

**CASE STUDY**

**Global Luxury Fashion Retailer  
Partners with Intelligence Node for  
Daily Pricing & Availability Insights**



## About the Customer

The customer is a multi-brand luxury retailer based in Canada specializing in selling designer fashion and high end streetwear. It is known for its fashion-forward, eclectic merchandising mix and caters primarily to the Millennial demographic.

The company was founded as an eCommerce platform in 2003 and today delivers to 114 countries around the world, operating websites in French, English, Japanese and Korean. With the intensifying eCommerce competition and increasing demands of savvy shoppers, the customer needed to identify avenues to ramp up growth and offer competitive prices by gaining visibility into competitor price movements and product availability across geographies.

## Key Project Highlights

- ✓ **Industry** - Luxury fashion
- ✓ **Competitors** - Farfetch, Net-a-Porter, Mr. Porter, Nordstrom, Selfridges, Saks Fifth Avenue, Liberty London, End Clothing, My Theresa
- ✓ **Geographies** - United States, United Kingdom, Korea, Japan, HongKong, France, Canada, China, Australia
- ✓ **No. of SKUs** - 126,000
- ✓ **Data refresh rate** - Daily





## Business Challenges

- ⚙️ Limited visibility into competitor prices
- ⚙️ Limited visibility into competitor product availability
- ⚙️ Lack of fast and reliable global pricing data
- ⚙️ Highly diverse final prices for luxury items due to customs and shipment charges

## Business Objectives

- 📊 Daily pricing insights for SKUs across 9 geographies
- 📊 Exact product matching across competitors
- 📊 Product availability insights across the competitor landscape

## 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 JSON formatted file shared over AWS.

Intelligence Node's proprietary AI/ML algorithms scraped global competitor websites to track **125,000+** SKUs for the client, refreshing this data on a daily basis, for current and accurate pricing updates. Beyond this process, Intelligence Node's patented Similarity Engine provided the client with best-in-class exact product matching with **99% accuracy**, yielding powerful competitive insights into pricing and availability changes across its 11 competitors in 9 geographies.





Today, we deliver all of this data across geographies, refreshing it every day, empowering the luxury retail giant to optimize its pricing based on actionable insights, and feeding directly into its retail decision-making ecosystem thereby powering its revenue and margins.

### Project Outcomes



99% product matching accuracy



Daily global competitor price monitoring including in-cart prices



A complete view into competitor assortments and gaps



Automated pricing updates



Data access through custom JSON output feed



Consistent, competitive prices



# Powering Digital Commerce with the Most Accurate Data

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.

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