Right Price, Every Time

Case Study

QL2 Collaborates With Auto Part Retailer*

BACKGROUND

Auto parts sites carry many private labels and are often missing important data for matching purposes. Additionally, non-unique model numbers for products and non-standardized manufacturer names add more complexity. An auto part retailer* was working with another vendor who did not account for this, and was receiving matches comparing a bearing to a rug, which became useless data. In order to create meaningful interchanges, vehicle fitment is paramount.

GOALS

- Increase the ability to scale and gain more data/insight for price monitoring.
- Receive reliable and quality interchanges.
- Gain the ability to better understand and act upon assortment strategies.

Extracting & normalizing 3-8 attributes per category across 58 categories for 400K+ SKUs.

*We have omitted the name of the Auto Part Retailer for privacy and contractual reasons.

Opti Price - Smart Match

© 2022 QL2 Software, LLC. All rights reserved. Proprietary and Confidential.

Right Price, Every Time

APPROACH

Utilizing QL2's flagship data collection capabilities, the customer now receives crawls and interchanges based on fitment data. In order to achieve this, scalability can be a challenge but QL2's proprietary data collection technologies make this possible. In addition, product assortment has provided the customer with invaluable insights into the marketplace on their inventory discrepancies with their competitors and the ability to make decisions upon these insights.

RESULTS

Gained perspective from a customer's view for interchanges.

Increased scalability.

Regional visibility reducing manual in-store efforts.

© 2022 QL2 Software, LLC. All rights reserved. Proprietary and Confidential.