WebDataGuru empowers enterprise with competitor pricing data

WebDataGuru

About Client

With a history that dates back to early 1900s, our client is a technology leader that designs, manufactures and distributes aftermarket parts for light, medium, heavy-duty trucks and other commercial vehicles. It operates under three different brands and is responsible for supply of vehicle parts and accessories to customers of these three brands. Our client serves customers from over 100 countries. The company is headquartered in the US and is quickly expanding its customer base across Asia and other continents.

Business Challenge

While managing the aftermarket network is in itself a challenge (in terms of inventory control and stock management), pricing becomes yet another important metric to surpass competition in the industry. With multiple marketing campaigns, increasing competition and enhanced rage for comparison shopping sites, client needed more insight about pricing strategies of its competitors.

Key Requirements

A competitive intelligence solution that offers comprehensive information about competitor products as well as pricing is exactly what client needed. The solution must adhere to following conditions in order to deliver optimal benefits for client.

- *Extensive information:* In the aftermarket industry, price wars are not uncommon and yet not every supplier targets the bargain hunter. Thus clustering of customers based on their willingness to pay can help tap into potential areas of profit.
- *Frequency of information:* Competitive data must be delivered on a frequent basis (preferably on a real-time). Transparency of Internet and its comparison sites is reason behind this requirement.
- **Reliability of data:** Data from a primary or secondary research could be used but reliability of data could be questionable. Client wanted 100% genuine information and the only way to achieve this was by procuring data directly from competitors.

Results

Pricing intelligence solution from WebDataGuru has allowed client to enjoy the following benefits.

- Client can now make strategic and tactical pricing decisions for every product from its entire collection. Also, information offered by WebDataGuru has helped client devise an overall competitive strategy.
- Client now enjoy savings up to _____ through smart pricing and intuitive marketing.
- Apart from increasing the margins and tapping into customer willingness to pay more, overall sales revenue of client has increased across the distribution network.

Customers from over 100 countries

Information offered by WebDataGuru

Solution

When client came to WebDataGuru for a feasible and budget-friendly solution, the former had no significant hint about how to design answers to their questions. WebDataGuru with its expertise in competitive and pricing intelligence came up with a customized solution.

A comprehensive solution was configured to extract multiple data points from top competitor auto part supplier websites. Data was collected and delivered on a monthly basis. WebDataGuru allowed client to compare product prices from competitor sites and also yielded additional information through extraction of following fields:

- Name of product
- Product Description (in the most detailed manner)
- Part Number (SKU)
- Available quantity and case quantity
- Product image
- MRP, List Price, Discounts, Additional offers and so on
- Cross references
- Manufacturer Details (Original equipment manufacturer, manufacturer number, brand name)
- Warranty information
- Mention of used, refurbished or new
- Shipping information (cost, time frame, shipping provider)
- Warranty Information
- Location of product
- Unit of measure
- Technical specifications
- Source URL

Since data was extracted directly from websites and portals of competitors, client knew that information was trustworthy.