

Grocery Retailer Grows Market Share with Agile Pricing Strategy

USE CASE: IN-STORE EXECUTION

About

A leading grocery retailer sought to enhance their pricing strategy by gaining access to precise and comprehensive competitive pricing data. The retailer aimed to leverage this data to maintain competitiveness across various categories and essential products. Ensuring accuracy and completeness of data was key for the retailer to achieve the desired outcome.

Challenges

A grocery retailer was struggling to establish a clear presence and understand its competitive landscape across different regions and product categories. Without a holistic view of market trends and competitor actions, they struggled to position their brand and find growth opportunities. Precise, real-time competitive analysis became essential to keep their edge in a competitive market.

Reliable pricing data was also critical. Variations in data quality led to pricing errors, which not only affected profitability but also risked damaging customer trust. The retailer needed a solution to ensure accurate, consistent pricing data.

Finally, speed in data collection was a priority. Rapidly gathering data on prices, promotions, and competitor movements was necessary for the retailer to make timely, well-informed pricing decisions and remain competitive.

Benefits



Weekly Store Visits Scheduled

Established a consistent schedule for store visits, enabling timely collection of in-store data, ensuring insights were up-to-date and actionable and leading to rapid adjustments, increased competitiveness.



Customized Data Deliverables

Tailored data deliverables allowed for a focus on the most relevant data points for the retailer's unique needs, making it easier to analyze data efficiently and make targeted decisions that directly supported strategic objectives.



Account-Specific Data Validation

Account-specific data validation ensured all information collected was accurate and aligned with the retailer's specific criteria, maintaining the integrity of the data and boosting confidence in the insights generated.

Results



Market Expansion

Over 10 locations opened in a new market since 2022, increasing market share and strengthening brand presence.



Store Visit Flexibility

Customized visit schedule for specified and cross-category SKUs, leading to more strategically-focused resources, such as on high-impact items and categories.



Data Collection

15,400 data points gathered weekly across multiple categories, enabling the retailer to identify patterns, adjust strategies in real time, and maintain competitive positioning in the market.

