

NEW: Visualizing the Global Footprint per Brand in the Ecommerce Channel



To improve the brand rank page, we added today a global heat map, showing brand-specific product views/downloads per country. You can see this feature in the example of the [Dell brand page](#) in the featured image.

You can also find the link (button next to the brand name) to the brand rank page on any product page on the [Icecat site](#).

The screenshot shows a product page for a Dell XPS 13 7390 Hybrid. The main title is "DELL XPS 13 7390 Hybrid (2-in-1) Black,Platinum,Silver 34 cm (13.4'') 1920 x 1200 pixels Touchscreen 10th gen Intel® Core™ i5 8 GB LPDDR4-SDRAM 256 GB SSD Wi-Fi 6 (802.11ax) Windows 10 Pro". There is an "Edit this data-sheet" button in the top right. Below the title, there are links for "Search similar products" and "Add to compare". The product details section includes: Brand: DELL, Product family: XPS, Product series: 13, Product name: 7390, Data-sheet quality: created/standardized by Icecat, Product views: 0, and Info modified on: 17 Jul 2020 10:58:52. There are also links for "Product Brochure/Datasheet (2.7 MB)", "User manual (18.2 MB)", and "XPS 13 7390 2-in-1 Re-imaging guide for Windows 10 (0.2 MB)". A "Bullet Points" section lists the product name and specifications. At the bottom, there are logos for Energy Star, Intel Core i5 10th Gen, and Windows 10.

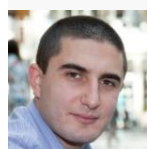
The stats button links to the brand's global rank page.

The dev team is very enthusiastic about this data visualization project that is doing the groundwork for the eventual [brand dashboard](#). The first part of the project is to add public data elements, before login. The second part of the project will be about adding advanced and, eventually, GDPR-sensitive data, behind secure login.



Read further: [News](#), [Stats](#), [brand](#), [brand page](#), [brands](#), [country manager](#), [downloads](#), [statistics](#)

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