Intelligence Node

Multinational Retail Leader saves $10M+ annually using Intelligence Node API

Intelligence Node's exact match accuracy and 10-second data refresh rates help the world's largest retailer compete head-to-head with Amazon and other marketplace titans.

About the Customer

The customer, a multinational retail corporation, is the world's largest retailer at $514 billion dollars annually. It operates 11 country specific e-commerce websites and a chain of hypermarkets, discount department stores, and grocery stores totalling approximately **11,600 stores under 59 banners in 28 countries.**

Business Challenge

In April 2011, the customer acquired a search engine startup and formed its own e-commerce research lab. It attempted to develop its own price intelligence inhouse solution but that R&D work came with high risks, heavy investments, and low ROI. Tackling product crawling at scale was a big challenge.

As the research lab grew its team, the subsidiary business realized that the complexity of search required them to look externally for partners that could reduce costs and compete with the likes of retail giants like Amazon. After 3+ years of in-house development and tens of millions invested, Corporate decided to comprehensively evaluate a list of global third party solution providers. At the end of this rigorous evaluation and testing process, the customer chose Intelligence Node.

Intelligence Node Solution

The Corporate chose Intelligence Node for its pricing and competitive intelligence platform because of its accuracy and simple API integration, which fed a plethora of pricing, inventory, and SERP data into its backend ERP solution.

Intelligence Node's proprietary AI/ML algorithms recognized high velocity products and replicated a human-like search environment that could refresh attribute data at 10 second intervals. Beyond this process, Intelligence Node's AI-capabilities demonstrated best-in-class exact and similar product matching at the SKU level, yielding powerful competitive insights into minute-by-minute pricing changes across Amazon and hundreds of other multi-brand channels.

Results

Today, the client and two of its subsidiaries are all leveraging Intelligence Node's AI and ML capabilities to provide competitive price comparisons, attribute product matching, and improved search engine results across its 45 million product SKU inventory.

Intelligence Node's product matching accuracy, which is best-in-class by all standards, has enabled the customer to digitally transform its pricing processes so human intervention is no longer required.

After integrating Intelligence Node's Infeed API directly with its backend solution, the customer saw a 2.5% increase in margin & 1.5% in sales revenue across 5 million critical SKUs.

Intelligence Node's 10- second data refresh rates help compete head-to-head with Amazon's custom rule-based pricing algorithms, enabling the client to adapt its pricing and maintain its brand standards on a daily basis - in minutes, not days or months - and thus truly honor its promise to provide 'everyday low pricing' to its customers.
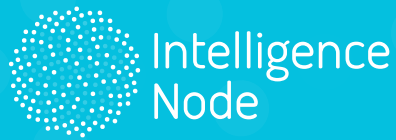
Beyond these incredible metrics and milestones, by partnering with Intelligence Node, it was able to redeploy a 100-person team onto other digital initiatives, providing $10M+ of savings, annually.

2.5%
increase in margins

1.5%
increase in
sales revenue

10
second
data refresh rates

$10M+
savings, annually

Intelligence Node

We Deliver

The Power of Amazon, Packaged for You

Schedule a Demo and see first hand the insights that our leading clients are leveraging with Intelligence Node.

GET IN TOUCH

Visit us at
www.intelligencenode.com