

Build.com

360pi Helps Build.com Drive Conversions & Margins with Right Pricing

Pricing for Online Advantage

Build.com recognized early on that the dynamics of the \$400B home improvement market are ideal for online shopping, with consumers looking for simpler and quicker access to a greater selection of products than possible with a traditional big box retailer. Build.com also knows that dynamic online pricing analysis and intelligence are necessary for long term e-commerce success. With an early market lead and armed with 360pi's real-time price intelligence, Build.com remains the fastest growing online home improvement retailer.



Customer Profile

Industry: Retail

Vertical: Home Improvement

Business Model: Online Pure-Play

Products: 700,000



We have a vast amount of insight into our... market on a category, sub-category and even individual product level. We can also track competitor reactions to past price changes to help us forecast results before we implement new strategies."

Devin Van Hout,
Chief Merchant,
Build.com

>> Challenge: Build.com's competitive pricing visibility was limited to the category level, resulting in sub-optimal product pricing decisions.

>> Outcome: With 360pi's product suite, Build.com is able to identify and act on pricing opportunities at the individual SKU level with insight into SKU elasticity.

Value to Build.com

- **Increased sales & profitability:** By acting at the SKU vs. category level, Build.com is able to right price individual products and account for SKU elasticity;
- **Better, faster pricing decisions:** Previously, Build.com was using manual efforts and processes to monitor competitive prices with limited efficiency and effectiveness;
- **Predictive pricing insights:** Build.com analyzes SKU elasticity, web traffic, and competitor reactions to price moves to realize a robust pricing strategy and associated tactics;
- **Improved negotiating position with manufacturers:** 360pi's retail price intelligence delivers insights into manufacturer price promotions that Build.com can leverage in their own supplier negotiations.

Price Intelligence Pain Points

Online competitive pricing is a moving target and Build.com needs to have insight into the pricing strategies of other leading retailers in the home improvement category to build and reinforce their competitive advantage.

Prior to deploying 360pi, Build.com had limited SKU-level data resulting in competitive blind spots including SKU elasticity. Build.com would manually monitor competitive prices as a percentage off-list, and if they did decide to react and/or match a competitor's price, it would go across an entire category, which was sub-optimal at the individual SKU level, as it made some products less competitive and delivered lower margins on others.

360pi Solution








Before partnering with 360pi, Build.com engaged in several rigorous trials with multiple pricing intelligence solutions over several months. Build.com selected 360pi on the basis of data quality, scale, and user friendliness. 360pi now effectively monitors pricing for over a billion permutations and combinations of products, categories, and competitors, providing Build.com with:

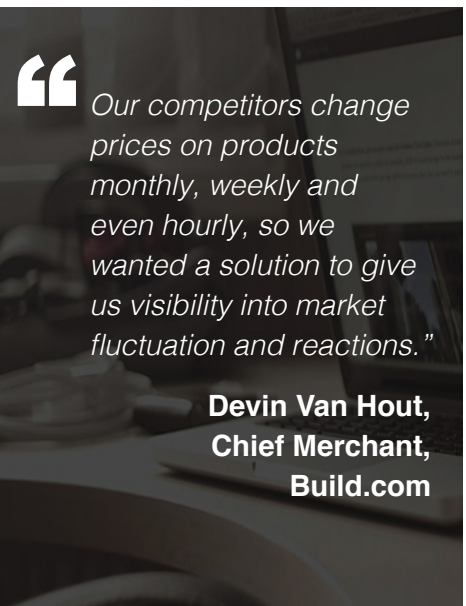
- **SKU elasticity insights:** Build.com is able to understand which SKU sales volumes are prone to price changes and which are not when making pricing decisions;
- **Real-time whole pricing information:** For Build.com, one of the most important factors is that they have real-time in-cart pricing including shipping and availability. 360pi provides all that information directly in their portal;
- **An integrated margin optimization solution:** Build.com integrated 360pi's pricing intelligence data into their pre-existing business intelligence & web analytics solutions;
- **Added competitive insights beyond pricing:** Build.com has daily insights to assortment opportunities, manufacturer price promotions and many other areas. They can also view where their competitors are focusing their efforts, whether it be on a certain category or SKU set.

[Watch a video clip](#) with Build.com's Chief Merchant, Devin Van Hout, highlighting their success with 360pi.

We understand retail & brands.

360pi customers depend on us to deliver:

-  Assortment Intelligence
-  In-Cart Pricing with Shipping & Availability
-  Private Label & "Like" Product Matches
-  Accurate Product Matching Options
-  Zone-based Price Monitoring
-  Integrated Online & In-Store View
-  "Plug & Play" Compatibility With Price Optimization Software



About 360pi

360pi derives profitable insights from product and pricing big data to help leading omnichannel retailers, e-tailers, and manufacturers compete and win in a price transparent world. 360pi's customer base accounts for over \$US100 billion in annual retail sales and includes Ace Hardware, Build.com, Overstock.com, and RIS Fusion award-winner Best Buy Canada. 360pi monitors millions of products with unprecedented accuracy to give retailers and manufacturers real-time visibility into the market with full awareness of the competitive pricing landscape to "right price" to their respective customers. Ultimately, 360pi helps customers make smarter pricing decisions to drive increased revenues and margins.

Get in touch with us

To request a call or to ask a question, please contact us in one of the following ways:

- Phone:** 1.855.360.0075
- Website:** 360pi.com/contact-us
- Email:** info@360pi.com
- Twitter:** @360pi