

Active price variation tracking for a leading FMCG brand led to consistent pricing across platforms



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Description

Overview

With millions of similar items on the market, e-commerce players have difficulty standing out. A lot goes into improving visibility and sales on these platforms; one thing that brands cannot afford at this stage is inconsistency in their communication. This causes the need to prevent unauthorized sellers from selling company products at different prices, which, if not detected in time, can create a dent in the brand image of the companies selling on multiple platforms. In such a scenario, leveraging an analytics-based price tracking solution was crucial for the leading FMCG brand that wanted to gain an edge over its competition. By working with Kinator, they gained in-depth insights into their price positioning and the price range in which their products were sold.

Problem

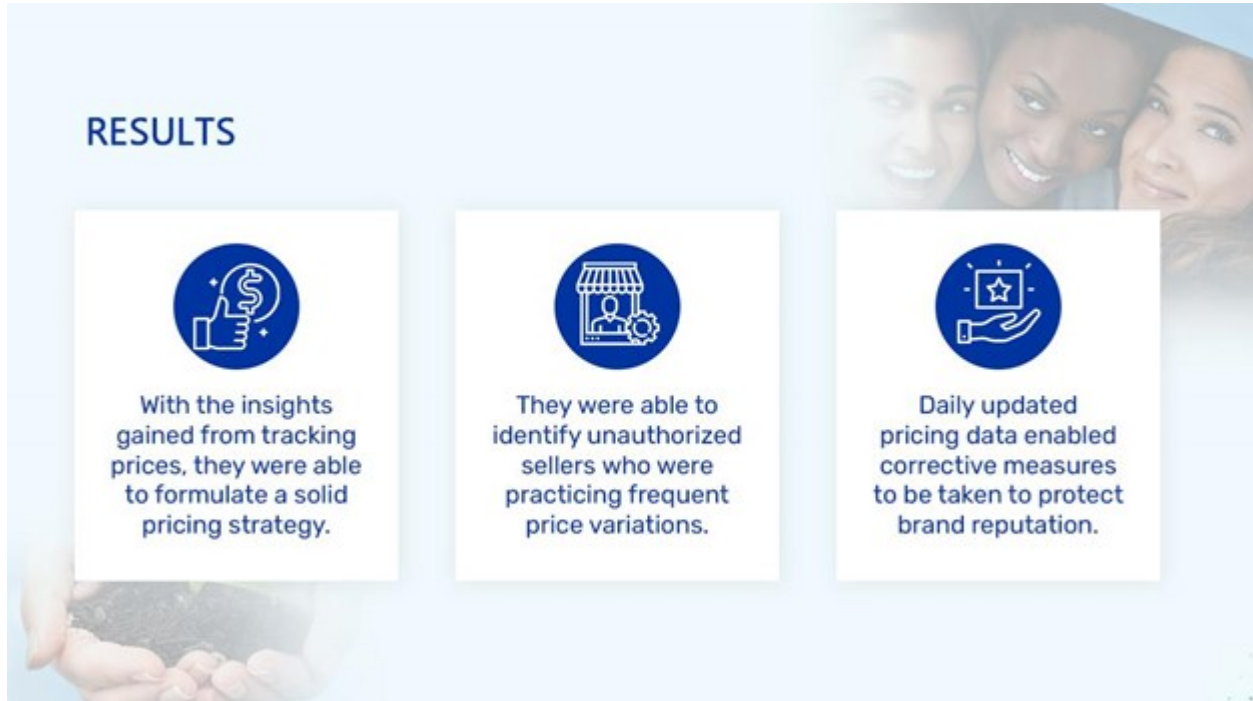
The brand faced difficulty monitoring frequent price changes across multiple platforms and could not identify which seller changed the price first. Hence, they decided to leverage price tracking to analyze the inconsistent pricing of its products across channels for further growth strategies by leveraging a data-driven approach.

Paxcom's Solution and Value delivered with the help of Kinator:

- Multiple crawls in a day for top priority SKUs across all eCommerce channels
- Identify which channel changed the price first


- Verify from channels on price variations
- Compiled reports for multi crawls to identify frequent variations


Result




The infographic features a light blue background with a faded image of three smiling women on the right and a pair of hands holding soil on the left. The word 'RESULTS' is written in bold blue letters at the top left. Three white rectangular boxes are arranged horizontally, each containing a blue circular icon and a short paragraph of text.

RESULTS

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With the insights gained from tracking prices, they were able to formulate a solid pricing strategy.
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They were able to identify unauthorized sellers who were practicing frequent price variations.
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Daily updated pricing data enabled corrective measures to be taken to protect brand reputation.