



Adidas, LATAM improves its sales volume by using DataWeave's AI-powered Pricing Intelligence platform

Company Profile

Adidas is one of the largest sportswear manufacturers in the world. The company designs and manufactures a range of athletic and sports lifestyle products. They compete with Nike, Reebok, ASICS, FILA and the likes across the world. Adidas was founded in 1949 in Germany and has been on a mission to be the global leader in sporting goods.

Customer centricity has always been their main focus and their innovative products and designs speak volumes about it.



Type:
Public



Headquarters:
Herzogenaurach, Bavaria



Industry:
Sporting goods



Number of Employees:
59,000+



“ *Adidas LATAM team was particularly keen on driving full-price sell-throughs for products that were exclusively available on their site to improve their margins* ”

The Challenge

To gain better insights into their customer’s purchase patterns and to create a better customer experience, ADIDAS LATAM began selling direct-to-consumer(D2C) across Argentina, Brazil and Mexico. They realized that in addition to a great product and unparalleled customer service, competitive pricing was also equally crucial in optimizing their sales through their D2C e-commerce channels.

Adidas faced stiff competition from several other retailers across each of the three countries. They were looking at solutions to help them identify products where they were highly overpriced and those where they were underpriced. The teams were particularly interested in identifying those products that were exclusively available on their sites and were not available across any of the retailers. The strategy was to drive full-price sell-throughs for these products.

The LATAM team was looking for a solution that was accurate and scalable so that their team did not have to spend time trying to set this process up manually. To address these business objectives, the team reached out to DataWeave.

ADIDAS LATAM PARTNERS WITH DATAWEAVE

Adidas LATAM was looking at benchmarking the pricing of 6000 products from Reebok and Adidas brands across 24 other retailers. They partnered with DataWeave to help them match these SKUs across other competitors. The matching process would have taken them months if it was being done manually by their team. With DataWeave's AI-powered product matching capability, they were able to gain pricing intelligence within a month's time.

The accuracy of the matched products was above 95% which helped the team avoid unnecessary and time-consuming quality checks. DataWeave was able to match about 60% of the products shared by the Adidas team across one or more competitors.

There were country-specific dashboards that were created and set up for their team to have anytime access to the data.

The competitor pricing was updated on a daily basis and the power users at Adidas evaluated the information shared, to come up with recommendations on price changes for each of the three countries.



*Underpriced
and overpriced
products*



*Stock
status*



*Products
exclusive
to them*

Business Impact

On using DataWeave's pricing intelligence platform to track a set of products, Adidas LATAM:



Experienced an **average of 38.6% overall growth** in sales volume across the three countries



Acted on an **average of 35% price change** opportunities across the three countries.

- **Argentina- 41%**
- **Brazil- 22%**
- **Mexico- 43%**

The DataWeave Difference

Adidas LATAM gained tremendous value thanks to the key advantages that DataWeave provides:

Accuracy

The only competitive intelligence provider that guarantees 95%+ accuracy in product matches. This is powered by proprietary AI algorithms in combination with human verification. DataWeave consistently delivers 25-30% higher product matches than other providers in the market

Reliability & Scale

Consistent delivery of insights at the client's desired scale and frequency

Quality of service

A robust customer success team and 24x7 support, ensures great communication and flexibility to cater to custom requirements

Cost effectiveness

Significant cost savings compared to other providers in the market, as well as traditional in-house competitive intelligence operations

E-com planning &
In-Season Trading, LATAM



“ With DataWeave we were able to assess in real-time, how the market and environment was regarding prices. Our challenge was to try to be constantly aligned with the most representative competitors, not to be the cheaper ones, but to be competitive. DataWeave provided us this information in easy and actionable dashboards ”

About DataWeave

DataWeave is an AI-powered SaaS platform that provides Competitive Intelligence as a Service to e-commerce businesses and consumer brands, enabling them to compete profitably and accelerate revenue growth. The company's proprietary technology platform helps e-commerce businesses to make smarter pricing and merchandising decisions, as well as consumer brands to protect their online brand equity and optimize their e-commerce performance.

Get in Touch

Questions?

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For information on

DataWeave's solutions, visit

www.dataweave.com

Customers



TIMEX

