



Waitrose Benefits from Profitero's Timely and Accurate Price Intelligence

Waitrose joined the John Lewis partnership in 1937 as a chain of 10 specialist food shops, with the first shop opening in 1955. The supermarket now has 302 branches in the UK and Channel Islands, combining the convenience of a supermarket with the expertise and service of a specialist shop. Waitrose consistently achieves sales growth ahead of the market both in its branches and its online grocery service, Waitrose.com.

Challenge

The Waitrose Brand Price Match ensures that customers will not pay more than at Tesco for branded groceries, excluding promotions. With the increase in the number of lines that needed to be matched, Waitrose identified that their previous system would have to be strengthened to cope with any further growth.

Why Profitero?

Profitero was able to provide Waitrose with timely and accurate price intelligence across thousands of products, and a service which was tailored to their specific needs. The Profitero solution was seamlessly integrated into the supermarket's existing pricing strategy, resulting in a quick and easy transition.

Solution

Waitrose required guaranteed delivery of their competitor's prices to maintain Brand Price Match with confidence into the future. The supermarket therefore needed a reliable price monitoring solution which could safeguard the number, availability and timeliness of their competitor's prices to continue the promotion.

Result

Since switching data collection to Profitero, Waitrose has been able to confidently maintain their Brand Price Match initiative, ensuring customers carry on benefiting from more competitive prices. Waitrose continues to achieve strong sales growth and increased market share ahead of their competitors.

"Brand Price Match continues to attract more people to shop with us each week. Profitero provides us with the data we require to support our pricing strategy, helping us to continue to deliver the best possible value to our shoppers."

*Pricing and Promotions Manager
Waitrose*

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

Email: sales@profitero.com | T: UK: +44 208 123 3101 | US: +1 (415) 287 3101

Find out more at www.profitero.com or follow us on Twitter: [@profitero](https://twitter.com/profitero)