



QL2 Collaborates With Home Goods Retailer*

BACKGROUND

A home goods retailer* wanted QL2 to take their competitor's pricing information and integrate it into their internal revenue management systems on over 800,000 SKUs. Previously, they couldn't automate their efforts because they were not receiving accurate matches.

*We provide them with
1.7B+ data points on a
yearly basis*

GOALS

- Automate pricing decisions
- Automate matching for exact and similar products
- Increase match quality
- Assess product assortment

*We have omitted the name of the Home Goods Retailer for privacy and contractual reasons.

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Opti Price - Opti Mix - Smart Match

APPROACH

Using QL2's two-tiered matching technology, the customer was able to gain the confidence needed in receiving accurate matches and quality pricing information, multiple times a day. Not only did they see an improvement, but they were also able to correct mismatched products on over 70% of their sites monitored by their previous vendor. This has resulted in automation across categories, increasing margin profits.



RESULTS



10% increase in profit margins.



60% increase in matches with improved accuracy.



97% accuracy in exact and similar matches.