

CASE STUDY

How GFG Tracks Pricing for 25M+ Products, Daily

Hourly Competitive Benchmarking Across
14 Countries and 17 Languages



About GFG

Global Fashion Group (GFG) is one of the fastest growing fashion e-commerce sites in emerging markets. GFG is a publicly-traded \$1.2 billion business that operates across 4 continents and employs over 10,000 people via its network of regional companies.

Business Challenge

GFG was finding it difficult to monitor its competition across 14 countries. Without proper AI-enabled technology in place, it was missing vital insights into leading e-commerce marketplaces like Amazon, hyperlocal brands, and private labels offerings.

Because of marketplace diversity, shipping and customs, currencies, languages, GFG was challenged with a highly fragmented product and pricing dataset which made it extremely hard to track competitor movements. Lack of infrastructure made it difficult for GFG to tackle the growing scale of business.

Intelligence Node Solution

Intelligence Node's AI-powered proprietary competitive pricing monitoring capabilities helps GFG match over one million products and benchmark and track pricing for more than 25 million products daily.

Intelligence Node's state-of-the-art algorithms search a customized category of websites and provide hourly benchmarking across competitors ranging from Amazon to local single category brands - across 14 countries and 17 languages.

Intelligence Node's smart navigation capabilities enable GFG to incorporate location-based pricing at the zip-code level. Leveraging these solutions has given GFG competitive movement insights across the world.

Results

Intelligence Node's pricing and competitive intelligence has helped GFG attain an average of 3% growth in sales. GFG has also seen an average of 2-3% increase in market share across 14 markets for key product categories.

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Retail Profitability Redefined

Schedule a Demo and see first hand the insights that GFG and other leading brands are achieving with Intelligence Node.

GET IN TOUCH

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