SEPHORA

◖C competera

CASE STUDY

Sephora Transforms Global Pricing Strategy with Scalable Competitive Data Solution

This case study explores how Sephora, a global luxury beauty retailer, enhanced its market intelligence capabilities across multiple markets using Competera's Competitive Data solution. The partnership enabled comprehensive competitive data collection and analysis across 13 countries while processing over 10.9 million data points monthly.

◎ Executive Summary

Sephora, a multinational beauty retailer with 2,700 stores across 35 countries, required a scalable and centralized competitive intelligence solution to strengthen its market position. Previously, fragmented local providers led to inconsistent and unreliable data, complicating efforts to maintain unified insights across markets. A critical challenge was accurately and consistently monitoring competitors' coupon usage — a significant sales driver, particularly in the fragrance category.

In 2022, Sephora selected Competera's Competitive Data solution following a rigorous RFP and Proof of Concept process. The initial implementation in two countries demonstrated exceptional results, achieving 98% match quality and 99% data accuracy. This early success led Sephora to rapidly expand the solution across 13 key markets — including its French headquarters — enabling centralized and comprehensive monitoring of 17 competitor websites and four marketplaces, significantly improving visibility into coupon volumes, average discount levels, and product-specific promotional strategies across markets.

⊗ Challenges

Before implementing Competera's solution, Sephora faced four critical obstacles:

Fragmented Competitive Intelligence

causing inconsistent data quality due to multiple local providers across countries.

Limited Competitor Visibility

especially concerning critical coupon-based discounts and promotional strategies.

Complex Multi-Market Requirements

including managing online and offline retail channels simultaneously.

Incomplete Customer Analytics

lacking structured insights on price perception and coupon effectiveness across product categories.

✓ Solution

To enable a significant pricing transformation, Sephora needed a comprehensive competitive intelligence solution capable of providing reliable, ML-ready data across markets. The solution required not just real-time data collection, but historical context to support advanced price optimization strategies.

Requirements:

Centralized, scalable competitive data collection across multiple countries.	Comprehensive tracking of competitor shelf prices, promotions, and coupon usage.
ML-ready data with historical context (e.g., product stock periods, delivery terms, brand availability patterns at competitor retailers).	High-quality data to power advanced pricing algorithms and localized pricing strategies.

✓ Implementation

Sephora strategically implemented Competera's solution in two clearly defined phases:

Proof of Concept (POC)

- Scope: **One-month pilot** in Germany and Poland
- Coverage: 1,000 SKUs per region, daily data delivery before 9 AM
- Complete assortment tracking (shelf and coupon prices)
- Achieved 98% match quality and 99% data accuracy
- Validation through intuitive, user-friendly analytics dashboard

Full-Scale Rollout

- Expanded coverage to **13 countries,** including Sephora's headquarters in France

- Monitoring expanded to **35 competitor websites** and **4 marketplaces**

- Daily processing exceeding **5.9 million data points**

- Integrated near real-time and historical analytics into a unified dashboard

- Comprehensive customer sentiment tracking for enhanced strategic decision-making

◎ Key Results

POC Phase Results:

97,500

data points delivered with both shelf and coupon prices

98%

matches quality achievement

99%

data scraping quality

20x

per day delivery of real-time competitor price tracking

◎ Rollout Achievement:

10.9M

monthly data points from direct website competitors

633,729

monthly data points from marketplaces

98%

SLA maintenance across all data delivery

2 to 13 countries

Scaled solution from 2 to 13 countries

Continued Partnership

Following this successful implementation, **Sephora and Competera continue to expand their partnership to additional markets.** The next phase of implementation will focus on expanding the competitive intelligence capabilities to new regions while maintaining the high standards of **data quality and delivery established during the initial rollout.** This ongoing collaboration demonstrates how quality data serves as the first step on a journey to **AI-driven pricing solutions capable of transforming global retail operations**, enabling data-driven decisions that balance profitability with competitive positioning across diverse markets.