

EMPOWERING A GLOBAL RETAILER TO GROW ITS ONLINE PRODUCT ASSORTMENT

We help one of the world's largest retailers improve its online shopping experience, increase sales and compete more effectively with digital rivals.

The client

A large global retailer.

Situation

The client aims to give the best experience for the hundreds of millions of customers who visit its site every day. It wants to offer consumers the widest assortment of top-selling products available online to compete effectively with digital native rivals, increase market share and grow revenues.

The retailer sought to ensure its product content is of the highest quality to support consumers' needs as they research and purchase items online. To achieve its goal, it needed to add millions of new stock keeping units (SKUs) to its ecommerce product selection in a short time. The company provides its own platform to import product data from brands and distributors, but the collection of content was moving too slowly to meet their requirements.

The client also had content gaps and data quality issues in its online product catalog, which meant it could not grow its product assortment at the speed and quality that would be necessary to effectively meet the demands of its customers. This needed to be addressed.

Approach

The retailer subscribed to our catalog of product data, which includes millions of fully attributed products. The company also asked us to help it boost the assortment in select product lines where it saw scope for strong growth – for example, building new product data for 25,000 SKUs in the pet care category.

In addition, we developed an automated data feed that connects with the company's systems so it no longer needs to manually import data from brands and distributors.

Outcome

The client now receives high-quality, search-optimized product content spanning over 10,000 brands. Our catalog helped the retailer grow its product assortment by hundreds of thousands of items in a matter of weeks, while standardizing the format of its merchandise data. It also positioned its ecommerce division to speed up its time to market with content to support new product launches or expansion into new categories.

The product content has enabled the company to expand fulfilment partnerships with leading manufacturers and distributors.



Customers can now buy certain items through the retailer's website, with the distributors handling inventory, warehousing and logistics. In this way, our client has vastly expanded its online range without needing to invest in more warehouses or keeping new lines of stock.

Consumers now benefit from one of the widest product selections online, with access to accurate information in an accessible format. The retailer's use of our product content also helps it improve relationships with many of its suppliers by sparing them the manual work of the past.

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About GfK

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.