



Research and Analytics Helped in the Growth of Share in the B2B Market for the Biggest Online Marketplace

CLIENT OVERVIEW

The U.S. based client is the global leader and biggest online marketplace in the B2C space. The client has been in the online retail space for 17 years. It prides in being the go-to platform as it holds the widest assortment of products and offers the most competitive price.



BUSINESS NEED

The client stepped in to the B2B space nearly seven years ago and been growing. Since the past year, the client focused on aggressive growth and had set a year-on-year target rate of 5x. To achieve the goal, the client wanted its pool of registered customers to buy more and convert offline purchasers to its registered customers.



CHALLENGE

The client needed support to fuel its growth strategy. Its planned sales and business exercise was aimed at showcasing its customers and prospects an opportunity to save. The client wanted to:

- Discover a purchase pattern of buyers
- Showcase the breadth of assortment
- Showcase a scope for saving
- Gain market share
- Increase revenue



SOLUTION

Lumina Datamatics offered its research and analytics solution to help the client achieve its goal. Lumina Datamatics' rich experience, automated process and flexibility to adapt helped the client:

- Define an agile process that could be progressively modified
- Scale the volume and arrive at more accurate purchase patterns
- Work on multiple geographies simultaneously
- Capture granular data to gain deeper market insight

BENEFITS

The solution enabled the client to grow its market share. The client gained in:

- Additional revenue from existing customers
- Affirming trust among existing customers
- Growth rate in conversion from offline to online
- Becoming a go-to brand for B2B purchases in multiple geographies



Lumina Datamatics Facts



eretail@luminad.com
www.luminadatamatics.com

Asia : Bengaluru, Chennai, Mumbai, Noida, Puducherry
Europe : Munich
North America : Norwell, MA