



## QL2 Collaborates With Audiobook Retailer\*

### BACKGROUND

The goal for this audiobook retailer\* was to understand inventory across competitors in two ways. The first was to determine the exclusivity of titles specific to the customer as well as the exclusivity their competitors offer. The second goal was to understand the overlap between the customer and their competitors. The data can be messy, and simple data points to provide exact comparisons are not always available (in the case of audiobooks, ISBN).

### GOALS

- Gain insight into their catalog parody as well as catalog differentiation.
- Understand how competitors are globally offering consumers access to their data—a la carte or subscription—to make strategic decisions.

*We track 80+ competitor sites globally.*

\*We have omitted the name of the Audiobook Retailer for privacy and contractual reasons.



## APPROACH

Using QL2's supervised machine learning model to assign weighted factors to attributes, the customer has gained access to accurate matches that look beyond just ISBN. The team was previously spending wasted hours manually looking and confirming matches. They now have the ability to focus their efforts on other things, such as expansion into additional regions.

## RESULTS



**23%** increase in match accuracy - now **96%**.



CEO gained visibility into company performance.



Data utilization expansion to other teams across the company: driving marketing messaging.