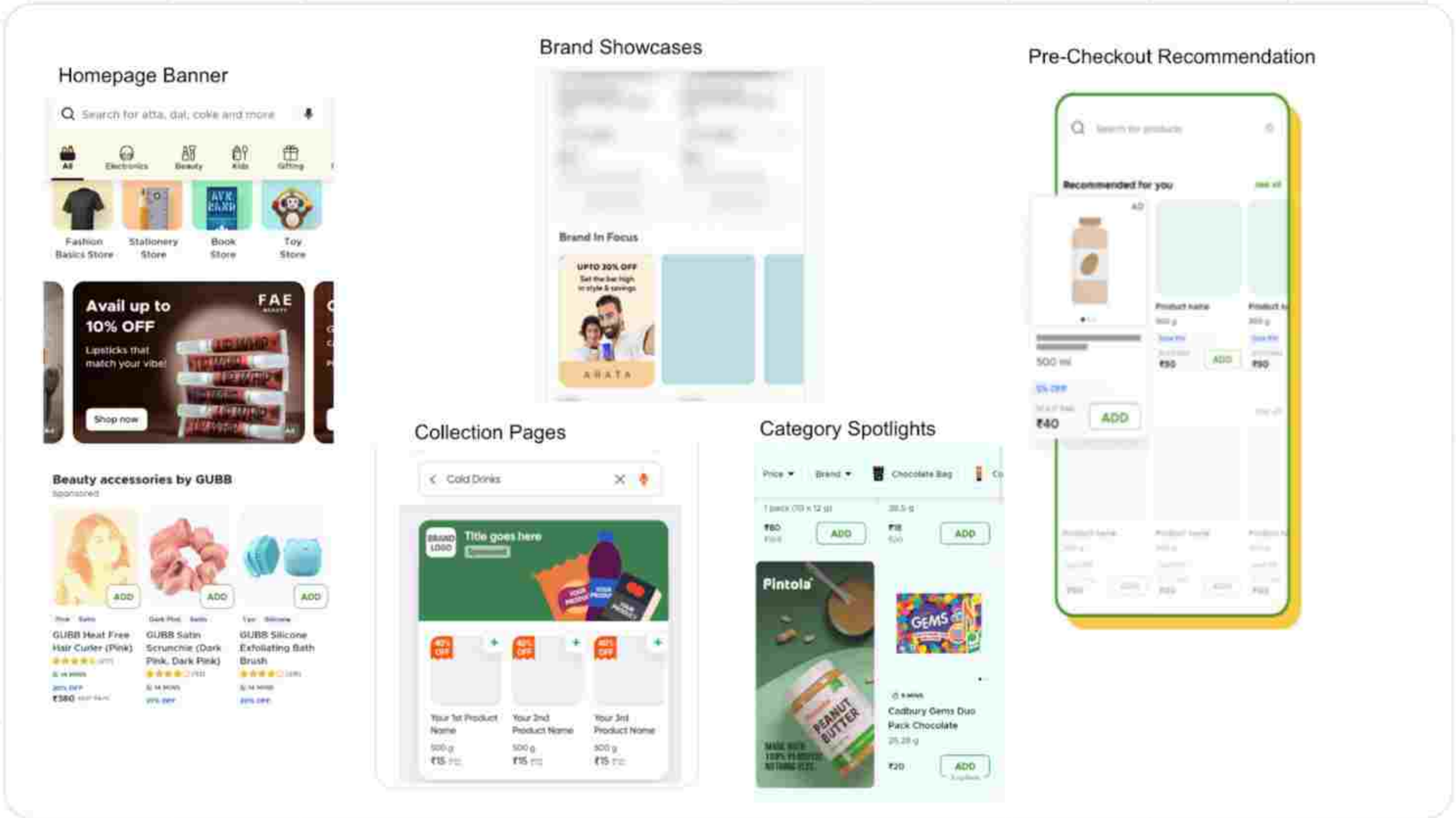
Display Ads Are Unavoidable - Brands Must Master Them

Impact by Category



Newly Launched Categories generate 60% of sales through Display Ads

Display Ad Formats



Measuring Impact & Performance

Baseline vs. Campaign Period:

- Establish a 3–5-day pre-campaign sales baseline at the city level.
- Compare incremental sales during campaign flight to baseline to estimate display-driven uplift.

Core Metrics:

- Impressions & CTR – awareness and engagement
- Estimated Uplifted Sales – Δ sales vs baseline
- Incremental SOV – change in share-of-voice attributable to display

4. Organic Visibility Strategy

Ensure each product is discoverable via multiple organic pathways:\

- **Category Browsing:** Appear in all relevant category hierarchies
- **Direct Search:** Rank organically for primary and variant keywords
- **Related Items:** Surface in “Frequently Bought Together” or “Similar Products”
- **Cross-Category Placement:** Leverage logical use-case intersections (e.g., energy bars in both health snacks and gifting).
- Map each SKU to 2–3 high-relevance categories
- Use seller backend tags for long-tail synonyms and regional variants

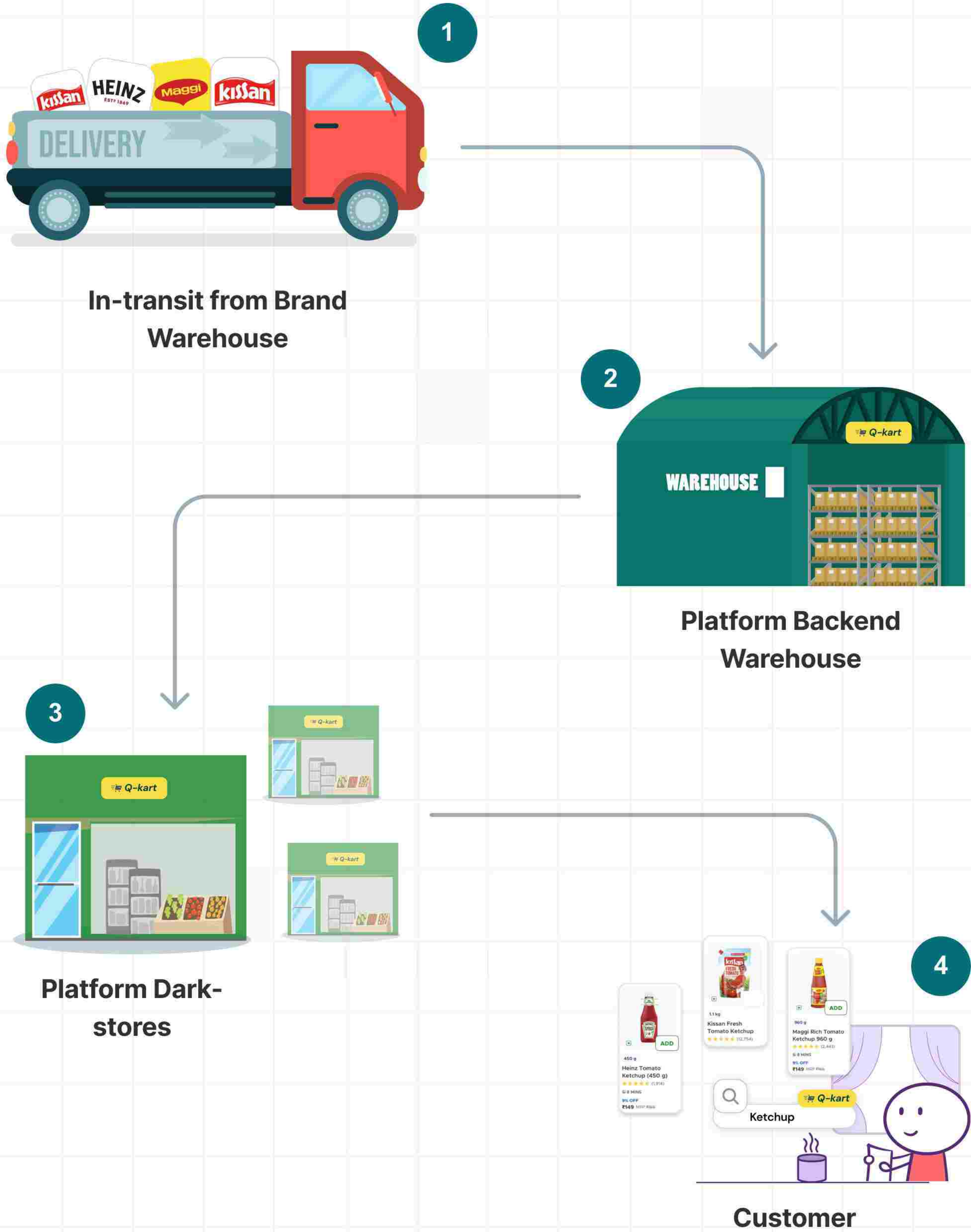
Operations & Availability

- The QComm Fulfillment Engine
- Decoding Dark Stores & Mega Dark Stores
- Mastering Warehouse & PO Management
- Solving Operational Challenges
- Communication & Issue Resolution

The QComm Fulfillment Engine

Brand to Consumer

Below is a stage-by-stage breakdown of how inventory flows, with suggested metrics at each juncture.



Decoding Dark Stores & Mega Dark Stores

In QComm, each city leverages a dual network of 10-minute Dark Stores (DS) and 20-30-minute Mega Dark Stores (MDS). Understanding their distinct roles and metrics is critical for availability, experimentation, and risk mitigation.

1. Dark Stores (DS)

- **Delivery Promise:** ≤ 10 minutes within a 2–3 km radius
- **Inventory Profile:** Shallow, high-velocity SKU assortment. Stock must be measured at the DS level (e.g., Gurgaon pincode 122002 has six DSs, and availability in one does not guarantee coverage)
- **Operations Workflow:** Platforms map SKUs to individual DSs and trigger replenishment based on real-time sell-through. Diagnose OOS events as either:
 - Listing/Mapping Gaps – SKU not listed or incorrectly mapped to the DS
 - Replenishment/Transfer Delays – stock physically unavailable for restock

2. Mega Dark Stores (MDS)

- **Delivery Promise:** 20–30 minutes within a 5–8 km radius
- **Inventory Profile:** Concentrated inventory of low-velocity or experimental SKUs; lower sales density per sq.ft
- **Role:** Acts as a supply hub serving multiple DSs, decongesting 10-minute stores and enabling brands to pilot new products with minimal capital lock-in

Dark Store vs Mega Dark Store: Key Differences

--	Dark Store (DS)	Mega Dark Store (MDS)
Delivery Time	< 10 min	20-30 min
Coverage Radius	2-3 km	5-8 km
Inventory Risk	High (Distributed across DS)	Low (Centralized in hub)
Listing Priority	High velocity, high affinity SKUs	Tail SKUs, new launches







3. Strategic Implications for Brands: DS and MDS Balancing Act

- **Split-Cart Monitoring:** Track the percentage of orders split between DS and MDS to uncover mixed-cart friction and adjust SKU placement
- **Security Market Line (SML) Pod Nuance (Swiggy):** Clusters of micro-DSs that require tighter DOI controls (≤ 45 days for growth SKUs)
- **Experimentation & Risk Mitigation:** Leverage MDS to validate SKU performance before scaling into DSs - reduces working capital exposure
- **Future Model Consideration:** Prepare for an Amazon Marketplace-style transition where brands manage POs, fulfilment, and replenishment within platform warehouses






Brands that strategically balance DS and MDS listings can achieve optimal on-shelf availability, minimize stock-outs, and accelerate time-to-market for new products in the QComm ecosystem.

Metrics you should be aware of:

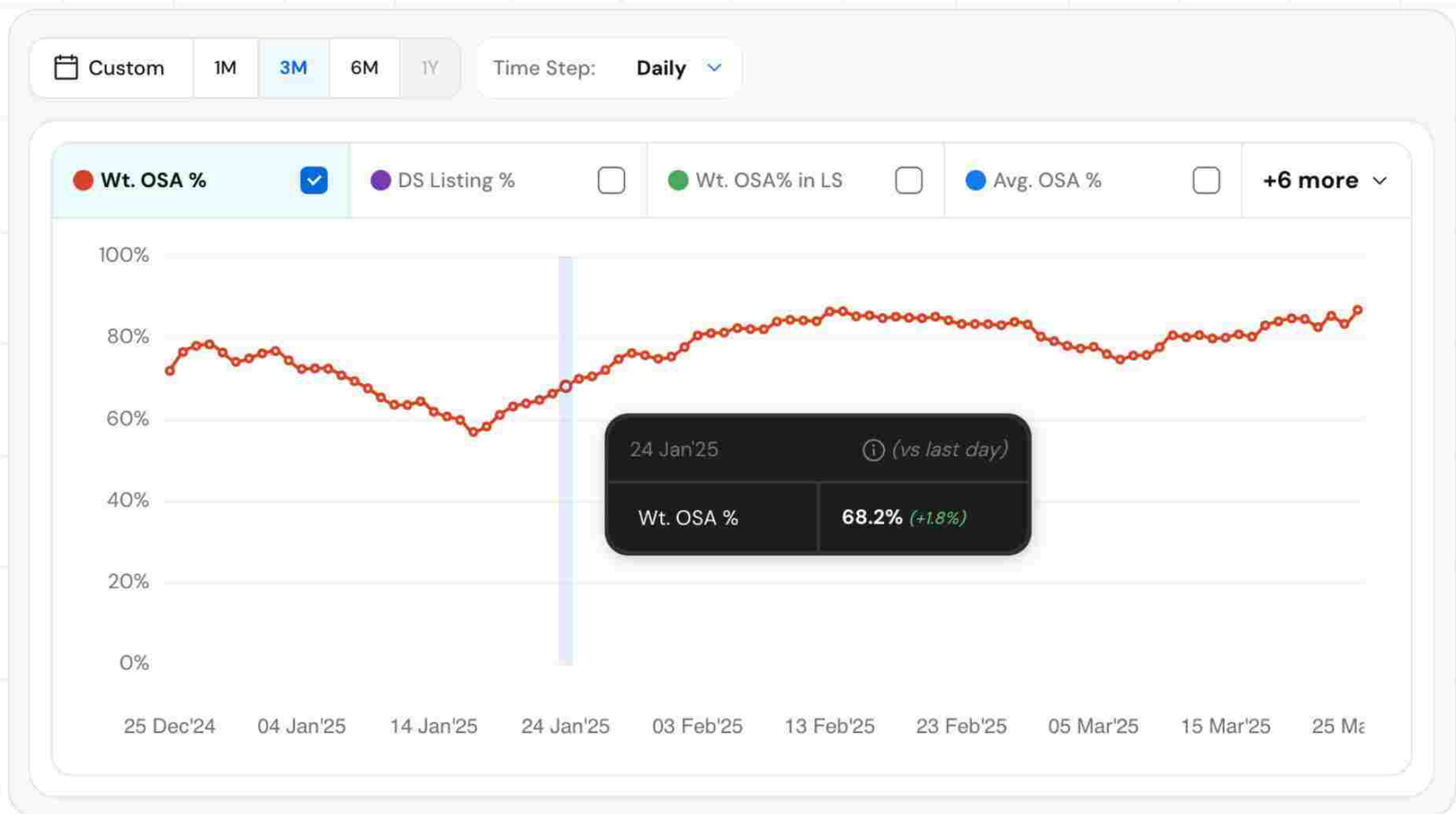
- **DS On-Shelf Availability%:** Percentage of DS in a city where your SKU is in stock over time
- **DS Listing%:** Percentage of DS in a city where your SKU is listed.

Grammage		Offtake Share		Metrics: PSL, Wt. OSA % + 1 more	
SKU Name		PSL	Wt. OSA %	DS Listing %	
 SKU 0089 14 pieces 10.0% + Show Cities		High	83.3% -2.0%	93.6% 1.1%	
 SKU 0154 1 pack (5 pieces) 11.1% + Show Cities		High	82.0% 14.1%	90.3% 7.6%	
 SKU 0229 1 pack (34 pieces) 3.7% + Show Cities		High	51.3% -3.6%	61.9% -0.9%	
 SKU 0156 1 pack (5 pieces) 6.1% + Show Cities		High	56.7% -4.6%	77.1% -9.7%	
 SKU 0178 1 pack (15 pieces) 5.4% + Show Cities		Med	73.4% 5.3%	82.6% 5.5%	
 SKU 0350 1 pack (42 pieces) 1.1% + Show Cities		Med	44.5% -0.3%	57.1% 4.3%	

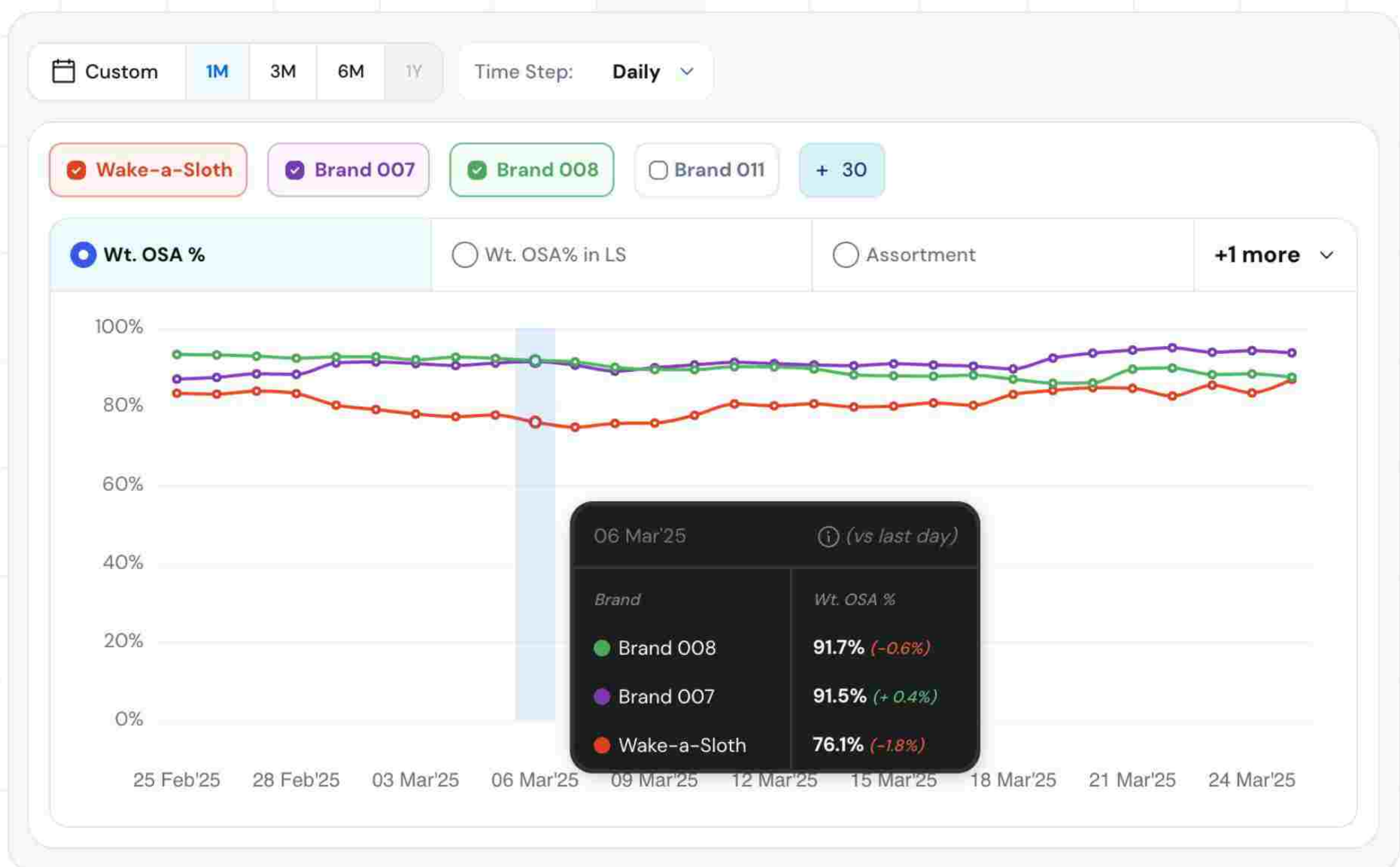
- **Locality Relevance Score:** Prioritization metric based on a DS's contribution to category sales in the city
- **Locality-Level Out of Stock:** Localities with the highest potential sales loss (PSL) due to stockouts

Highest Potential Sales Loss for All		Grammage		Offtake Share	
SKU Name	City	PSL	Wt. OSA %	Wt. OSA% in LS	
 SKU 0089 14 pieces 12.9% Show Localities	Delhi-NCR	High	75.5% 1.3%	87.5% 0.1%	
 SKU 0154 1 pack (5 pieces) 13.2% Show Localities	Delhi-NCR	High	78.8% 15.1%	92.5% 15.4%	
 SKU 0156 1 pack (5 pieces) 6.1% Show Localities	Delhi-NCR	High	55.8% 2.1%	72.7% 5.7%	
 SKU 0178 1 pack (15 pieces) 5.9% Show Localities	Delhi-NCR	Med	69.8% 7.4%	89.4% 4.3%	
 SKU 0158 1 pack (5 pieces) 6.0% Show Localities	Delhi-NCR	Med	65.4% -0.7%	79.1% -1.2%	

- **Trends Analysis:** Tracking metrics over time to distinguish temporary vs. structural issues



- **Competition Benchmarking:** Comparing key metrics with competitors to identify brand-specific vs. category-wide challenges



Key Monitoring Cadence (Crucial for Account Management Discussions):

Trends Analysis	Focus Areas	Activities
Daily	Immediate Issues	<ul style="list-style-type: none">• Check On-Shelf Availability (OSA)• Track Out Of Stock (OOS) in high-relevance areas
Weekly	Short-term Trends	<ul style="list-style-type: none">• Review Performance vs Competition• Update Priority Lists
Monthly	Strategic Review	<ul style="list-style-type: none">• Evaluate Listing Coverage• Reassess Locality Relevance
Quarterly	Business Review	<ul style="list-style-type: none">• Set New Targets• Present Trend Analysis• Plan Improvements

Mastering Warehouse & PO Management

The platform warehouse serves as the central node for inventory movement. It receives shipments from brands and supplies multiple dark stores (and mega dark stores) in its network. Cities may have one or more warehouses, or share a warehouse based on proximity.

Key Structure: The platform warehouse serves as the central node for inventory movement. It receives shipments from brands and supplies multiple dark stores (and mega dark stores) in its network. Cities may have one or more warehouses, or share a warehouse based on proximity.

Functions	Role	Impact
Inward Operations	Receive brand shipments	Ensure steady supply
Outward Operations	Replenish dark stores	Maintains store availability
Stock Management	Balance inventory levels	Optimizes working capital

Metrics you should be aware of:

- Days of Inventory at warehouse level:** Assess stocking levels and Daily Run Rate (DRR), i.e., no. of units sold per day. An incremental spike in sales will need to be factored in while calculating DRR and inventory levels.

Warehouses with DOI Issues forSKU 0060 - Mumbai

Consumption Share

Warehouses	Stock Out Risk	DOI (BE)	DOI (FE + BE)	SOH (BE)
Mumbai M10 - Feeder Warehouse 75.5%	High	3 days	7 days	537
Mumbai M9 Ecom - Feeder Warehouse 24.5%	High	2 days	6 days	132

- **Stock Out Risk at warehouse level:** Safety Stock levels to be calculated while factoring in the following:
 - Time taken for purchase order replenishment
 - Units sold daily
 - Transfer time between warehouse to dark store

Highest Stockout Risk for All

Grammage

Offtake Share

SKU Name	City	Stock Out Risk	DOI (BE)	DOI (FE + BE)	SOH (BE)
<div><div><div>SKU 0060</div><div><div>1 kit</div><div>28.3%</div><div>Show Warehouses</div></div></div></div>	Others	High	6 days	12 days	5676
<div><div><div>SKU 0060</div><div><div>1 kit</div><div>25.8%</div><div>Show Warehouses</div></div></div></div>	Hyderabad	High	3 days	7 days	682
<div><div><div>SKU 0060</div><div><div>1 kit</div><div>25.4%</div><div>Show Warehouses</div></div></div></div>	Pune	High	3 days	9 days	563
<div><div><div>SKU 0060</div><div><div>1 kit</div><div>22.7%</div><div>Show Warehouses</div></div></div></div>	Chennai	High	3 days	7 days	139
<div><div><div>SKU 0060</div><div><div>1 kit</div><div>22.0%</div><div>Show Warehouses</div></div></div></div>	Bangalore	High	3 days	8 days	1553

- **Excess Stock at warehouse level:** Miscalculations in Safety Stock levels can also result in overstocking of SKUs

Warehouses with DOI Issues for SKU 0365 – PAN India

Consumption Share

Warehouses	DOI (BE)	DOI (FE + BE)	SOH (BE)	SOH (FE)	SOH (FE + BE)
<div><div><div>Kolkata K4 – Feeder Warehouse</div><div><div>5.6%</div></div></div></div>	2 days	30 days	17	217	234
<div><div><div>Dasna D3 – Feeder Warehouse</div><div><div>3.7%</div></div></div></div>	3 days	18 days	32	169	201
<div><div><div>Noida N1 – Feeder Warehouse</div><div><div>3.7%</div></div></div></div>	1 day	15 days	13	145	158
<div><div><div>Rajpura – Feeder Warehouse</div><div><div>2.8%</div></div></div></div>	3 days	15 days	29	114	143
<div><div><div>Super Store Gurgaon G7 Ecom – Wareh...</div><div><div>0.6%</div></div></div></div>	3 days	18 days	22	97	119

Attribution/Reason for low stock at warehouse level

- No Purchase Orders
- Insufficient Quantity in Purchase Orders
- Delay in Servicing Purchase Orders (TAT Breach: TAT serviced vs TAT Agreed)
- Insufficient servicing of Purchase Orders (Fill Rate: Quantity Serviced/Quantity Ordered)

Brand/Self Warehouse

If you're managing a brand or self-owned warehouse, your brand's warehouse may be mapped to multiple QComm platforms (Blinkit, Big Basket, Flipkart Minutes, Instamart, Zepto). This means:

- **Multiple POs** will come in from different platform warehouses
- You need to **process and fulfill them collectively**, not in isolation
- Prioritizing the right POs becomes critical to avoiding stockouts where it matters most.

What to track?

- **PO Prioritisation:** Not every PO is equally urgent. Don't just follow FIFO. Instead, prioritise by delivery deadline Consider the quantity ordered and the sales potential it protects
- **Demand Signals:** The faster you plug in dark store-level demand data into your demand planning, the lower the risk of stockouts and sales loss.

Do these Tasks Daily

Focus on-

SKU + City combinations with:

- Highest stockout risk
- Largest potential sales loss due to poor availability

Then, bucket the problem and act accordingly:

Listing / Transfer / Stocking Issue

- Identify whether the issue is temporary or structural
- If structural (e.g., SKU not listed or mapped), escalate to the platform

No PO or Insufficient PO Raised

- Push the platform’s POC to raise or revise POs

PO Raised but Not Scheduled (or Scheduled Too Late)

- Coordinate with your internal supply chain to expedite the PO

PO Delivered with Low Fill Rate

- Escalate internally to ensure future POs are better fulfilled

Table: Daily Must-do Tasks			
Time	Task	Specific Action	If Problem Solved
9 am	Stock Check	Check Stock <70% in high-value stores	PO urgent PO/transfer request
11 am	PO Review	Track all pending POs for today	Call/email platform for delays
2 pm	Fast Movers Check	Check top 20 SKUs stock levels	Arrange emergency top-up if <20%
5 pm	Tomorrow’s Plan	List critical SKUs for tomorrow	Schedule priority dispatches

Then, bucket the problem and act accordingly:

Weekly Tasks - Strategic

Time	Focus Area	Key Activities	Output Required
Monday	Performance Review	Compare last week's metric targets	Performance Report
Wednesday	Competition Analysis	Check comp. availability and listing	Gap Analysis
Friday	Platform Alignment	Review Platform feedback and issues	Action Plan
Weekly (Any Day)	Stock Planning	Review slow/fast movers, adjust stock levels	Inventory Plan

Monthly Focus (First Week)

Area	Simple Check	Action Point
Listing Coverage Review	New stores added/missing	Request additions
Locality Analysis	Top/Bottom performing areas	Adjust store priorities
Supply Chain Review	Fill rates, delivery times	Raise major issues

Solving Operational Challenges

Tackle operational bottlenecks by optimizing inventory flow, unlocking deeper data visibility, and building resilience against demand fluctuations. Here are some common challenges you face and their potential solutions.

Facing	Instead of saying this...say this ✓
Stock out risk?	<div>Many stores showing low stock, please help</div>	<div>SKU X has 60% converge and is listed in 6/10 high-value stores but shows < 20% stock. This could cause potential loss of 750K/day based on last week's sales. What can we do about this?</div>
Fill Rate Problem?	<div>POs delivered with low Fill Rate, please check</div>	<div>PO#12345: Received 60% (600/1000 units) for SKU X. We are out of stock in Stores A, B which amounts to 40% of category sales. How can we solve this?</div>
Listing Gap?	<div>Need listing in more stores please</div>	<div>SKU X unlisted in 5 A-class stores (Store names) contributing 30% category sales. We are looking at a weekly loss of 730K. How can we improve listings?</div>
Transfer Delay?	<div>Transfer not happening in stores</div>	<div>DC stock: 1000 units, but 0 stock in 8 stores for 2 days. Our sales loss was *25K yesterday. How can we correct this to prevent further sales loss?</div>

Communication & Issue Resolution

Drive action with data-backed, solution-focused platform conversations & move from raising problems to solving them collaboratively.
Here's how you can ask better questions and get powerful results.

Problems

Working Capital Lock-In: QComm requires frequent, smaller shipments across multiple dark stores.

Limited Data Visibility: Many platforms share city-level, not store-level, stock data.

Unpredictable PO Fluctuations: POs can spike or vanish depending on platform-run promotions or competitor stock-outs.

Solutions

Consider listing in the most important, high-impact dark stores and mega dark stores for coverage. This will prevent unnecessary blocking of inventory and capital, bringing more flexibility to assortment distribution

Request deeper data or build a manual spot-check routine. Use aggregator tools such as GobbleCube

Keep a small emergency buffer at your warehouse. Be on top of this in terms of reporting/SOP, PO to MRP Ratio

Account Management & Team Structure

- Building Your QComm Taskforce
- Mastering QComm Account Management

Building Your QComm Taskforce

When should you start building a QComm team?

There's no fixed formula, but these 3 signals usually indicate it's time:

- **Strategic Intent (Most Crucial)**

Once you evaluate the category's growth trajectory on QComm platforms, set a realistic category goal and set up a front-load team to hit that goal.

- **Revenue or Sales Velocity Threshold**

QComm begins contributing a significant share of your online revenue, or Sales Velocity spikes and you can't keep pace with execution

- **Operational Complexity**

You're dealing with daily POs, multiple cities, and store-level escalations that stretch your existing team

What is the Right Team Structure for QComm?

No one-size-fits-all, but here's the core structure most brands adopt as they scale on QComm platforms:

Core Responsibilities			
Key Account Manager (KAM)	Operation Coordinator	Performance Marketing Specialist	Data Analyst
Oversee daily platform interactions, stock availability, and promotional activities.	Manage POs, lead times, and store-level coverage.	Run and optimize search ads, in-app banners, track ROI.	Consolidate daily velocity, fill rates, and competitor benchmarks for strategic decisions.
1 or 2 people are usually sufficient at early to mid-scale stages	Escalate OOS/ rejection issues in real time.	Often shared with EComm teams.	Optional at early stages, crucial at scale.

Reporting Hierarchy

Role	Reports To
QComm KAM	Channel Head or National E-Commerce Head
QComm Operations	Shared with EComm Ops
QComm Lead (for smaller brands)	Report directly to founder/CMO or EComm Head

Cross-Functional Integration

- Marketing & Ops alignment is crucial: a big promotional push is wasted if inventory can't keep up
- Weekly or biweekly syncs across teams (marketing, supply chain, ops) to ensure coordinated planning

Skill-sets Required for an Efficient QComm Team

Operational Agility:

- QComm escalations must be made hourly or daily, not weekly or monthly
- Must be agile and quick with decision-making as well as rapid problem-solving

Relationship Management:

- Frequently communicate with platform category managers, operations, and marketing teams
- Ability to build long-term platform trust and strong collaborative ties

Data and Tech Savy:

1. Proficiency in data, spreadsheets, and tools such as GobbleCube:

- Enables solution-focused, data-backed platform engagement, driving better responses and outcomes along with helping platforms achieve their business goals (Refer to “Communications with Platforms” in the “Availability section)
- Ability to reach out to platforms with better data-backed, deeper understanding of the problem
- Solutions that also help the category manager achieve his/her KPIs will receive a much better response than one where you approach them with questions such as "Please solve my availability, or why are my sales decreasing?"

2. Familiar with search algorithms, day-part bidding, or supply chain forecasting. Helps have more meaningful and impactful conversations to arrive at solutions

Negotiation & Collaboration:

- QComm involves margin, marketing spend, and expansion discussions
- Be prepared to strike mutually beneficial deals, understanding both platform needs (margin, supply) and brand goals (visibility, sales)

For instance, instead of listing in saturated, high-competition localities, explore areas with lower competition to increase reach and drive growth for both your brand and the platform.

Mastering QComm Account Management

1. Difference between QComm and Traditional eComm

Faster Cycles & Daily Firefighting

- **Smaller, more frequent Purchase Orders (POs).** A single day's delay can lead to stockouts in multiple cities.
- ***Little to no buffer time.*** Unlike traditional eComm, where POs are larger and cycles are weekly or monthly, QComm requires near-daily intervention.

High Dependence on Category Managers

QComm Category Teams have control over:

- Store-level SKU mapping
- Pinned listings and homepage visibility
- In-app promotions and campaigns

Why this matters?

Strong platform relationships = better visibility = higher sales

In QComm, account management is as important as ad performance or product quality.

Real-Time Visibility & Impact

A change today can drive results today:

- Fixing a broken listing
- Launching a well-timed day-parted campaign
- Updating availability at store level

Proactive management = same-day sales spikes

You'll feel the impact of your actions in hours, not weeks

2. Interacting with QComm teams

a. Category Manager

Gatekeepers who control which brands appear on platforms like **Blinkit**, **Big Basket**, **Flipkart Minutes**, **Instamart**, and **Zepto** especially crucial given limited dark store space, only 3-5 brands per category

- Manages commissions such as onboarding fees (Rs 2-10 lakh) and trade margins (25-45% of sales plus marketing fees), discounting promotions and marketing spends
- Makes final decisions on brand partnerships, overriding even VP-level recommendations in some cases

b. Category and Performance Marketing (Ads team)

Daily Operations and Responsibilities

- Manages end-to-end category performance: assortment, procurement, pricing, and customer experience
- QComm event calendar is congested and therefore, must plan inventory planning across multiple cities
- Conducts 4-5 daily calls with brands, sellers, and distributors
- Works core hours with extended responsiveness as needed

Organizational Position

- Reports to business heads or super category heads
- Large platforms typically employ 25-30 category managers, each managing 10-20 direct reports
- Conducts 4-5 daily calls with brands, sellers, and distributors
- Handles multiple internal stakeholders within the platform (inventory team, marketing, cataloging team, operations team)

Key Challenges

- Balancing established brands with innovative newcomers
- Making rapid decisions (5-day turnaround vs. traditional 2-month timeline)
- Managing large brand portfolios (15-25 brands in basic categories, up to 4x more in complex ones). Think - "How do I optimise for platform revenue and not solve for one brand?"

- Dark store space concerns as QComm evolves to get more serious. Revenue per sq.ft will be a key metric to increase
- Limited time for relationship management despite high brand demand

Evolution & Impact

- The role has expanded beyond basic pricing and execution over the past 4-5 years
- More dynamic and complex than traditional retail/eComm counterparts
- Trend toward combining buy-side and sell-side responsibilities for better control

3. Approaching Account Management

Multi-Level POC Mapping

- Identify daily POCs (for listing, supply), category managers (for expansions, promotions), and senior contacts (for negotiations)
- Keep a clear escalation path for issues unresolved within 24-48 hours

Data-driven Relationships

- Regularly share velocity trends, lost sales estimates due to OOS, and competitor insights
- Prove how your brand can drive category growth or margin - this incentivizes better listings and pinned placements

Empathetic Approach

- Platforms have margin and category share targets. Show how your proposals support their KPIs
- Example: “We can improve your margin by offering an exclusive flavor,” or “We can fill competitor X’s gap when they’re OOS

This Playbook is Just the Beginning.

It's a living document constantly shaped by market trends, industry insights, and learnings from brands like yours. If you have ideas to improve, or stories to share, we'd love to hear from you.



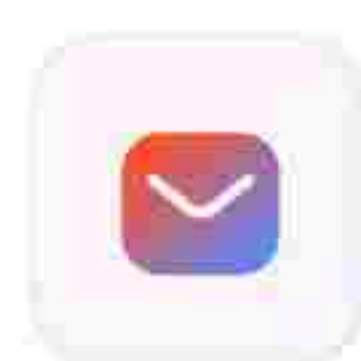
www.gobblecube.ai



contact@gobblecube.ai



www.dsgcp.com



ushah@dsgcp.com