

Advancing Retail Intelligence with Real-Time E-commerce Analytics Integration

Industry

Retail & Consumer Goods

Client Overview

A prominent retail analytics company based in Austin, Texas, USA, specializing in e-commerce insights and data-driven decision-making. With \$420 million in revenue and a workforce of 200-500 employees, the company supports retailers and brands with actionable intelligence to enhance their market positioning.

Objective

The client sought comprehensive access to real-time e-commerce analytics to strengthen their retail intelligence capabilities. Their specific requirements included:

- Competitor pricing insights for better market positioning.
- Inventory optimization tools to streamline supply chain management.
- Integration with Edge by Ascential's API for seamless data processing.

Challenges

1. Technical Integration: Adapting Edge by Ascential's API to work with their legacy systems.
2. Targeted Outreach: Identifying key decision-makers within omnichannel retail teams.
3. Client Segmentation: Differentiating between B2B and B2C retail clients for tailored analytics.



Solution

Referred by a satisfied client in the retail sector, they engaged with us to develop a customized database and integration strategy, which included:

- Structured retailer data segmented by market focus (B2B/B2C).
- Decision-maker identification within omnichannel retail teams.
- Seamless integration support for Edge by Ascential's API.

Results

- Optimized Data Utilization: Enhanced analytics and inventory management.
- Improved Market Positioning: More precise competitor tracking and pricing insights.
- Targeted Client Engagement: Streamlined communication with the right retail stakeholders.

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CLIENT FEEDBACK

"The insights and support provided were instrumental in refining our retail analytics approach. The integration was seamless, and we gained deeper visibility into market trends and competitor strategies."