QL2
DATA. DECISION. PROFIT.

Case Study

QL2 Collaborates With E-Commerce Apparel Retailer*

BACKGROUND

Like many retailers, one of our e-commerce apparel* clients struggled with acquiring quality competitive data at scale. And without accurate insights, were unable to act upon it. Their previous vendor could only achieve a 35% exact match rate, many of which were poor quality. From the data they received, they were unable to get a full understanding of their competitors offerings and pricing strategies. That's when they reached out to QL2.

We provide them with 300,000+ SKU's daily across 30 competitors

Opti Mix - Smart Match

GOALS

- Increase match rates across their competitors due to years of minimal matches.

- Acquire better quality matches.

- Gain a better understanding of their assortment differentiation versus the competition.

RESULTS

Within the first 3 weeks, match rates **increased from 35% to 66%** across their top priority SKUs, inclusive of style and size attributes.

Identified **7 new competitors** not previously considered. **46%** of the top priority SKUs were carried on these competitor's sites, but not on the originally identified competitor list.

Realized that assortment overlap was less than they had believed, showing differentiation across their product offering.

Opti Mix - Smart Match