

Streamlining Data Collaboration

How one of Greece's **top 5** retailers maintains his place at the top with effective data sharing practices, achieving over **35%** year on year growth and over **€10 million** in sales

Challenge

The ePharmacy channel in Greece is still booming with the **total market** exceeding **€241M** and **annual growth** of **10%**.

This retailer sits in the **top 5 spot** facing challenges scaling and effectively managing his data collaboration partnerships with brands. Using **Google Data Studio** to share and collaborate on data was a **significant bottleneck** simply because the retailer had to create and maintain individual dashboards for each of his partners.

This was not only extremely **time consuming** and **labor intensive**, but also heavily **prone to error** leading to frustration, misalignment and lack of productivity.

Solution

The retailer partnered with Convert Group on a mission to fully streamline their data collaboration through the **eRetail Audit Marketplace SaaS platform**.

With the help of Convert Group's experienced **Customer Success team**, the process of **onboarding, managing technical set up, migrating, and training** of their brand partners required no time, effort, or money from the retailer.

All that was requested to initiate this process was a list of their brand partners and access on Google Analytics data, and from there, their data collaboration journey just began taking off.

Results

As a result of using eRetail Audit Marketplace for data collaboration, the retailer is on track migrating all 18 brand partners to the platform as well as uncovering multiple new partnership opportunities.

The retailer was able to completely eliminate:

- **Google Data Studio customisations for each brand partner**
- **Low-impact communications on data related questions**

Using the platform allowed the retailer to **fully outsource the administration of data sharing packages and pricing lists** while providing their internal eCommerce and marketing teams with **detailed reporting and data feed through a single source of truth that is scalable and easy to manage**.



+20%

Data management operational efficiency



+18

Brand partnerships on a single platform

“ We are confident that the time to embark on your data sharing journey is now. Retailers that successfully collaborate with brands on data, leverage significant first mover advantage and shape the future of eCommerce. ”



Panayotis Gezerlis
Founder and CEO of Convert Group