

# Apivita Case Study

*Better Price Data,  
In Less Time*



*“Altosight is saving at least 11 hours for me and my  
assistant.  
She is smiling as we are talking.”*

Ioannis Kamilakis  
Category Manager, Apivita

## **Executive Summary**

Apivita needs to track the prices their ecommerce retailers are selling their products for.

They also need to know the average price of various competitors' products in order to have a better pulse of the market.

Like most brands, they were doing this price tracking manually.

However, after using *Altosight*, both Ioannis Kamilakis, Apivita's Category Manager and his assistant, started getting more and better data, while saving productive time.

Apart from getting better and more data (that manually is impossible to get), they are also happier, doing more meaningful work.

## **Client Profile**

Apivita is a dermocosmetics company known to be using naturally derived active ingredients, extracts from plants of the Greek nature, beehive products of high nutritional value, and organic essential oils.

Their range of products include, but are not limited to:

- Face Care
- Hair Care
- Body Care
- Men Care
- Babies and Kids
- Well Being

Apivita was created in 1979.

They have developed and established over 300 natural, effective and holistic products for the face, body and hair, formulated with beekeeping products of high nutritional value, extracts of Greek herbs and pure essential oils, as well as many green innovations and patents.

## The Challenge

Apivita has a network of retailers who are promoting and selling their products, most of whom have their ecommerce sites in addition to their brick and mortar stores. A small portion of these retailers is selling their products solely online.

Apivita has a **Suggested Retail Price (SRP)** for each of their products, just like every other major brand out there. The problem arises when a small number of these eshops doesn't comply and sells the product below the SRP.

They do that in an effort to generate more sales, even if it sometimes comes at the cost of profitability.

In order for Apivita to track the online prices their products are being sold for and by which eshops, they were tracking some retail prices of some of their products per eshop, once a week.

**This process took them around 2 hours per week to complete and it was merely a “snapshot” of what was happening that particular day.**

The problems with this process are:

- Virtually impossible to do it for a wide range of products and competitors
- Almost no historical data

- Prone to errors (lag between the time the report is generated and the time it's consumed, human factor, etc)
- Productive time spent on a menial, yet important task

Apivita started using *Altosight* to automatically have their reports delivered to them daily, for the majority of their catalogue's products.

On top of that, they always have a better pulse of the market, by tracking their closest competitors' products and prices.

Here is a sample report they are getting every day:

A		PRODUCT NAMES										
ESHOPS	Suggested price	18.35 € (-30.0%)	20.47 € (-29.9%)	22.58 € (-30.1%)	22.58 € (-30.1%)	22.58 € (-30.1%)	20.47 € (-29.9%)	26.82 € (-30.0%)	22.58 € (-30.1%)	25.40 € (-30.1%)	22.58 € (-30.1%)	25.40 € (-30.1%)
	30.0% discount price	17.04 € (-35.0%)	19.01 € (-34.9%)	20.97 € (-35.1%)	20.97 € (-35.1%)	20.97 € (-35.1%)	19.01 € (-34.9%)	24.90 € (-35.0%)	20.97 € (-35.1%)	23.59 € (-35.1%)	20.97 € (-35.1%)	23.59 € (-35.1%)
		18.35 € (-30.0%)	20.47 € (-29.9%)	22.58 € (-30.1%)	22.58 € (-30.1%)	22.58 € (-30.1%)	20.47 € (-29.9%)	26.82 € (-30.0%)	22.58 € (-30.1%)	25.40 € (-30.1%)	22.58 € (-30.1%)	25.40 € (-30.1%)
		15.70 € (-40.1%)	20.47 € (-29.9%)	19.35 € (-40.1%)	17.99 € (-44.3%)	22.59 € (-30.1%)	20.47 € (-29.9%)	26.81 € (-30.0%)	22.59 € (-30.1%)	22.59 € (-30.1%)	22.59 € (-30.1%)	22.59 € (-30.1%)
		16.75 € (-36.1%)	18.67 € (-36.1%)	20.61 € (-36.2%)	20.61 € (-36.2%)	20.61 € (-36.2%)	18.67 € (-36.1%)	24.48 € (-36.1%)	20.61 € (-36.2%)	23.20 € (-36.2%)	20.61 € (-36.2%)	23.20 € (-36.2%)
		18.34 € (-30.0%)	20.44 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	20.44 € (-30.0%)	26.81 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	25.41 € (-30.0%)
		18.34 € (-30.0%)	20.44 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	20.44 € (-30.0%)	26.81 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	22.61 € (-30.0%)	25.41 € (-30.0%)
					22.58 € (-30.1%)			18.98 € (-35.0%)	24.90 € (-35.0%)			
		-	-	-	-	-	-	-	-	-	-	-
		18.35 € (-30.0%)	20.47 € (-29.9%)	22.58 € (-30.1%)	22.58 € (-30.1%)	22.58 € (-30.1%)	20.47 € (-29.9%)	26.82 € (-30.0%)	22.09 € (-31.6%)	-		
	18.32 € (-30.1%)	20.44 € (-30.0%)	20.84 € (-35.5%)	22.55 € (-30.2%)	22.55 € (-30.2%)	20.44 € (-30.0%)	26.78 € (-30.1%)	20.94 € (-35.2%)	21.01 € (-35.2%)	20.94 € (-35.2%)	21.01 € (-35.2%)	
	17.04 € (-35.0%)	19.00 € (-34.9%)	22.58 € (-30.1%)	20.97 € (-35.1%)	22.58 € (-30.1%)	20.47 € (-29.9%)	26.82 € (-30.0%)	22.58 € (-30.1%)	25.40 € (-30.1%)	22.58 € (-30.1%)	25.40 € (-30.1%)	
	17.00 € (-35.1%)											
Average	10.43 €	10.22 €	8.94 €	7.79 €	7.91 €	5.62 €	11.70 €	9.33 €	9.28 €			

*“With just one glance we can see which prices are highlighted (red) and which ecommerce stores are selling below the Suggested Retail Price.”*

Ioannis Kamilakis  
Category Manager, Apivita

## How we did it

The way we manage to deliver an accurate daily report for all of Apivita's products is by following a few simple steps:

1. First we asked Apivita to give us an excel with the products, their Suggested Retail Prices and eshops they wanted to track. Also, they told us the maximum discount they allow their retailers to offer.
2. After we get all this data, we import it in our platform, *Altosight*.
3. We match the imported products with the right ones in the eshops (even when they have different names) through Artificial Intelligence and human verification.
4. Done! The report is generated daily in the morning, highlighting any price that has a steep discount and it's being delivered to Ioannis, Apivita's Category Manager.
5. After that, a weekly check for Quality Assurance is being performed to ensure all the products and data are up to date, any missing links have been replaced, etc.

**The benefits from using *Altosight (quantified)*:**



At least 7x times the data Apivita was getting, with more accuracy, more depth, while saving at least 11 fully productive hours per month and keeping their sanity.

Now, back to you...

**Are you interested in learning more about *Altosight* and having such a report for your company?**

**Contact us today at [sales@altosight.com](mailto:sales@altosight.com) to schedule a demo, or a 30-day free trial for your company for up to 10 eshops and 5 products!**