



GUCCI

Retail Profitability Redefined

Gucci Bamboo Spray 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.



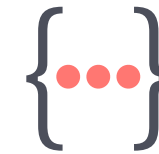
Best-in-Class Product Matching

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

1st 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: GUCCI BAMBOO EAU DE PARFUM SPRAY

Description: Gucci Bamboo Eau De Parfum Spray for Women, 2.5 Oz

Details :

Product Dimensions: 2.4 x 3.7 x 4.1 inches

Quantity: 2.5 ounces

Shipping Weight: 11.4 Oz

ASIN: B00ZCIHYRM

UPC: 721866383105 737052925127

Item model number: R-AX-303-75

Average Customer Review: ★★★★★

Amazon Best Sellers Rank: #33,683 in Beauty

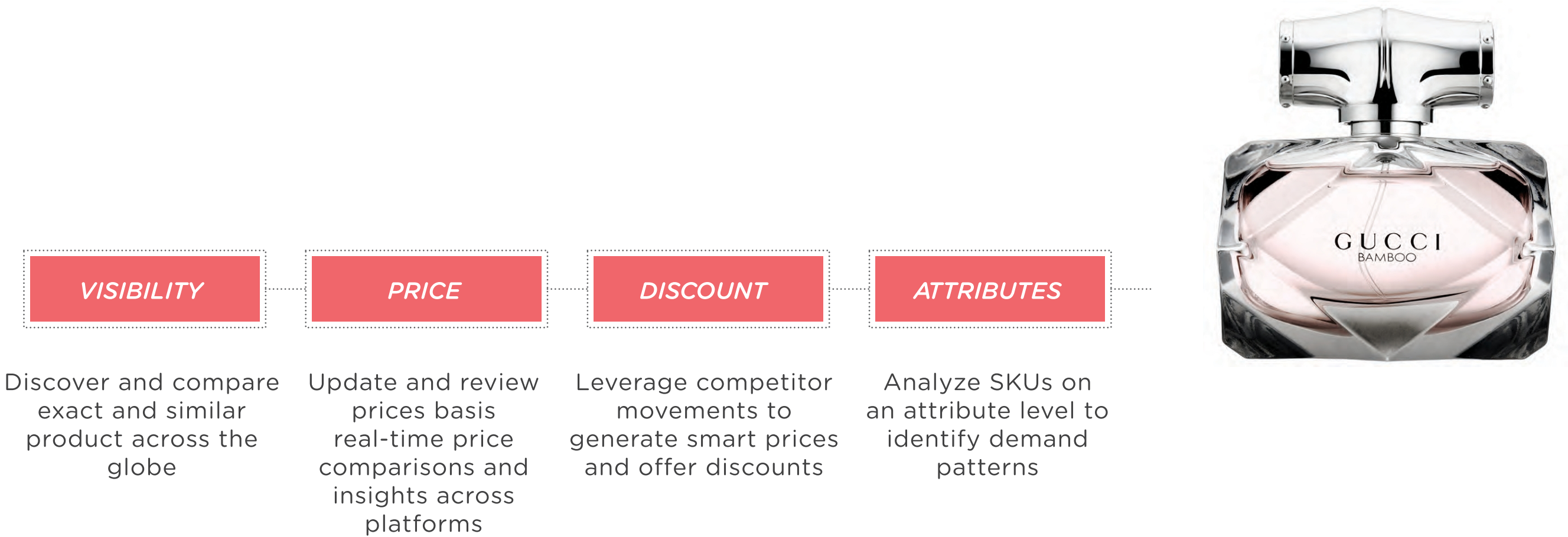
#346 in Beauty > Fragrance > Women's > Eau de Parfum



amazon.com

Selling Price : \$69.54

INTELLIGENCE NODE PRODUCT JOURNEY



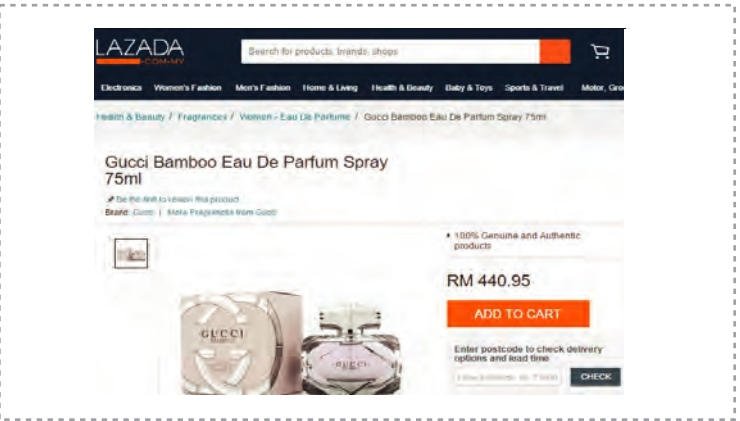
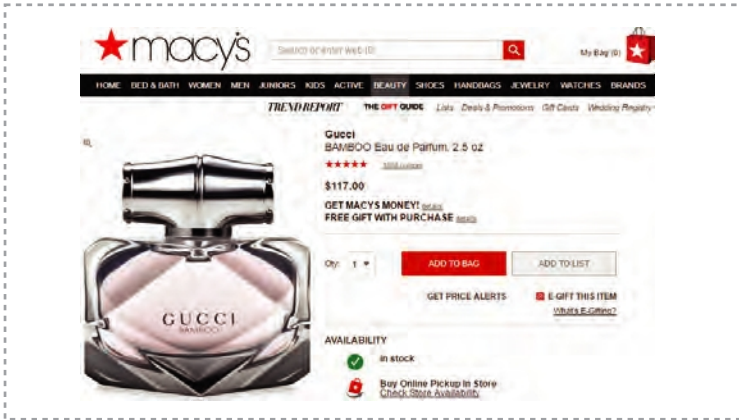
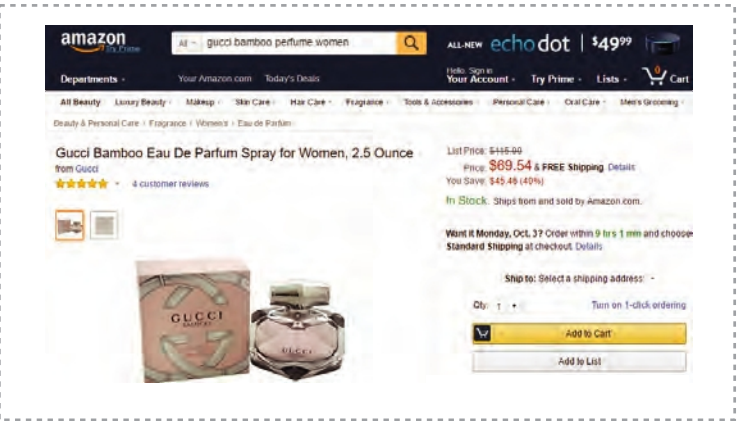
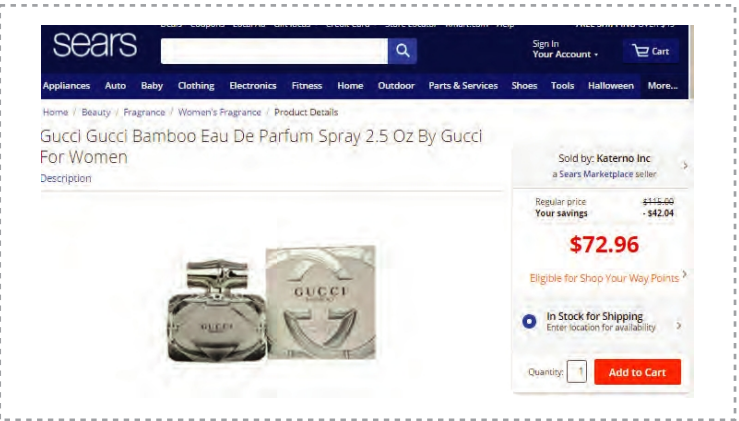
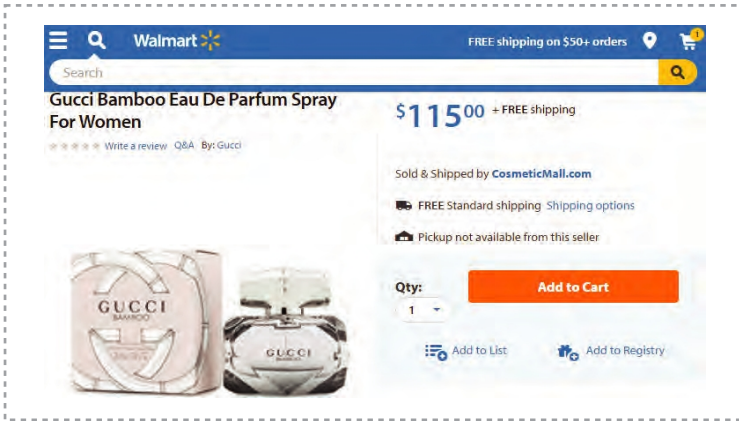
DISCOVER AND MAP EXACT
AND SIMILAR PRODUCTS

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



Product in consideration



Similar product



Similar product

Perfume Type
Gender
Quantity
Brand
Fragrance

Eau de Parfum
Women
2.5 Oz
Gucci -

Eau de Parfum
Women
2.5 Oz
Dolce & Gabbana
Bergamot, mandarin,
lychee, lily of the valley,
tuberose

Eau de Parfum
Women
2.5 Oz
Still Jennifer Lopez
Fresh bouquet of soft,
white flowers

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

USING PATENT-READY TECHNOLOGY

WE CRAWL INTELLIGENTLY!

Case Study: Smart crawling

February

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

June

Amazon changed/improved its anti-scraping technology

July

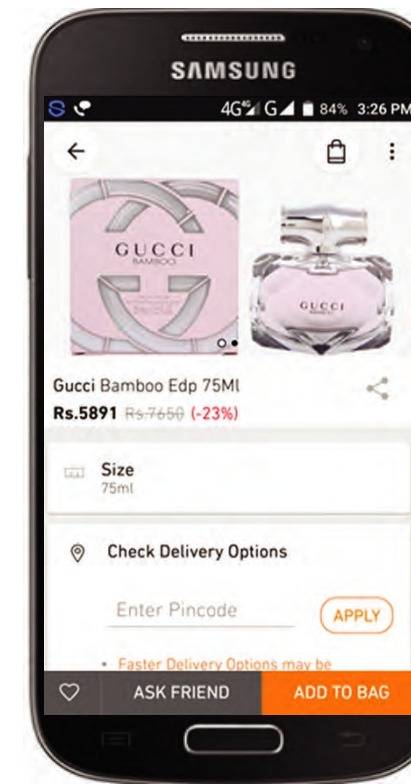
Intelligence Node receives requests from competitive companies to assist with Amazon



OUR TECHNOLOGY ENABLES ACCESS TO THE WHOLE E-COMMERCE WORLD

- Multilingual platform currently supports twenty-nine languages from geographies, which together cover 95% of the world's gross domestic product (GDP)

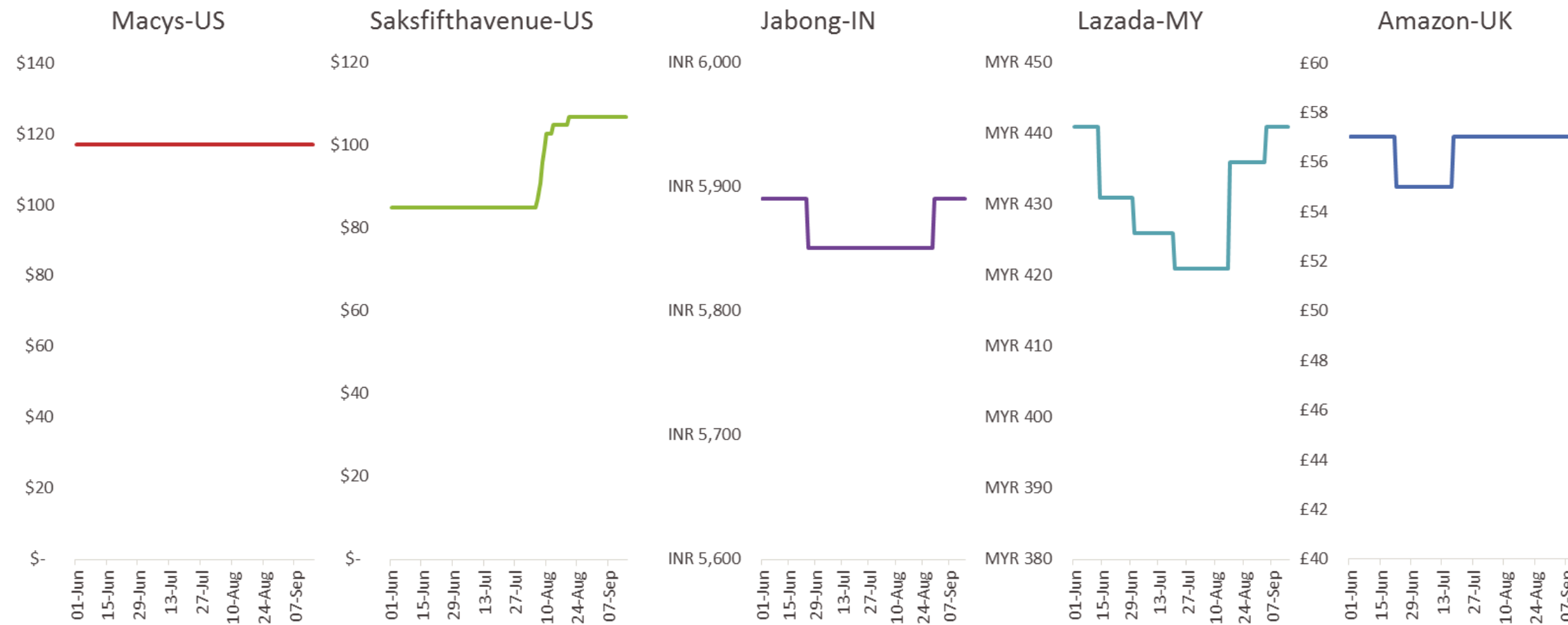
- Using our crawling technology, we are able to listen to data not only on the web but also on mobile platforms



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

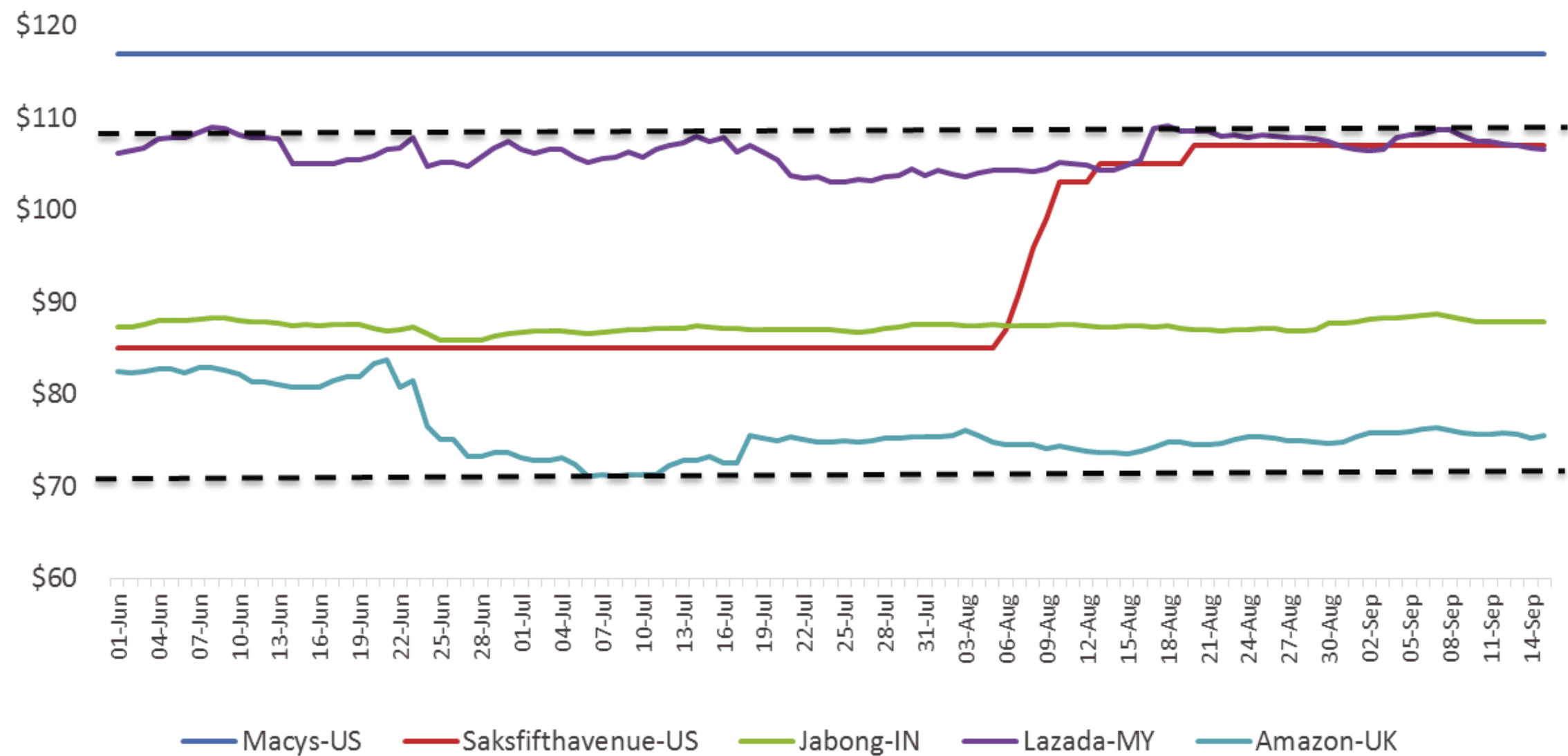
PRICES IN LOCAL CURRENCIES

Compete with local players effectively with price comparison across local currencies



Compete with local players effectively with price comparison across local currencies

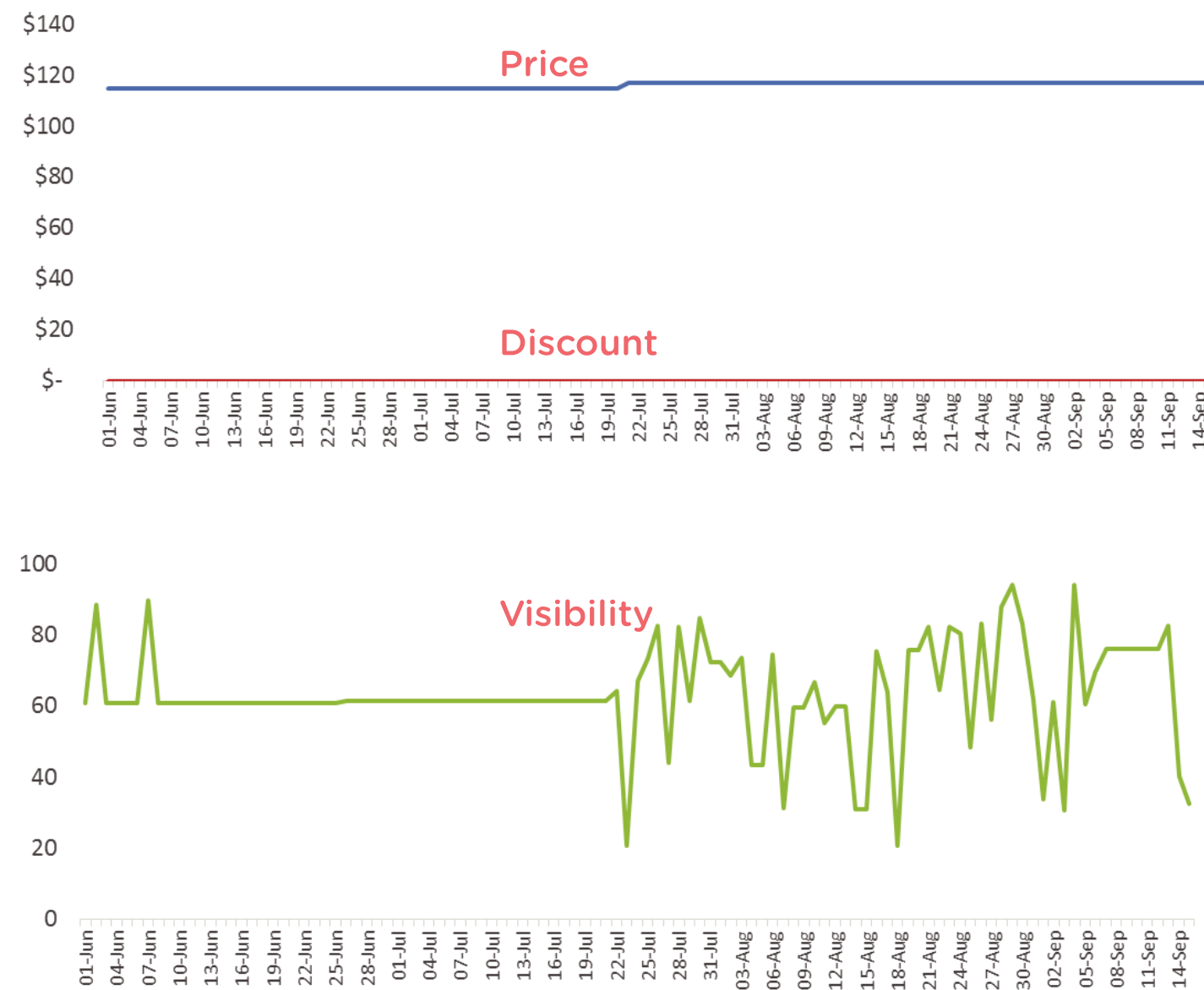
OR A SINGLE CURRENCY VIEW (USD)



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

MACY'S (US) STRATEGY

- Gucci Bamboo Perfume



- Price is consistent at \$117
- There has been couple of impulsive increment in visibility and the product performance is being tested with different strategies:

SAKS FIFTH AVENUE'S (US) STRATEGY

Gucci Bamboo Perfume



- Price has increased since July end after discounts offered
- Visibility is also in upward trend along with the changes in price
- Testing the product's performance with different visibility fluctuations

LAZADA'S (MY)

- Gucci Bamboo Perfume



- Price is slightly fluctuating amid small discounts being offered on the product
- Visibility has got slight momentum and is unbroken for most of the days

AMAZON'S (UK) STRATEGY

- Gucci Bamboo Perfume



- Price is quite stable after discount of £47
- Steady decline in visibility of the product

WHAT'S NEXT?

PRICING BASED ON COMPETITIVE MOVEMENTS

Set custom pricing rules

SMART PRICE ESTIMATION

RULES +
Applied Rule #2

SAVED RULE
None

HOST
2 Website / Retail

PRICE
All

Categories

Primary Categories

Beauty

Skincare

Fragrances

Perfumes

Sub Category 1

Sub Category 2

Sub Category 3

Rule #1:

Clear

Apply rules to

My Category
SELECT

My Host
SELECT

Value
Enter Value INR | %

☒ Target Price to be

Above - Below

Equal to

☒ Above

SELECT

SELECT BRAND

Enter Value INR | %

Targeted Sub Category
SELECT SUB CATEGORY

☒ Below

SELECT

SELECT BRAND

Enter Value

☒ Apply Conditions

☒ Visibility

High

Medium

Low

☒ Similarity

High

Medium

Low

☐ % fully stocked

Enter Value

☐ End inventory to projected sales

Enter Value

☒ Price Limit Margine

GREATER THAN

Enter Value INR | %

Save

Cancel

Apply

Generate smart price

ESTIMATE

INTELLIGENCENODE

Adidas Fashion & Lifestyle

SMART PRICE ESTIMATION

RULES +
Applied Rule #2

SAVED RULE
None

HOST
2 Web / Retail

PRICE
All

Categories > T - Shirt

My Category
Perfumes

My Host
Jabong.com

Value
5900 INR

Above - Minimum
D&G, Still Jennifer Lope > 5000 INR

Below - Maximum
Davidoff, CK

Price
< 2500 INR

Sub Category
Floral





Visibility
Decling

Similarity

Price Limit Margin
Greater than 85%

SORT BY
Overpriced

OPTIONS

Items	Status	Actual Price	Smart Price	Last Smart Price Statistics
 RT3256 Category	Overpriced	5,900 INR 10% Min. 10% Min	5,800 INR	Last smart price update 220 INR Last time rule was changed -Lorem/Date?
 RT3256 Category	Underpriced	5,200 INR 10% Min. 10% Min	5,300 INR	Last smart price update 220 INR Last time rule was changed -Lorem/Date?
 RT3256 Category	Inline	5,100 INR 10% Min. 10% Min	5,050 INR	Last smart price update 220 INR Last time rule was changed -Lorem/Date?
 RT3256 Category	Inline	5,100 INR 10% Dis.	5,900 INR	Last smart price update 220 INR Last time rule was changed -Lorem/Date? Analysa more

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.

