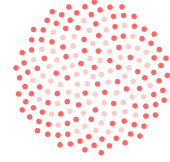


**CASE STUDY**

# Shaping Tomorrow's Retail: Intelligence Node's Integration of Real-time Generative AI in Retail Analytics



## About The Client

Boasting an illustrious legacy in American retail, **Kroger's** footprint is vast, with **2,719 grocery retail stores** spread across 35 states and the District of Columbia. Their diverse store portfolio includes **2,273 combo stores**, **191 marketplace stores**, and **121 specialized price-impact warehouse stores**.

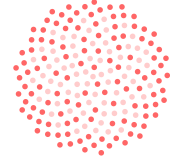
As a retail behemoth, Kroger not only represents scale but also innovation, quality, and a continuous drive to cater to the evolving needs of its vast customer base.

## Business Challenges & Objectives

Facing stiff competition in the eCommerce sector from giants like Amazon and Walmart, Kroger presented Intelligence Node with a pivotal challenge. Their goal was not just to establish a foothold but to excel in the digital marketplace. Kroger's imperative was clear: they needed Intelligence Node to engineer a sophisticated technical framework for their marketplace seller platform.

This system had to not only keep product content continually updated and in sync with consumer preferences but also grant their myriad of marketplace sellers the ability to monitor and adapt their product content in real-time.



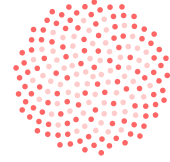


## Intelligence Node Solution

In response to Kroger's challenge, Intelligence Node promptly marshaled a dedicated team that worked tirelessly to craft an innovative solution surpassing Kroger's expectations. We introduced a cutting-edge platform, harnessing the power of OpenAI's GPT layer for real-time Product Copy generation. This was meticulously tailored to resonate with individual categories and products, drawing insights from our robust database of over **1 billion SKUs**. The outcome? An unparalleled experience for Kroger, their marketplace sellers, and, by extension, their customers.

Post-deployment, our focus shifted to refining the platform, emphasizing efficiency, rapidity, and precision. Today, over **1,000** Kroger Marketplace sellers—and the number is steadily rising—rely on our solution daily. This unified platform empowers these 3rd party sellers to oversee content for **millions of SKUs**, ensure alignment with Kroger's performance metrics, and implement real-time modifications. All these changes seamlessly integrate with Mirakl, Kroger's eCommerce platform, ultimately reflecting on the product display page and creating **USD 1-2 million per year** in cost savings, vs. requiring a dedicated system integrator. Kroger has expressed immense satisfaction with the enhanced consistency of product content across their digital realm, courtesy of our solution. In light of this success, they're keen on broadening the solution's purview, extending it to oversee pricing consistency among marketplace sellers in addition to product content.

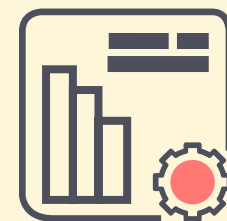




## Project Outcomes

Through the successful commercialization of our data science innovation, Intelligence Node has not only enhanced its platform but has also extended its availability to preeminent retailers, brands, and marketplaces across the globe. Currently, we stand unmatched as the sole provider boasting a **10-second data refresh rate**.

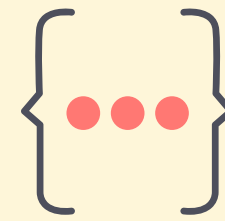
Our trailblazing efforts have positioned us as the first-ever retail analytics firm to incorporate real-time generative AI into our digital shelf solutions, serving global retailers and brands. As the landscape of retail technology expands, Intelligence Node remains committed to pioneering advancements in data science, constantly redefining the limits of the retail analytics sphere.



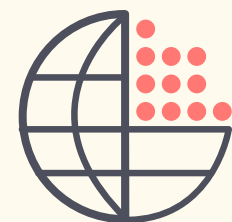
Integration & data delivery  
within 15 days  
of implementation



99% product  
matching accuracy



Data access through  
APIs and SaaS portal



Daily global competitor  
price monitoring



Automated  
pricing updates



Consistent,  
competitive prices



**1 million+**  
SKUs

**1,000+**  
marketplace sellers

**\$1-2M**  
cost savings annually

# The Power of Amazon, Packaged for You

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\*\*](#)