DOUGLAS

Douglas ramps up its catalog using DataWeave's AI-powered Assortment Intelligence platform

Company Profile

With over 2400 stores across 19 European countries, Douglas is one of the leading premium beauty platforms in Europe.

The brand competes with popular cosmetic retailer giants in the region. Having perfected its offline retail business, Douglas was looking to grow its e-commerce business aggressively.

With the outbreak of the pandemic in early March 2020, Douglas saw a sharp decline in their retail store sales and used the opportunity to focus on growing their online presence. With this mission in play, Douglas pushed the **#FORWARDBEAUTY** campaign to pledge their "Digital First" strategy.

Type:
Public

Headquaters:
Düsseldorf, Germany

Industry:
Beauty Retail

DOUGLAS

Number of Employees:
10,000+

The Challenge

The beauty and personal care vertical is one of the fastest-growing consumer markets with the European market valued at 79.8 billion Euros as of 2019. Douglas Germany wanted to emerge as the largest online beauty platform in Europe by growing their assortment that stands at over 100,000 products. To emerge as 'THE' one-stop site for beauty needs, the brand had to work towards filling the gaps vis a vis their offerings as compared to their competitors.

The challenge they faced was identifying these gaps and filling them with relevant products available across other competitors' sites.

The brand's Germany team was looking for a solution that was accurate and actionable. They wanted to back their catalog decisions on data and not inconsistent insights that would be driven by manual checks. To help them overcome this challenge, they reached out to DataWeave.

DOUGLAS PARTNERS WITH DATAWEAVE

Douglas' team wanted to compare their offerings with those of their competitors to understand the gaps at a macro and micro level. While their focus was on increasing their existing offerings, the e-commerce team wanted only products their customers would find relevant, added.

After evaluating other vendors who provide assortment analytics, Douglas partnered with DataWeave to help them enhance their existing catalog. Backed by DataWeave's AI-powered product type normalization capabilities, they were able to gather relevant insights in a few weeks; something that would have taken them months otherwise. DataWeave's 'product taxonomy' normalization capability helped the team seamlessly compare their assortment to that of five of their competitors in Germany.

DataWeave's intuitive dashboard helped Douglas's e-commerce team to extensively analyze the data to understand assortment gaps at a macro and micro level.

The gaps that DataWeave helped Douglas identify were:

Price gaps:
The price buckets where their offering was the weakest

Product type:
The missing products commonly found with competitors

Brands:
Major brands found with competitors that were missing on their site

SKUs:
SKUs from brands that ere fast movers on other sites but unavailable on their site

Business Impact

In a span of 6 months of actively using DataWeave's assortment analytics solution, Douglas Germany:

Introduced **13% new** brands resulting in the launch of **97 new brands** on their website

Added 18% new SKUs within the brands they already offered on their site. These new SKU's were best-sellers across competitor sites but were unavailable on Douglas

Observed a 2% increase in their online revenue from the new brands and SKUs that they introduced

The DataWeave Difference

Douglas 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

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? Email **contact@dataweave.com** or give us a call at **1.425.786.6210**

For information on DataWeave's solutions, visit **www.dataweave.com**

Customers

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