

CLEAR DEMAND

Retail Pricing & Assortment Automation

CASE STUDY

How one grocery retailer automated competitive pricing and assortment intelligence to reduce data management costs by 40% while increasing insights by 200%

Retailers are navigating the speed of change. Everything is evolving faster:

- Competitive pricing changes frequently
- Product assortment expands with an unlimited digital shelf
- Information availability and accessibility is more complex

While speed of change increases, making sense of the changes is moving slower and costing retailers money.

TOO MANY HOURS. TOO MANY DOLLARS.

One grocery retailer was painfully aware that the pace of their competitive pricing and assortment data collection, internal analysis, and ability to make decisions based on their learnings left them reacting to competitors rather than building a growth strategy to reach targets.

In fact, the retailer used a team of 8 data analysts - who each spent 40-50 hours a week auditing competitive data. This doesn't include the significant time spent manually adjusting web scrapers to account for frequent DOM changes stalling collection.

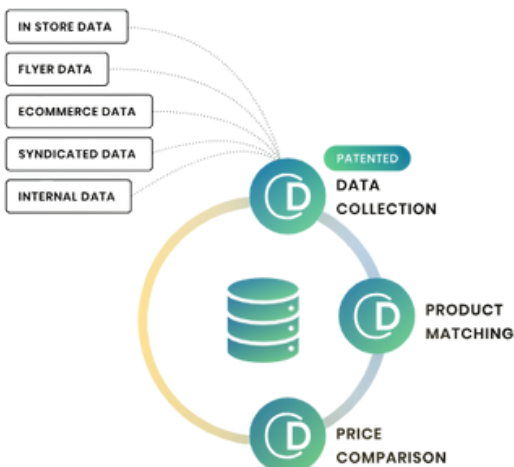
Struggles with data quality and maintaining accessibility meant talented analytical resources were not being used to inform business decisions to make the retailer more competitive and serve their shoppers best.

Additionally, this retailer was limited their ability to prioritize which pricing and assortment areas needed attention or would most impact their business because more data meant more people needed to cleanse it. These practices simply were not sustainable or effective.

AUTOMATION LEADS TO SCALE

ClearDemand was approach to help this grocer capture data from hard-to-access sites and hard-to-match categories. This grew to more than 7 million product information records (a 200% increase) delivered each day using our patented data collection process.

Our ML-powered product matching process lifted the burden of manual data auditing for the team. Plus, we provide 24/7 monitoring and correction for any competitive site issues - freeing the team to provide timely and dependable pricing and assortment analytics to grow their business.



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WHEN LESS LEADS TO MORE

When this retailer felt like they were falling behind, any changes to current practices must include the ability to know more, faster.

With the automating collection, cleansing and delivery of competitive pricing and assortment data, this retailer experienced a 10x reduction in the time it took to gain useable information even though they were now collecting and analyzing 200% more data points.

Not only was the pace improved, but the repeatable accuracy of the data resulted in a 40% cost savings vs their previous manual processes.

Equally important, 7 of the 8 dedicated data auditors were able to be repositioned in the organization to analytical roles where they were using their talents to drive intelligent decision making in stores.



REPEATABLE INSIGHTS

The pace of change for today's retailers has placed greater pressure to be more competitive and make decisions faster. Retailers are in a constant frenzy to collect more data from more competitors more often. Unfortunately, this has resulted in heavy internal investments that are not sustainable or settling for poor quality data that is not immediately useable.

The worst case is that any pricing and assortment insights extracted that lead to revenue gains are quickly given back in added expenses. This retailer demonstrates that prioritizing repeatable and scalable data practices with a trusted automation partner not only can keep up with the speed of change to maximize decision making impact, but also reduce operational costs leading to increased efficiency.

HIGHLIGHTS

+7M

product listing data points collected each day

-40%

reduction in management costs

+200%

increase in competitive data insights

10X

reduction in cleansing and auditing time