



MedicAnimal.com™

CARE WITH A CONSCIENCE



UK's Top Online Pet Healthcare Retailer Relies On Profitero For Online Price Intelligence

MedicAnimal is the UK's top online pet healthcare retailer, having acquired four of its competitors in the last few years. In 2013, MedicAnimal was listed in the Sunday Times Top 100 Tech Track as well as being recognised as one of the Top 10 fastest growing digital companies in Europe.

Problem

MedicAnimal sells more than 15,000 products and needed to benchmark prices against their online competitors. The pet healthcare retailer had previously been using heatmaps to compare prices, however this was proving to be a manual and very labour intensive task even for just a few products.

Why Profitero?

MedicAnimal selected Profitero's online price intelligence solution for its accurate and reliable data, as well as for its good functionality and responsive customer service. Profitero was proven to deliver the most timely price intelligence on competitor prices and promotional changes, enabling MedicAnimal to respond quickly to price changes.

"MedicAnimal needed a pricing solution that was accurate, reliable, with good functionality and responsive customer service at a reasonable price. Profitero best met all those requirements."

*UK Country Manager
MedicAnimal*

Solution

As an online-only retailer, MedicAnimal wanted to implement an online price intelligence solution as most of their competitors sell the same products online. This would enable MedicAnimal to quickly and easily benchmark prices across all of their product lines as frequently as they required, saving the retailer considerable time and effort.

Result

Profitero delivers daily intelligence on where MedicAnimal are over or under-priced in the marketplace, allowing the online retailer to adjust its prices quickly in order to maximise sales. MedicAnimal has also made significant time savings in keeping up-to-date with the pricing of its top selling products.

Contact us today to discover how Profitero can help make your pricing smarter.

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