Unilever + competera

Unilever is one of the world's largest consumer goods companies operating in more than 190 countries with 2.5 billion people using its products every day. The company's turnover is more than €51 billion. Almost 60% of the turnover comes from emerging markets.

Project goal

To provide online shoppers of direct-to-consumer store 'gro.24/7' with optimal promo and pricing offerings.

Solution

Competera offered Unilever a sustainable pricing journey of two stages: implementation of Competitive Data with analytical reports followed by Pricing Automation rollout.

POC results

Market coverage goal

3 countries

POC schedule [fact vs goal]

59 days   72 days

Monthly data points

within 98% SLA - 1,206,000

STAGE 1

Challenges

- ✔ Competitors products across all market segments were tracked manually which **was time-consuming and vulnerable to human mistakes**
- ✔ **No consolidated place with accurate data sets** of price, promotion and assortment analysis
- ✔ **Lack of automated data-driven analytics** for price, promo, assortment which impacted negatively the decision making

Results

- ✔ Covered all regions where gro.24/7 operates with an accurate price tracking system consisting of **real-time Competitive data and +98% accurate matchings**
- ✔ Decreased manual efforts and improved pricing decision making with **custom data-driven analytical reports on price,** promo, and assortment intersection
- ✔ Identified new assortment opportunities and **decreased time for manual assortment analysis** with full crawls market data

STAGE 2

Rollout after successful POC

- ✔ The solution will be rolled out to **3 new countries** and competitive monitoring scope will be expanded to **6 countries in total**
- ✔ Implementation of the **automated rule-based pricing system** is scheduled as the Journey's Stage 2