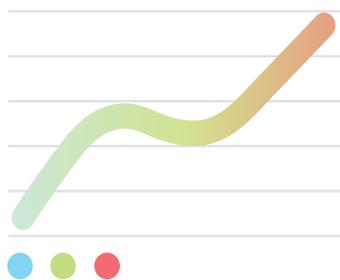




## AN INDIX™ CASE STUDY



**75%** YEAR  
OVER  
YEAR  
GROWTH

### Overview

International Cruise & Excursions, Inc. (ICE), is a leading international travel and lifestyle organization with a network of premier corporate, leisure, and affinity based alliance partners reaching around the globe. ICE offers a unique portfolio of services and innovations — known to disrupt and replace dated industry trends.

Leveraging the innate power and appeal of vacations and unique leisure related products and services, ICE provides scalable new business opportunities and significant new revenue streams to some of the most respected global brands.

Unmatched in delivering powerful marketing and technology solutions, ICE creates and manages private-branded vacation programs for successful corporate brands; servicing more than 55 million consumers worldwide, in over 12 different languages, from its 11 global offices across the US, Mexico, UK, Europe and Australia.

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## Business Need

Loyalty program members want to ensure that the ICE market price is comparable and offers the maximum value to their members. ICE generally used and relied on the manufacturer's suggested retail price (MSRP) or minimum advertised price (MAP) sent by the suppliers. However, these prices were often higher than what retailers were advertising, creating a poor value message to the consumer. ICE did not have a dynamic process in place to validate that the retail price they displayed was competitive in the marketplace.

## Before Indix

Before using Indix, ICE contracted with another pricing service, but could only use them in a limited fashion. While this service generated daily reports on competitive pricing, ICE's merchandising team still had to input updates manually. This was exhausting, time-consuming, and did not produce scalable results.

## Using Indix

Indix was the fuel they needed to power an innovative solution that could automate competitive pricing requirements, and help improve results in a timely fashion. Their development team integrated Indix product data into their new merchandising and pricing platform. Using Indix data, ICE can make calls for UPC's and comparative pricing data to validate a true market price for their members. They can get the information they need quickly so they can spend more time adding products and less time validating.

## Results

Since launching their new platform with the Comparative Pricing Tool powered by Indix, they have seen sales growing over 75% year-over-year. In addition, they have seen customer service calls dealing with price matches and adjustments significantly diminish.

“With the Indix platform, we are assured that the retail price we are displaying is competitive in the marketplace, allowing the members alternative currency/points to be redeemed for a strong value.”

Vickie Mayer  
Executive Director eCommerce & Retail Development

## About Indix

Indix has built a Products Platform that delivers product information and commerce-ready services for a fraction of the cost of alternatives. Indix combines AI with the largest collection of product data available: price, availability, and seller information, along with code-based identifiers and attributes. Businesses use the Indix Platform to improve the size and quality of their digital product catalog and develop innovative ways to buy and sell products.

Learn more at [www.indix.com](http://www.indix.com)