



DATA & DATA
The intelligence of luxury

Take control of online distribution and grow sales

Our services : exclusive data and AI backed solutions

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Discover our other solutions: Providing **deep insights** about **online distribution**



1

GREY MARKET MONITORING

Identifying the unauthorised sellers, grey market feeders, market trends...

New/Unworn Products

Unauthorised Sellers

2

SECONDARY MARKET MONITORING

- Capturing underlying **trends** in the **resale market**
- Determining **key influential metrics** that impact the current primary luxury retail market

Pre-Owned Products

All sellers including wholesalers

3

COMPETITIVE INTELLIGENCE

- **E-Visibility** (Visibility across wholesale retail networks' online channels)
- **Store Locator** (Online + Offline)
- **Price Monitoring** (Competitors' pricing strategies with various metrics)
- **Stock Intelligence** (Display of inventory on wholesale networks' online channels)

Brand + selected competitors' products

Wholesale Network + Official Websites

(1) Certified Pre-Owned Monitoring : since a thriving resale market calls for valuable insights for you take better actions

Our solution

- **Offer:** Visualise the big picture of the resale market for your brand with your key competitors by brand, reference, collection, location, re-seller...
- **Source** : We collect data on pre-owned offers from **online marketplaces, websites, and pure players** with over thousands of sellers
- **Scope:** Global
- Monthly quantitative assessment

Your benefits

Find out which **products or characteristics** drive or create demand

Identify **key variables**, such as dominant resellers, top regions, product popularity, price disparity...

Discover how and when these variables **change in different regions** globally

Determine a relevant **pricing strategy for future releases**

Spot opportunities to engage with the **right partners**, boost your image, and grow your customer base

Recognise the **most valued and most popular models**, and source rare products from digital platforms

(2) Grey Market Monitoring : fight back the parallel distribution in order to protect your brand value and profit margins

Our solution

- **Offer:** Understand the extent of your grey market exposure and devise effective counterstrategies to disrupt the unauthorised sales of your new, genuine products.
- **Source :** We monitor the **digital grey market across e-commerce sites and online marketplaces**
- **Scope:** Global
- Monthly quantitative assessment

Your benefits

Grasp **overall market analysis** to understand how the parallel market operates

Identify and control **unauthorised sellers** before it gets worse

Identify **grey market feeders** and tighten up your distribution channels

Detect **price gaps** and accordingly adjust the prices to maintain uniformity

Understand **customer demands** for your products on the grey market

Protect the **brand's value** and **exclusivity** from lower sale prices and extensive offers respectively by grey market sellers

(3) Competitive Intelligence (1/2) : Determine your competitors' standing and moves.

Our solutions

(A.) E-Visibility: Monitor, measure and optimise your product and brand visibility across 'online window display' in comparison with other brands, sold via your wholesale network

(B.) Store Locator: Obtain a global overview of the presence (store location) of major players from different sectors; watches, automobiles, leather-goods...

Your benefits

- Discover if the product image, description, and selection on the **catalogue matches your expectations**
- Identify official retailers that prove to be productive and others where there is a **need for improvement**
- Follow the **evolution** of your selected competitors' physical store location and correlate with other factors that may influence
- Identify **market growth opportunities**, and strategize how to **grow your margins** by complementing it with reports

(3) Competitive Intelligence (2/2) : Gain a clear picture of your brand's online visibility to help you climb the competitive ladder

Our solutions

(C.) Price Monitoring: Track, understand, and analyze your competitors pricing strategies for selected products and receive timely actionable insights

(D.) Stock Intelligence: Track how official retailers are displaying your products (in-stock or out-of-stock)

Your benefits

- Recognise **changes in the catalogue**, products added or removed over time
- Evaluate historical **trends and patterns** in their price fluctuations
- Incorporate dynamic **pricing strategies**

- Discover if the product image, description, and selection on the catalogue matches your expectations
- Make **recommendations to your re-sellers** for optimum inventory stock

Case Study: Watches

The latest collection is already available on the grey market platforms with 10-50% discounts, disturbing the distribution channel, pricing strategies, problems in getting support from authorized resellers, and difficulty in developing and maintaining a global image.



Needs Expressed

- Understand the exposure of their products on the grey market
- Identify the grey market sellers and feeders
- Identify opportunities to disrupt the parallel distribution
- Monitor the demand of their latest collections and best sellers in different regions

Anti-Diversion Solution

- **Monitoring the latest collection and specific products**
- **Data&Data provided monthly report on:**
 - ◆ Number of sales out of traditional channels and details for each channel
 - ◆ Status for those items: available, sold..
 - ◆ Supply details: existing items, pre-order
 - ◆ Information about re-seller: country,...
 - ◆ Supply analyze depending on the market, item and seasonality

Benefits realized

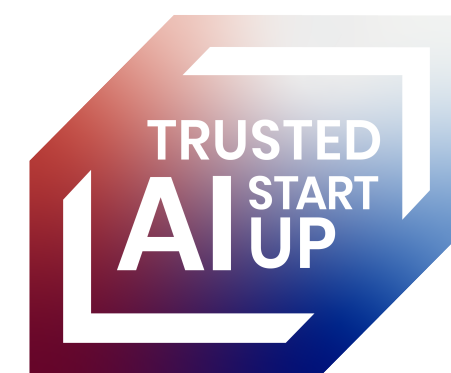
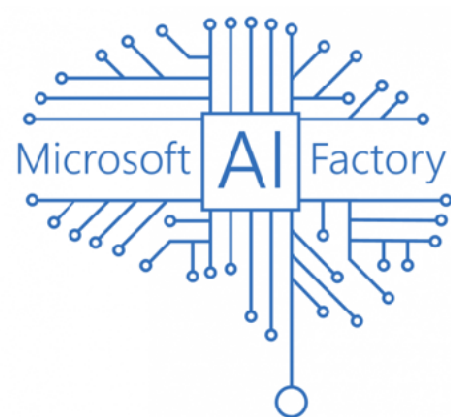
- Grasp overall market analysis to understand how the parallel market operates
- Detect price gaps and accordingly adjust the prices to maintain uniformity
- Regulate product distribution by restricting the availability on unwanted e-commerce websites
- Control and identify unauthorised sellers before it gets worse
- Understand customer demands for their products on the grey market

Introduction: Data&Data builds advanced AI and Computer Vision technologies



A solution based on Artificial Intelligence enabling **luxury brands** to assess and monitor their global online distribution and conduct competition analysis

- Founded in 2012 by Zouheir Guedri (15 years of experience in Consulting at PwC, E&Y before Data&Data)
- Team of data scientists, experts, analysts in Paris and Bangalore
- Winner of Blue Ocean Strategy Award B2B (INSEAD)
- Winner of PwC Global Innovation Challenge
- Part of Microsoft AI Factory, La Maisons Des Startups LVMH, Le Village by CA, European AI Startup

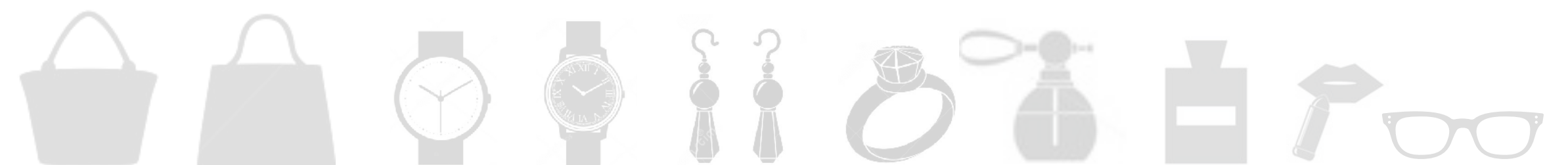


Sectors and Clients

Extensive hands-on experience on:

- **Leather goods**
- **Watches & Jewellery**
- **Perfumes & Cosmetics**
- **Fashion Accessories**

Working with top luxury brands from:
France, Switzerland and Italy



Our Technology: We leverage AI to extract clear insights that can have a strong business impact

- 1 Gathering **qualitative and quantitative data** for selected references of your products and top-competitors from 30.000+ sources across global online market
- 2 Incorporating advanced **Artificial Intelligence and Computer Vision models** for a faster process, more accurate results, and a comprehensive scope
- 3 Reporting via data visualisation, turning data into actionable insights that are crucial for **Marketing/Sales/Retail** to develop strategic decision-making

Marketplaces, E-commerce Websites
of official and unofficial sellers



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