

# Price Intelligence boosts Music Equipment Retailer's Revenue by 100% on Amazon

## Overview

A leading music equipment retailer in the US with a growing online presence believed they were getting insufficient data from Amazon, so they used GrowByData's Price Intelligence solution to get granular data and insights into their competitive ad and price landscape on Amazon in order to boost their total performance on the platform.

## The Challenges

The account team of this leading music equipment retailer was struggling to understand why they were losing out to the competition for the Amazon Buy Box. They wanted to increase their ad performance on the platform as they were not getting the return they expected from their Amazon Sponsored Ad campaigns. Alongside, they felt they were losing out to MAP violators and needed a tool to detect and enforce competitors violating MAP.



**2X**

Growth in Monthly Revenue



**14%**

Increase in Buy Box Wins



**113%**

Sales Boost From Dynamic Pricing

## The Solution

You need to win a higher share of the buy box to advertise on Amazon. As price is one of the major factors in winning the buy box, our experts provided the account team of the music equipment retailer with the most accurate price intelligence data matched at the variant level to better understand the pricing competition and landscape.

Using the daily price reports, the account team customized their dynamic pricing rules which accounted for shipping, tax, margins, time of day, etc. Our price intelligence solution allowed the account team to scan for MAP violations multiple times a day and detect violations with proof so the retailer could notify the manufacturer and the violator. This data-driven approach to dynamic pricing helped the team increase the retailer's buy box wins by 14%. This created a positive domino effect for the retailer as it led to a monthly revenue increase of more than 100%.