

3KRATERS

ALCOHOL E-COMMERCE GONE HI-TECH

3Kraters eliminates manual labor and guesswork in their product pricing, and gain visibility into their customers' site behavior.

AT A GLANCE

Challenges

- Lacking analytics infrastructure
- Inaccurate reporting
- Manual work in keeping track of competitors' pricing

Benefits

- Eliminating manual labor process in competitors' price monitoring, saving 600 man-hours per year
- Implementation of a real-time tracking and search analytics, with latency of ~20ms for real-time insights



Supertype is exceptional in its service. Sets up the tracking and end-to-end analytics infrastructure for our e-commerce platform in no time.

David Ng

Founder, Three Kraters Pte. Ltd



CHALLENGES

3Kraters is an alcohol e-commerce store with 300+ SKUs, and has to price them competitively on its platform as well as on aggregator marketplaces (Lazada, Shopee etc.). A competitive price for an SKU has to take into account marketplace demand factors, such as seasonality; and supply factors, i.e other sellers on the marketplace offering the same good at varying levels of discounts.

This process is tedious, time-consuming and error-prone when performed with human labor.

SOLUTIONS

- 3Kraters leverage on automated scripts that update a spreadsheet **with the latest prices of 300+ alcoholic beverages through Supertype's deployed price monitoring utility.**
- Supertype implement a search analytics to produce detailed analysis on users' search behaviors, connecting it with Google Analytics and stream out-of-stock SKUs from these searches into Google Sheets.

Key Benefits

Eliminate error-prone and tedious labor

A price scraping and monitoring pipeline automatically inform 3Kraters' operations team on any price movements from competitors' sites.

Recover lost sales from out-of-stock SKUs

When a user searched for a Chardonnay that is temporarily unavailable, the user's email, name and search string is recorded -- so a sales offer can be made when stock becomes available again.