



Retail Profitability Redefined

# Adidas Gazelle OG Product Journey



# ABOUT INTELLIGENCE NODE

## Create a Winning eCommerce Business

Intelligence Node helps eCommerce businesses convert shoppers into buyers with real-time price, assortment, and search analytic insights.

Our proprietary AI-driven algorithms offer the most accurate product matching and the fastest data refresh rates in the industry.

Leading as a premier independent data powerhouse, Intelligence Node has created the world's largest pricing dataset with unmatched accuracy - feeding the growth of more than \$600 billion in retail revenue globally.

We help you convert shoppers into buyers by helping you compete and win in the following key areas:



Price



Assortment



Search visibility



Minimum Advertised  
Price compliance



# WHY INTELLIGENCE NODE?

## Best-In Class, Award-Winning AI Capabilities

Intelligence Node's pricing and competitive analytics platform reveals actionable data insights enabling dramatic margin growth and a rapid ROI.

We offer the most accurate AI-based product matching, the fastest real-time refresh rates, no technology integration, and much more.



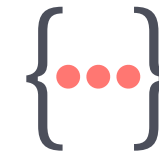
Best-in-Class Product Matching

**99%**



Fastest Data Refresh Rate

**10-second**



Setup Integration in

**Less than 1 day**



Broadest Multi-currency  
Multilingual Setup

**100+ languages**



SERP & SEO Insights  
to rank on

**1<sup>st</sup> page**



Largest AI-driven  
Retail Dataset, Globally

**1 billion +**

# CONTENTS

- Discovering and mapping exact and similar products
- Leveraging patent-ready technology
- Monitoring pricing and visibility trends

The following slides cover the journey of a single product from discovery to real-time price optimization.  
The same can be replaced across any **product**, across any retail **category** and any **geography/retailer**.



# PRODUCT IN CONSIDERATION: ADIDAS GAZELLE OG

**Description:** Originally released in 1968 as an all-round trainer, the Gazelle soon became an international sneaker icon. Today these men's Adidas Originals Gazelle 2 shoes continue the legacy, with a classic all-suede upper.

## Details :

Color: Blue White

Cover sole: Textile

Internal material: Imitation leather

Heel type: Flat

Padding type: Cold padding

Shoe fastener: Laces

Shoe toecap: Round

Sole: Abrasion-proof rubber

Shipping Weight: 10.6 Oz

Item model number: G16183

Date first available at Amazon.com: November 26, 2011

Amazon Best Sellers Rank: #224,657 in Shoes

#9316 in Shoes > Men's > Fashion Sneakers

Average Customer Review: ★★★★★



amazon.com

Size : 10

Selling Price : \$110

# INTELLIGENCE NODE PRODUCT JOURNEY

*VISIBILITY*

Discover and compare exact and similar product across the globe

*PRICE*

Update and review prices basis real-time price comparisons and insights across platforms

*DISCOUNT*

Leverage competitor movements to generate smart prices and offer discounts

*ATTRIBUTES*

Analyze SKUs on an attribute level to identify demand patterns



DISCOVER AND MAP EXACT  
AND SIMILAR PRODUCTS

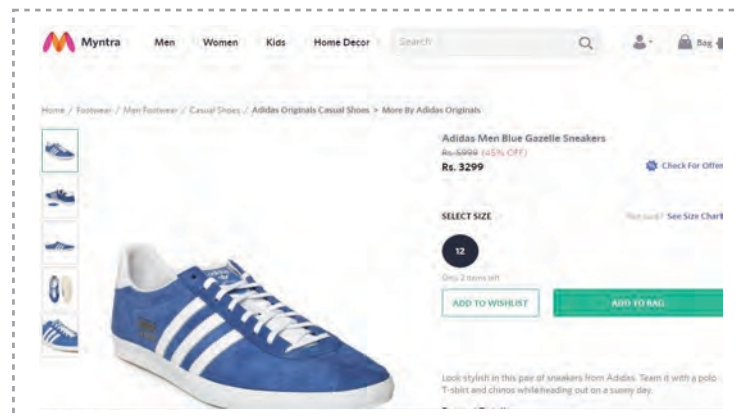
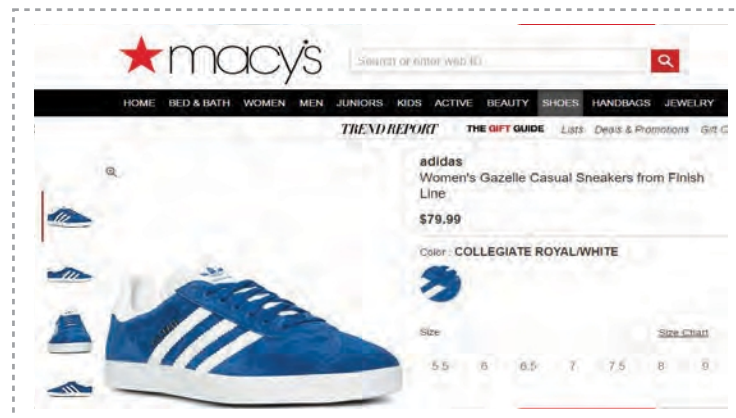
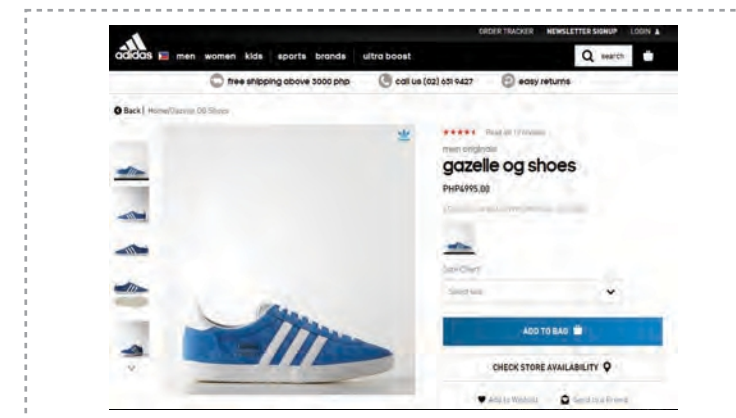
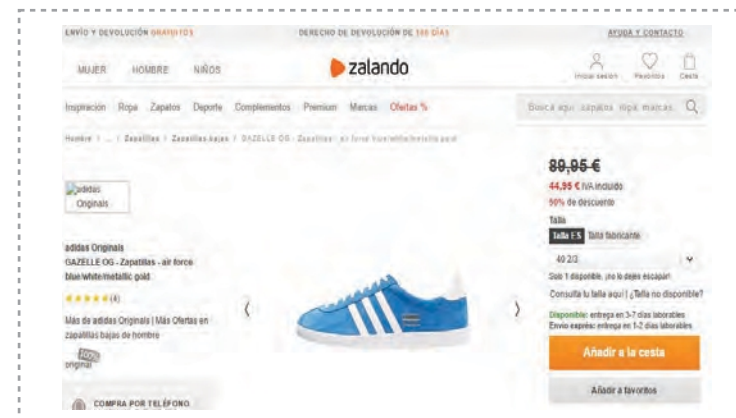
# EXACT MATCH ACROSS RETAILERS, CATEGORIES, AND CATALOG LANGUAGES





# PRODUCT COVERAGE ACROSS THE GLOBE

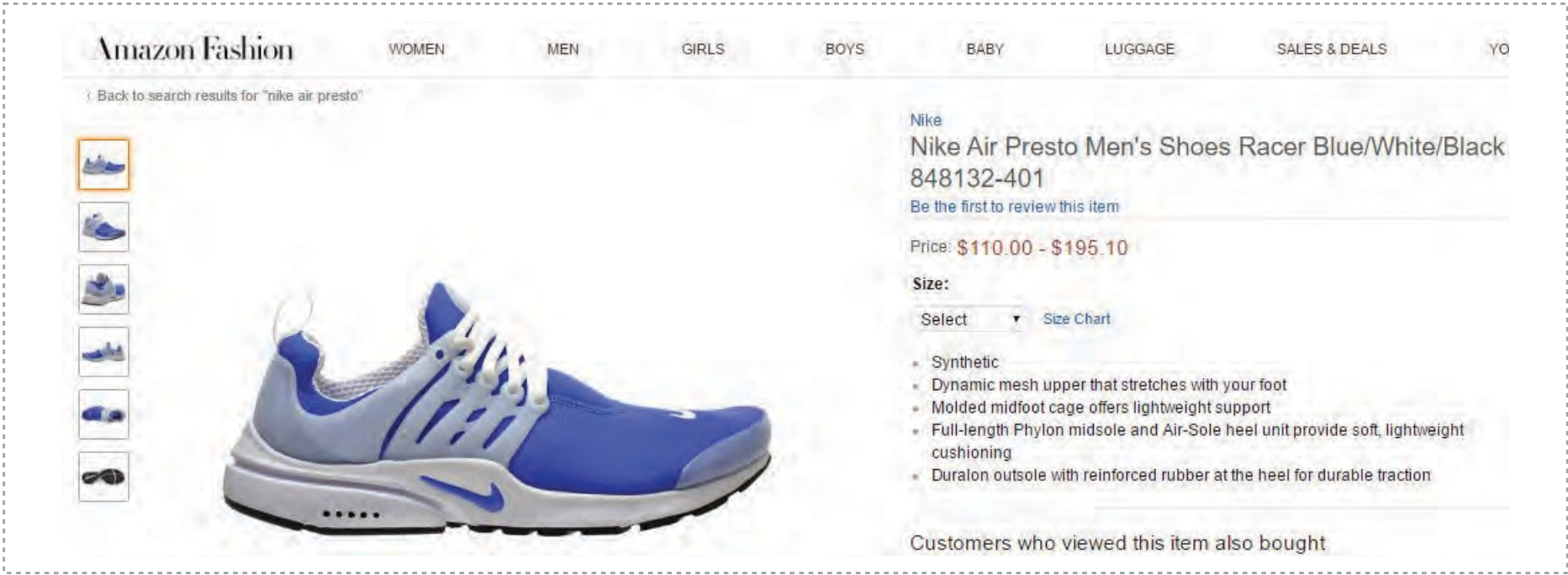
Get a 360 degree view of product matches across the globe, in real-time



# SIMILAR MATCHES



Our patented Similarity Engine and Machine Learning image analytics crawl sites across the globe and enable you to monitor similar products and track down



USING PATENT-READY TECHNOLOGY



# WE CRAWL PORTALS RANGING FROM THE BIGGEST E-COMMERCE SITES LIKE AMAZON TO INDIVIDUAL BRAND OWNED SITES LIKE ADIDAS.CO.ZA

**Case Study:** Ever Changing and Evolving

## February

Intelligence Node deploys new crawling framework by implementing Machine Learning and in-house developed smart algorithms that predicts website blocking patterns

## June

Amazon changed/improved its anti-scraping technology impacting crawler networks worldwide while Intelligence Node remains unimpacted

## July

Intelligence Node receives requests from competitive companies to assist with Amazon

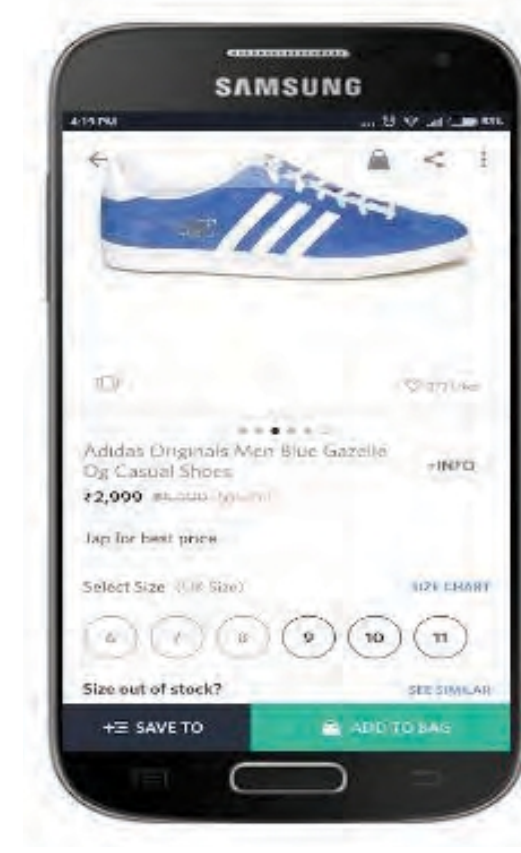


# OUR TECHNOLOGY ENABLES ACCESS TO THE WHOLE E-COMMERCE WORLD

- Multilingual platform currently supports 29 languages from varied geographies, which together cover 95% of the world gross domestic product (GDP).



- Using our crawling technology, we are able to listen to data, not only on the web, but also on mobile platforms.

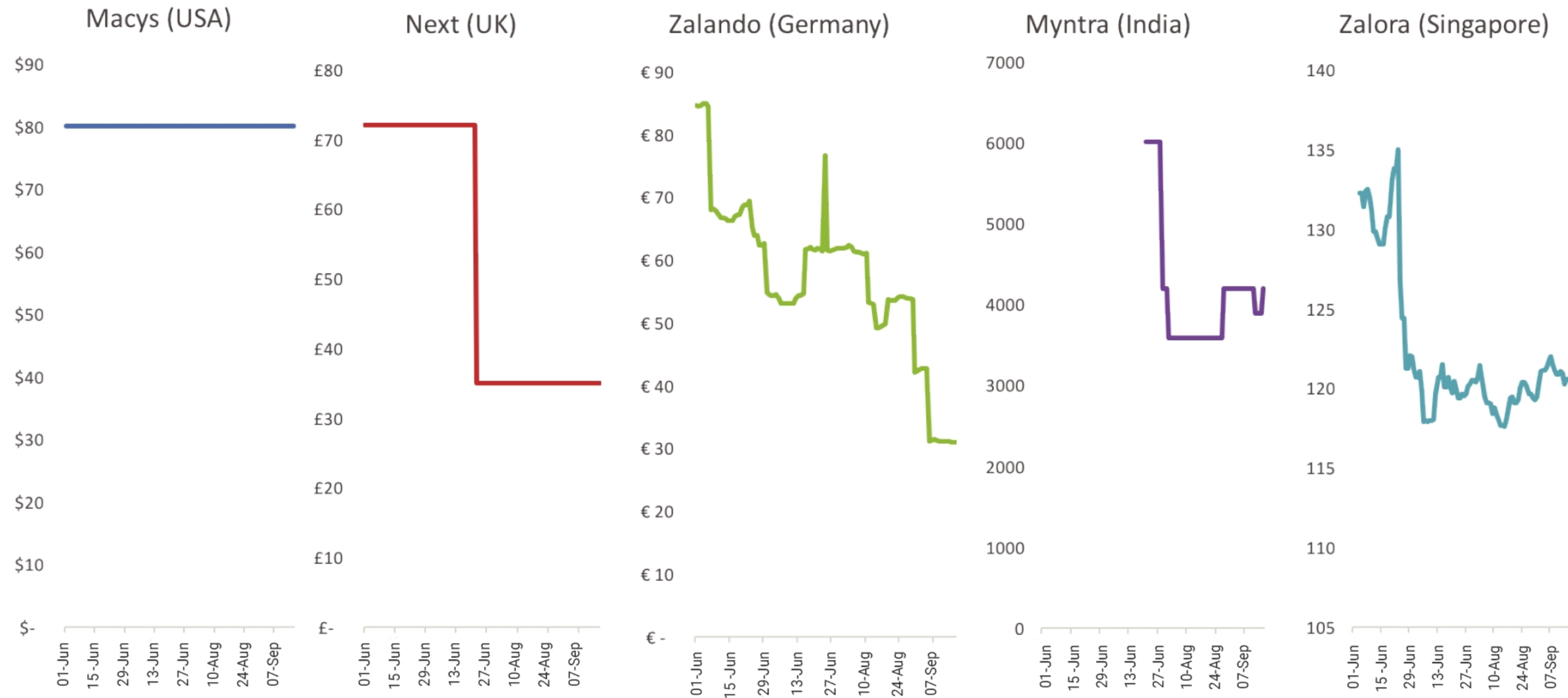




... TO HELP CLIENTS MONITOR  
PRICING AND VISIBILITY TRENDS  
TO OPTIMIZE PRICING

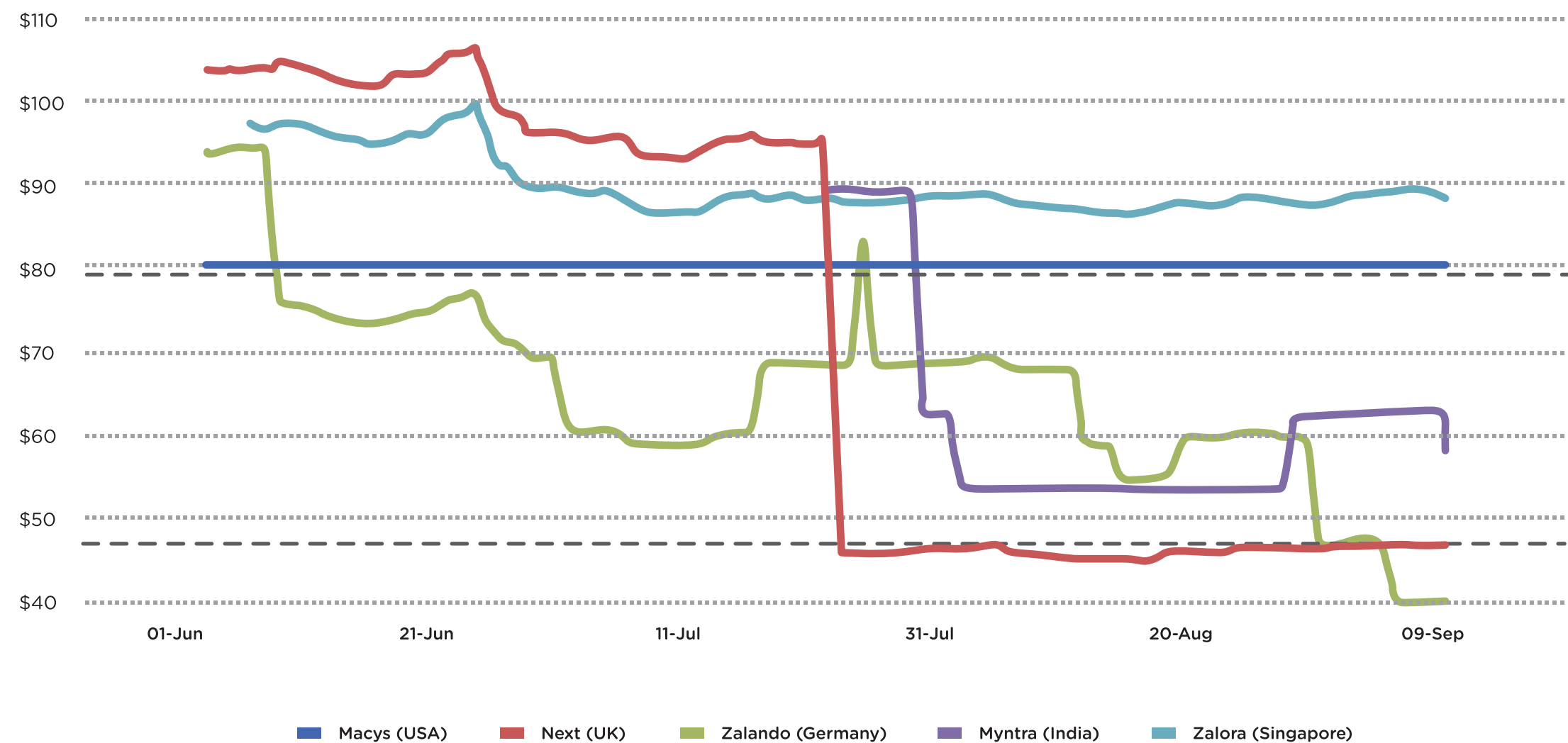
# PRICES IN LOCAL CURRENCIES

Compete with local players effectively with price comparison across local currencies



Compete with local players effectively with price comparison across local currencies

# OR A SINGLE CURRENCY VIEW (USD)



- What is the best price/strategy
- Maximum margin/sales price USD 4.0
- Liquidation: USD 1.9

# MACY'S (US) STRATEGY - ADIDAS GAZELLE OG



- Price is consistent at \$80
- Aggressively changing product's visibility resulted in the product going out of stock

# NEXT'S (UK) STRATEGY - ADIDAS GAZELLE OG



- Aggressive pricing strategy by offering up to 50% discount
- Two strategies tried
  - Constant price and dynamic visibility
  - Constant price and constant visibility
- Sudden drops of pricing typically works, however it is very easy to leave money on the table, as you are guessing the right price



# ZALANDO'S (DE) STRATEGY - ADIDAS GAZELLE OG



- Steady but significant decline in price, with only aggressive visibility play at the end

# MYNTRA'S (IN) STRATEGY - ADIDAS GAZELLE OG

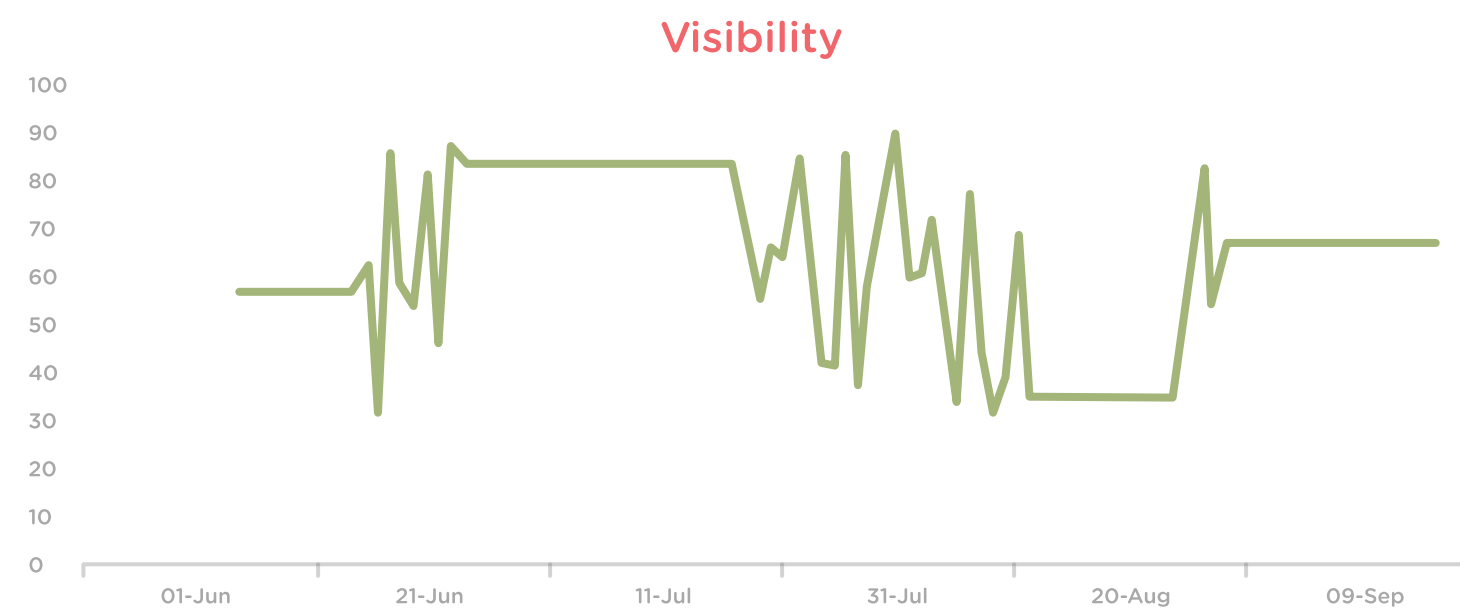


- Price has been slashed shortly after introduction due to sizes running out of stock. This is reflected in the reduced visibility as well.

# ZALORA'S (SG) STRATEGY - ADIDAS GAZELLE OG



- Steady but slow decrease in pricing with sporadic fluctuations in visibility



What's Next?

# PRICING BASED ON COMPETITIVE MOVEMENTS

Set Custom Pricing Rules

ESTIMATE

Incompetitor  
by Intelligence Node

ZalandoFashion

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES  
None

DATE  
26/09/16

WEBSITES  
All

CATEGORY  
Fashion

BRANDS  
All

PRICE RANGE  
USD 1 - 32.3K

Categories  
Home > Fashion

Categories

Apparel

Fashion Accessories

Lingerie

Footwear

Apply rules to

My Category  
Casual Shoes

My Host  
ZALANDO

My Brand  
ADIDAS

Target Price to be

Above-Below

Equal to

Above

MINIMUM

ALDO

25

USD

Below

MINIMUM

ASICS

35

USD

Apply Conditions

Cancel

Apply

High

Low

0

12

17

Generate Smart Prices

ESTIMATE

Incompetitor  
by Intelligence Node

ZalandoFashion

SMART PRICE ESTIMATION

CREATE RULE

SAVED RULES  
1 Rule

DATE  
26/09/16

WEBSITES  
All

CATEGORY  
Fashion

BRANDS  
All

PRICE RANGE  
USD 1 - 32.3K

Rule: Smart Price

My Category  
Casual Shoes

My Brands  
Adidas

Above - Minimum  
Asics

Price  
10 USD

Visibility  
High

Price Limit Margin  
Greater Than 20 USD

VIEW BY  
All

OPTIONS

Items	Status	Brand	Host	Actual Price	Smart Price	Last Smart Price Statistics
	Overpriced	Adidas	Zalando	24.98 USD 25 USD Max   24.98 USD Min.	24.99 USD	Last Smart Price Update 24.99 USD Last Time Rule Was Changed- 26/09/16
	Overpriced	Adidas	Zalando	74.98 USD 74.98 USD Max   49 USD Min.	61.99 USD	Last Smart Price Update 61.99 USD Last Time Rule Was Changed- 26/09/16
	Overpriced	Adidas	Zalando	37.49 USD 45 USD Max   37.49 USD Min.	41.24 USD	Last Smart Price Update 41.24 USD Last Time Rule Was Changed- 26/09/16
	Overpriced	Adidas	Zalando	42 USD 56 USD Max   56 USD Min.	56 USD	Last Smart Price Update 56 USD Last Time Rule Was Changed- 26/09/16



# PERFORM STORE LEVEL ANALYTICS

Identify products at a group or store level that are candidates for price change or have cross-sell/upsell potential with other related products.

## **Price stretch/elasticity**

- Identify the best price (by SKU) to maximize revenue, and quantify the impact of mispriced products

## **Catalog & Inventory**

- Forecast demands by SKU and calculate the optimum quantity of inventory (demand based) that should have been in place
- Identify gaps during the period and quantify lost sales

## **Product Bundling**

- Identify bundling opportunities and efficiencies
- Measure the impact of implementing smart bundling strategies and quantify lost revenue

## **Basket Dynamics**

- Identify the products which are going into the consumer's basket to define strategies and estimate basket level discount provided you add a certain product to the basket

**Book a demo** now and experience real-time, data driven eCommerce insights across your retail and competitor landscape.

