Intelligence
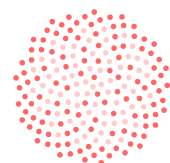Node

Global Luxury Fashion House Partners with Intelligence Node to Accelerate its Digital Transformation

About the Customer

The customer, a billion dollar luxury brand headquartered in Italy, was struggling to stay profitable due to its archaic processes and a lack of strong digital presence in the online luxury segment. Historically, the Company has depended heavily on its brick and mortar presence without pivoting to eCommerce - which led to it falling behind its digitally invested competitors Gucci and Louis Vuitton.

With 5 years of declining sales and profits, evolving consumer preferences, and COVID disrupting the retail economy, it realized the inevitable need to ramp up its online presence and decided to drastically change its strategic focus and invest heavily in bolstering its digital capabilities. In its journey to reclaim its position as a global leader in the luxury segment, the Company partnered with Intelligence Node to accelerate its eCommerce growth and offer its customers consistent, competitive price points and unified experiences across all retail touchpoints.

Key Project Highlights

- **Industry** - Luxury goods
- **Competitors** - Dior, Gucci and Louis Vuitton
- **Geographies** - Australia, Brazil, Canada, Switzerland, China, Denmark, Hong Kong, Italy, Japan, South Korea, Russia, Sweden, Taiwan, UAE, United Kingdom, United States, Kuwait, New Zealand, Qatar, Saudi Arabia, Malaysia, Singapore, Thailand
- **No. of SKUs** - 445,004
- **Data refresh rate** - Daily
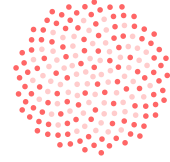
Business Challenges

- Limited visibility into competitor prices
- Manual, labour intensive processes
- Lack of fast and reliable pricing data

Business Objectives

- Daily pricing insights for SKUs across **23 countries**
- Assortment insights across competitors
- Pricing competitively vs similar products of competitors

Intelligence Node Solution

The customer chose Intelligence Node for its **AI-driven pricing** and **product matching** platform because of its best-in-class data speed and accuracy, global presence, quick implementation time, and the option to consume data through a **custom SaaS portal** and **simple API integration** which fed data into its backend ERP system.

Intelligence Node's proprietary AI/ML algorithms scraped global competitor websites to track **400,000+ SKUs** for the client, refreshing this data on a daily basis, for current and accurate pricing updates. Beyond this process, Intelligence Node's Similarity Engine provided the client and its fully owned subsidiary with best-in-class exact and similar product matching with **99% accuracy**, yielding powerful competitive insights into pricing and promotion changes across its three key competitors Dior, Gucci, and Louis Vuitton in 23 geographies. We also created a custom category tree for the Company and mapped data into it based on pre-configured rules.
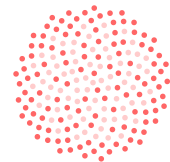
Intelligence Node ran all of these queries and delivered its competitive data set to the customer within a record breaking 15 day implementation window.

Today, we deliver all of this data across **20+ countries** and more than **400,000 SKUs**, refreshing it every day, empowering the luxury brand to continuously optimize its pricing based on actionable insights and feeding directly into its retail decision making ecosystem thereby powering its revenue and margins.
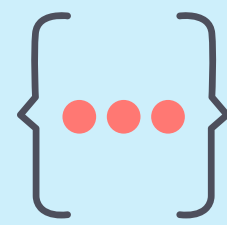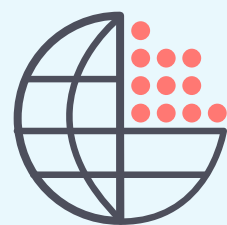
Project Outcomes

Integration & data delivery within 15 days of implementation

99% product matching accuracy

Data access through APIs and SaaS portal

Daily global competitor price monitoring

Automated pricing updates

Consistent, competitive prices

Simplified Intelligence for Complex Retail Decisions

Schedule a Demo and see first hand how Intelligence Node is helping leading retailers leverage data and convert it into cost savings and eCommerce profitability.

BOOK A DEMO