



## Profitero Helps Online Grocer Ocado To Win New Customers and Grow Sales

Founded 12 years ago, Ocado.com is the only dedicated online supermarket in the UK and the largest dedicated online supermarket by turnover in the world. Ocado offers delivery of grocery and non-food products to customers which are centrally picked from state-of-the-art, highly automated warehouses. The supermarket sells more than 28,000 products.

### Problem

Ocado wanted to understand its price competitiveness amongst other leading supermarkets, such as Tesco, in order to offer greater value to its customers. The online grocer also wanted to step-change its price perception amongst existing and potential customers and needed the most accurate and up-to-date information possible.

### Why Profitero?

Profitero was proven to offer the highest degree of accuracy in product matching compared with any other supplier in the industry, particularly amongst Ocado's own-brand items, enabling specific customisation of their product matching requirements. In addition, Ocado selected Profitero as we provided the most scalable solution on the market.

### Solution

The online supermarket needed very accurate matching for a broad range of products, including own-brand items, delivered every day in order to quickly and easily benchmark competitors' product prices. In addition, Ocado wanted a high quality service and a team that was responsive to their particular needs.

### Result

Ocado's Low Price Promise powered by Profitero pricing data has proven to be very successful, with the online supermarket attracting more customers than ever before and growing sales. Ocado has since expanded its relationship with Profitero, which continues to support Ocado for competitive pricing and product assortment insights.

*“Profitero achieved the highest accuracy in product matching, particularly amongst own-brand products which are the most challenging to match with confidence given all the degrees of variation possible”*

*Head of Marketing and Insight for Grocery, Ocado*

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

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