

RNS REACH

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Ascential plc

Edge by Ascential launches Market Share 2.0

Ascential plc (LSE: ASCL.L), the specialist information, data and analytics company today announces that Edge by Ascential has launched its new product for brands on Amazon, [Market Share 2.0](#).

This new version of the Market Share product, built on a common Ascential architecture, offers enhanced data to track performance, allowing customers to take quick, impactful actions to drive sales on the Amazon platform.

Market Share 2.0 includes new reporting functionality that curates the most important data for customers, identifying opportunities to optimise performance across sales and share data, comparative trends across category and a digital shelf "scorecard" of page improvements to boost performance.

"Market Share has always been key to guiding our critical business decisions on Amazon. Now, 2.0 helps us more quickly identify opportunity to take our brand to the next level," commented Will Pate, Channel Analyst, Husqvarna Group.

This product release sees one of the key Edge offerings move to a new, common, Ascential architecture, enabling integration and joined-up product capability for future product developments within Edge by Ascential and with other Ascential products.

Duncan Painter, CEO of Ascential added, *"Market Share 2.0 is the latest product launch following recent investments in our Digital Commerce offerings. This new version offers a curated dashboard for our customers distilling the key data to action. Our next step is to enhance our predictive capability to give our customers an even greater advantage in digital commerce."*

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Ascential is a specialist information, data and analytics company that helps the world's most ambitious businesses win in the digital economy. Our information, insights, connections, data and digital tools solve customer problems in three principal disciplines:

- **Product Design** via global trend forecasting service WGSN;
- **Marketing** via global benchmark for creative excellence and effectiveness Cannes Lions and WARC, and strategic advisory firm MediaLink; and
- **Sales** via ecommerce-driven data, insights and advisory firm Edge by Ascential, leading managed services provider for Amazon, Flywheel Digital, the world's premier payments and FinTech congress Money20/20, global retail industry summit World Retail Congress and Retail Week.

Ascential also powers political, construction and environmental intelligence brands DeHavilland, Glenigan and Groundsure – together comprising the Built Environment and Policy segment.