USE CASE: MEASUREMENT & INSIGHTS

One Intelligence Layer for Marketing, Pricing and Promotions

CHALLENGE

Teams at a global consulting firm serving retail and CPG clients logged into 40+ ad and commerce platforms, stitched spreadsheets together and tracked competitor prices and promotions by hand. Inconsistent product data made benchmarks unreliable. Every new client added reporting effort in a straight line.

HOW AI WAS APPLIED

Automated reporting: onnectors feed 40+ platforms into 250+ pre-built diagnostics and live dashboards.

Product matching: Deep learning links SKUs across millions of listings from metadata and descriptions.

Price intelligence: Real-time price indexing and review analysis expose gaps and buying factors.

Promotion advisor: Competitor offer cycles drive SKU- and store-level promotion recommendations.

OUTCOMES

Minutes
Fewer clicks to reach a relevant solution

Millions
Competitor listings matched at SKU level

250+
Pre-built analyses reused across clients

Source: engagement targets. Figures are directional and rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

Learn more at materialgrowth.com