The pricing intelligence solution from WebDataGuru pushes its retail client up the success ladder

WebDataGuru

Project : *Monitoring retail price of competitor and setting own price*
Delivery Model : *Data-as-a-service*
Solution : *Marketing and Analytics*
Industry : *Automotive, Retail, Manufacturing*
Frequency : *Daily*

About Client

Our client is an online seller of car tyres and has its corporate headquarters in the UK. With strategic partnerships, a simple buying process and an attractive website, our client is rightly considered one of the fastest evolving ecommerce platforms in United Kingdom.

Business Environment

The online ecommerce seller has built a less-complicated, easy-to-use website. The interface is extremely easy to understand and customers simply need tyre size or its registration number to find the perfect match for their car. Additionally, our client also promises to offer lowest prices in the industry on any day of the year. Considering the fact that automobile retail industry is extremely competitive and dynamic, staying ahead of competition was a big challenge for every player in the market. The price transparency of Internet also pushed customers to easily switch from one e commerce platform to another.

Three challenges faced by the car tyre retailer

- The number of models of car tyres was high and pricing each product based on analysis of relevant competitor data points was indeed a mammoth task. The client was not equipped with right resources or technology to achieve the same.
- Data had to be updated regularly (preferably everyday), to ensure that no competitor sneaks into the small price gap.
- Procured data must be 100% genuine and reliable. Confidentiality of the process was also mandatory.

Benefits of the solution

- The client website has updated prices on each and every product on a daily basis. This allows client to be 100% sure about offering best prices in the market.
- By outsourcing work to WebDataGuru, client has saved up to … of its internal marketing budget.
- The reputation of being the best provider of car tyres has increased overall sales by almost…%.
- Finally, there has been an overall increase in revenue and number of visitors to website has been doubled.

Lowest prices in the industry

Procured data must be **100%** genuine

100% price satisfaction

WebDataGuru found a simple yet powerful solution

When WebDataGuru was approached by client, the former had a plan almost instantly. By using its expert web data tools and customizable web extraction software, WebDataGuru planned to obtain competitor data directly from leading ecommerce platforms.

Implementation of the solution

The data service was provided on a daily basis to ensure 100% customer satisfaction on prices. The prices and other key details about car tyres were initially obtained from 8 ecommerce websites that sold tyres. The competitor websites were chosen by client after consultation with WebDataGuru team. Extracted data was placed in the CSV/XLS format for easy understanding by client team members. Apart from price, data pertaining to brand, model number, size, retailer description and so on were also extracted. Currently WebDataGuru has plans to increase the number of data sources from which the price points will be extracted.