

RETAIL

JD.com, Nielsen better serve brands with pricing insight

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JD.com's online platform

By STAFF REPORTS

Chinese ecommerce platform JD.com has signed an agreement with analytics company Nielsen aimed to help brands accurately adjust their pricing on the former through data sharing.

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The agreement has resulted in a new product named Online Pricing Optimizer, which will also help brands optimize and customize promotions in addition to its pricing assistance. Nielsen trial projects found that factors such as original price, order-specific discounts and price of other products can significantly impact consumers' shopping habits.

"Nielsen is a global leader in retail data research," said Andy Zhao, president of Nielsen China, in a statement. "The company has gained rich experience in pricing and promotion based on multi-channel retail data, as it has conducted relevant research in the world including China for more than 10 years.

"OPO is designed based on Nielsen's traditional pricing and analysis product. It also combines individual order data provided by JD platform," he said. "By creating OPO, Nielsen pioneered the way that using consumer order data to provide pricing and promotion analysis for brand owners."

Data and pricing

The goal of this new product is to gain greater insight and better understand the online shopper.

Nielsen states that it has found Chinese consumers becoming more sensitive to pricing in the last few years.

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Whatever you need, wherever you are, JD is at your fingertips.

A post shared by JD.com (Nasdaq: JD) (@jd_corporate) on Oct 22, 2018 at 10:23pm PDT

Instagram post from JD.com

"Retail has no boundary, neither the development of retail industry," said Yan Weipeng, vice president of JD, in a statement. "Win-win cooperation will always be the trend of retail sector. JD is very pleased to work with Nielsen and brand owners to find out growth engines, promote GMV growth among JD and brand owners and create a multi-win situation.

"Our partnership with Nielsen has a long history" he said. "Whether it is MTA (Multi Touch Attribution) or OPO, the Nielsen team's professionalism made a profound impression on us. We believe OPO will bring tremendous value to JD and the entire industry."

The Chinese commerce site, while extremely prominent in China, is continuing to expand with various partnerships such as this. Recently, JD.com also launched a store on United States-based shopping site Google Express.

Joybuy, the JD.com Google Express store, is one of ongoing missions in an attempt to compete with Alibaba and helps Google compete with Amazon. The store focuses on less expensive items from unique brands ([see story](#)).

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