

Project Title: **Lab Filtration eCommerce (Marketing)**

I. Project Background & Overview

The sale of lab filtration products through this channel needs to be characterized to understand how we can best continue this momentum. The lab filtration business serves a diverse range of markets and applications in Academia, Government, Industrial, Food & Beverage, Environmental, Diagnostics and Personal Care. This project will identify trends in what segments, account types and customer personas are purchasing and why. Knowing this we can target peer customers through marketing and commercial activities and expand order size and frequency. Primary stakeholders in consolidating and interpreting this information will be Lab Filtration Marketing and the eCommerce Business team.

II. Objectives

- Identify growth opportunities through the acquisition and interpretation of lab filtration eCommerce sales data (direct and indirect) from 2020, 2021 and Q1 2022.
- Define target growth segments, identify buyers journey of target personas and create associated value propositions for marketing and commercial activation
- Create a strategic plan that can provide the basis of the lab filtration eCommerce strategy plan for 2023.

III. Project Scope

The primary focus of this project is direct sales of lab filtration (Whatman brand) products on Cytiva.com. The project is global so understanding regional differences is important and key in advising what actions needs to be taken for each region. The priority is not to move business that is currently going through email, fax and phone although if it happens as a consequence, then good. This is about the acquisition of new business based on what we have learned through direct eCommerce purchases over 2+ years. The output of the project should enable an informed approach to growing this channel through marketing activities primarily but with commercial activation where warranted. If required, qualitative and qualitative market research can be conducted and secondary market research can be purchased. Best practices from other industries can be explored and this input is welcome. A stretch secondary output of this project is to characterize distributor eCommerce capabilities and how we can better leverage.

IV. Stakeholders

Stakeholders who will have inputs into the project:

Lab Filtration marketing

Opco leader

V. Deliverables

1. Within first 3 weeks: document outlining the data required to answer key questions that will characterize our eCommerce business with trending. Presentation to Lab Filtration business leadership.
2. Next 4 weeks: acquisition and interpretation of this data with assistance from business stakeholders. Document consolidating learnings form the data with presentation to Lab Filtration business leadership
3. Next 3 weeks: development of a strategic plan with inputs from market research, commercial and marketing. Presentation of the strategic plan to Lab Filtration business leadership.
4. Last 2 weeks: develop recommendations for the expansion of Lab Filtration business through distributor eCommerce channels. Presentation to Lab Filtration leadership.