



Competitive Data

at SDVOR

 competera

Data Power: Conquering The Home Improvement and Building Materials industry

Matching lookalike products, KVI pricing, competitor analysis and much more in Competera's case study for the omnichannel retailer SDVOR.

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In our business, strategy affects everything — productivity, sales, margin, etc. However, the right strategy needs the right data. With Competera's competitive product data delivery and competitive comparison automatization we optimized category managing department and left only 6 price analysts to carry out intelligence tasks: research and analytics of competitors in each region, substitution of product analogues, work with coefficients in Competera (the ratio of packages, kg, etc.), work with own brands and manually set prices for KVI products.

Natalia Guseinova

PRICING ANALYST





Client

SDVOR is an omnichannel retailer that specializes in building and finishing materials.

Geography

Established in 1993, SDVOR operates in fourteen cities of one of the largest Eastern European markets.

Challenge

Due to the specifics of the product range, our client needs to obtain quality competitive data both for conventional products and for products that only have indirect analogs on the market.

Solution

Using Competera's Competitive Data software as the basis for market analysis and the foundation for the subsequent price strategy formation.

Results



Tenfold operating costs savings.



The basis for effective pricing strategies in each region.



Optimization of the category management department.



Full understanding of the situation throughout the market.



Accurate and rapid re-pricing of KVI products in manual mode.

About the Client

SDVOR is one of the leading omnichannel retailers in home improvement and building materials industry. Over the past 25 years, the company has opened stores in seven major regions of their home-market with a 46-million-strong audience. Today, the retailer's offering consists of around seventy thousand products in more than fifty categories.



In addition to the fact that each category has its KVI-products, which need to be repriced several times a day, the customer's assortment includes many similar products, as well as products manufactured under its own brand.

Challenge

With the business growth and the expansion to new regions, it became clear that even an entire team of managers can't operate with the constantly increasing amount of information.

The company needed a partner who could help with several important tasks:

- SDVOR needed a comprehensive market picture of competitors' prices, because their list, assortment and pricing approaches differ from region to region;
- It was necessary to fully automate the process of data scraping, its verification, and delivery for further pricing of SDVOR products;
- The client needed to ensure the correct price matching for unique and similar products.

Solution

Having contacted Competera, the client received a ready-made solution for competitive price analytics and high-quality data, which later became one of the cornerstones for the winning price strategy. In more detail, Competera has helped SDVOR to meet the following needs:

Pricing strategies assistance

In addition to Competera, SDVOR uses third-party software for automatic pricing. Our data on key competitors is one of the factors in shaping the right pricing strategy. All data is exported in a convenient report format and can be used for a number of purposes, from traffic shaping to retailer's territory protection.

Monitoring the overall market situation

Thanks to the convenient and clear data visualization, the price analyst can easily track competitors by specific categories, creating comparative charts directly on the Competera dashboard.

Rapid repricing of KVI products

SDVOR defines up to 20 KVI products for each category. To remain competitive in this niche, the general pricing system won't do. With timely and high-quality data delivered from Competera, the price analyst can price KVIs for each category manually up to several times a day.

Similar product matching

Due to the specifics of the building industry range, unique goods of this category are common for retailers — for example, cement, sand or wood. Often such products don't have a brand or trademark, and each competitor gives its own name to such products. To solve the problem with comparing these items, Competera offered a separate module allowing to match products by minor attributes. A category of lookalike products can be added for each competitor to monitor their price, stock, promos, and other vital factors.

Matching private label products

SDVOR private label products are the most qualitative and expensive goods of the retailer. Therefore, it is not enough to simply find a lookalike product. In this case, the function of similar product matching allows specifying the search for both quality and price.



Results

After several months of work, SDVOR:



Reduced operating costs by 10 times.



Got the basis for effective pricing strategies in each region.



Optimized Category Management.



Got a full market understanding, including competitive insights about similar products pricing.



Set up an accurate and rapid repricing process for KVI products.


Key takeaways

Buying starts with the price, therefore any retailer needs a comprehensive understanding of their competitors to set an optimal price. To meet this demand retailers need the solution that allows them to monitor similar products in the same way they can find exact matches. By choosing Competera, SDVOR managed to solve this problem as well as reduced the number of its own operating costs by 10 times.

About Competera

Competera is the industry standard for retail pricing. We help to increase your revenue, stay competitive, and grow while remaining profitable with the help of two products: Competitive Data and Price Optimization.

Competitive Data



Competitive Data consists of premium, high-quality competitive product and price data for enterprise eCommerce companies. We collect data from thousands of websites and different markets using a dedicated and customizable crawling approach, multilevel quality verification algorithms, supported by a strong Service Level Agreement. We aim to make complex pricing decisions seamless and help retailers increase sales growth smoothly.

Price Optimization



Price Optimization is an ML-fueled price recommendations engine that helps offline and omnichannel retailers boost profit margins by 5% and increase sales by 15% using demand predictions. Through a technological partnership with Competera, retailers of any size can set optimal prices at any level — by product portfolio, store, region, or country.

The Right Prices. For The Right Products. Every Day



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