Automating product data collection for a large ecommerce site

A multi-billion dollar electrical buying group.

We helped our client streamline communications with suppliers and the management of web content.

Situation

Our client was planning to relaunch its UK website with the aim of:
- improving ecommerce sales
- enhancing customer engagement
- improving supply chain efficiency by streamlining communications with key manufacturers

The company wanted to minimize the costs and resources required to gather and manage the new site's content for retailers and other users. It sought to implement a search engine optimization strategy, supported by detailed product descriptions.

Approach

We supplied a subscription to our comprehensive product catalog, which sources data from manufacturers and distributors. This gives the organization detailed, accurate and standardized technical specifications, product images and marketing text for representation of each electrical goods item on its website. We also provided data for the exclusive products in its catalog, illustrating our ability to source and deliver information that fulfils our client's unique needs. Product information is updated daily.

Outcome

Access to insights enables the company to:
- offer resellers up-to-date data for every product in its catalog
- drive ecommerce sales without sacrificing the resources from its traditional channels
- reduce the cost of managing information on its website and automate the data collection processes
- shorten the time between communicating with suppliers and getting new product content on the website
- easily add new suppliers and products to its catalog