



# CASE STUDY: PRICE MONITORING AND ACTIVE PRICE MANAGEMENT FOR A B2B ONLINE SHOP

## 1. STARTING POINT

- **CUSTOMER PROFILE:** Internationally active trading company specializing in medical products. The customer serves professional users across various medical fields, including doctors, healthcare facilities and emergency services. The product portfolio includes approximately 35,000 SKUs.
- **MARKET ENVIRONMENT:**
  - Price-sensitive customers.
  - Numerous competitors with online shops and market platforms.
  - High proportion of branded products with easily comparable prices.
- **CHALLENGE:** To stay competitive, the customer needed to constantly monitor a large number of products and competitors. However, the existing software struggled as many competitors blocked price crawlers or made their page structures so complex that reliable data collection became increasingly difficult. As a result, less than 35% of products could be reliably compared. Additionally, frequent changes by competitors required constant updates to the crawler software, leading to high costs and time consumption.



## 2. STRATEGY

### CORE CONCEPT



The product range was analyzed with the customer, identifying approximately 20,000 branded items that are easily comparable across other shops. The project focused on these items. Additionally, five key competitors and Amazon were selected as relevant platforms for comparison.

### IMPLEMENTATION PROCESS



To meet the client's objectives, the ANT Pricing Tool was used. This in-house developed software allows for easy manual entry of article-specific URLs and competitor prices, while also checking for errors (plausibility).

### WORKLOAD ASSESSMENT



Tests were conducted to assess the effort required to monitor competitors, with the workload varying based on shop structure. The customer reviewed and accepted the collected data after minor adjustments. The project began with weekly monitoring of all relevant articles (approx. 20,000) as per the customer's request.

### QUALITY ASSURANCE



To ensure the quality of the recorded prices, the item had to be found in at least 3 out of 5 shops, as well as on Amazon.



### 3. RESULTS AND ACHIEVEMENTS: STAGE 1

- **MEASURABLE RESULTS:** Within 1 week, all 20,000 articles were compared with the 5 relevant competitors and Amazon. The price of approx. 14,000 items was definitively determined (items found in at least 3 of 5 shops + Amazon). For the first time, the customer gained a complete overview of their offer prices in comparison to the competition.
- **KEY FINDING:** The customer's minimum margin was not met for many items, with some even priced below our purchase costs. As a result, the project scope was expanded to include these items, providing a detailed breakdown and direct links to the cheapest competitor offers.

STAGE

1



## 4.RESULTS AND ACHIEVEMENTS: STAGE 2

### ● MEASURABLE RESULTS:

Using detailed competitor pricing data (competitor, URL, date) for items below the minimum margin, the client's suppliers were confronted. This led to immediate, sometimes significant improvements of up to 42% in the purchasing conditions.

### ● KEY FINDING:

Over a 4-month period, price reductions of 3.7% were achieved across the entire product range, resulting in monthly savings of over EUR 100,000 for the customer.

With the increased trust and market knowledge gained by our team, our scope was expanded in a third phase. We now handle price adjustment requests from suppliers on behalf of the customer, passing the matter to their purchasing department only if unsuccessful. Additionally, we manage the sales prices directly in the customer's PIM system, following their specifications.

# STAGE 2





## 5. SUMMARY OF THE PROJECT TO DATE

### ● COMPETITIVE SALES PRICES:

The customer can now continuously monitor key competitors and adjust prices accordingly. 1 competitor has been replaced and another competitor has been added. In addition, product checks are now performed more frequently (daily) or less frequently (every 2 months) based on relevance.

### ● HUGE SAVINGS IN PURCHASING:

Through detailed comparisons of suppliers' and competitors' prices, a 3.7% price reduction was achieved across the entire product range. This figure is expected to improve further as price negotiations may take longer or existing agreements need to expire before new terms can be implemented. The customer is currently saving over EUR 100,000 per month on purchasing.



### ● REDUCTION IN PERSONNEL COSTS:

Price monitoring, price updates in the customer's PIM system, and purchasing condition processing (Step 1) are now handled entirely by ANT Pricing. On the customer side, the pricing team has been reduced from three employees to one. Efficiency gains have also been made in Purchasing, though these are reflected in a shift of responsibilities rather than a direct reduction in staff.



## 6. PERSONNEL, TIME AND COSTS



### **PERSONNEL:**

Currently 6 agents and 1 team manager work exclusively for the client.

### **TIME:**

The project went live within 6 weeks - from creating the project description and putting together the team to testing and customising the software.

### **COSTS:**

Monthly costs for the project amount to approx. 6,500 EUR.



## 7. TRANSPARENCY

- **PERMANENT ACCESS AND CONTACT:**

The customer has access to the ANT Pricing software at all times and can track progress in real time. A team manager is always available, and the project is regularly reviewed, monitored, and adjusted as needed.



## CONTACTS



**SERNAZ AY:**  
Project Manager



**GRACE WAMAITHA:**  
Team Manager

## 8. OUTLOOK

- **DELIVERABILITY:**

In addition to the existing project, deliverability will be monitored moving forward and will influence price calculations. Details are currently being discussed with the customer.



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