

# Convert Group helps a leading retailer add 0.2% incremental revenue in just 3 months

How a leading retailer managed to create a scalable and sustainable monetisation business, risk-free and at no cost or effort

## Challenge

A leading retailer needed a **way to better collaborate with brands** and create an **additional source of revenue** in the process.

They noticed **an increase in demand for insights** from brand partners, but they lacked the capacity to efficiently manage and fulfil requests.

The retailer felt that there was a bottleneck in **resources, expertise and technology** and needed a **risk-free** solution that could be deployed **fast** and with **minimal effort**.

*"Our company had a vision of utilizing **data technology** to improve business decision making, optimize collaboration with our brand partners and give them independence in the data query that improves the understanding of eCommerce sales while gaining a **valuable revenue flow**."*

Key Account Management Lead



## Solution

Using **Convert Group's** innovative plug-and-play cloud platform **eRetail Audit Marketplace**, the retailer was able to quickly begin monetising its insights in a sustainable and scalable way.

Convert Group stayed on top of operations to deploy the platform **in a matter of weeks**.

Together with the retailer, the two teams worked hand-in-hand to **improve internal efficiencies** by leveraging the technology now available to them and onboarded key brand partners successfully.



*"We've never received such personal attention from any software company before."*

Key Account Management Lead



**90%**

improved internal data operations

There were **3 main factors** that helped make this collaboration between **Convert Group** and the **retailer** a success:

- 1** Highly engaged partnership with dedicated teams working as one and embracing change
- 2** Clear business vision with transparent short and long-term objectives and goals
- 3** Fast commercial deployment with mutually agreed targets to measure the success of the project

In just **3 months** post deployment of **eRetail Audit Marketplace** the retailer realised an incremental revenue of **0.2%** of their turnover with a solid projection of **0.35%** by the end of **Q4 2022**.



Already surpassed expectations for the 1st year of commercial operations, laying the foundations for success in 2023.

Another interesting fact was that the data marketplace was very well received by brands, fast. Sales and product teams have been actively discussing with **over 25 brands** and **82%** either subscribed or secured a spot within the next 3-4 months.

The retailer's commercial team working alongside Convert Group's Customer Success managed to migrate **80% of existing agreements in just 4 months** and even unlocked additional budgets from brands during **Q3 2022** creating an uplift in revenue.

The retailer together with their brand partners also received extensive training in order to utilize newly available insights to **enhance their collaboration and boost day-to-day decision-making using real-time data**.

**eRetail Audit Marketplace** helped the retailer completely replace tasks such as **data export, processing and transfer, data quality checks and reconciliations, insights and analytics reports** and improved data sharing program promotion, client management and marketing activation performance data sharing.

This significantly **boosted internal efficiencies** which are directly reflected in the retailer's **Purchasing, Key Account Management** and **Business Intelligence** teams.

## Results



# 0.2%

of turnover as new incremental revenue



# 45%

uplift in revenue from existing agreements



# 82%

adoption from active brand opportunities



# 67%

increase in demand from brands



*"The Convert Group team has executed with great commitment and passion a rather complex project for us over the months and has provided their technology and expertise in a very clear, systematic and structured way throughout the beginning of our partnership. They helped us be "the early adopters" of an ambitious data sharing program and allowed us to work better with our brand suppliers."*

**Project and Data Lead**