

# COMPETITIVE PRICING INTELLIGENCE

## AT A GLANCE

### BUSINESS PROBLEM

Price consistently ranks as the most influential factor in consumers' buying decisions across merchandise categories. Retail Systems Research, in a report published in March 2017, highlighted increased price transparency, continued price sensitivity of consumers, and continued price aggressiveness of competitors as the top business challenges faced by retailers today. And, this is no surprise.

In today's online-first era, the ease and ubiquity of Internet access enables shoppers to easily compare prices across several e-commerce websites and pick the lowest priced retailer. As a result, retailers today are forced to perform millions of price changes every day in the quest to be the lowest priced retailer without leaving potential margin on the table. For instance, over the Christmas season in 2014, it is estimated that Amazon made 80 million price changes in total.

To achieve such scale, automated tracking of competitors' pricing on an ongoing basis is key, enabling timely and data-driven pricing decisions for merchandising and pricing teams.

Questions Modern Retailers Need Answers To

- **How price competitive are my products, brands, and categories compared to my competition?**
- **For what products must I increase or decrease my prices? By how much?**
- **What are the out-of-stock products across all my competitors?**
- **How can I drive price perception among my customers?**

### DATAWEAVE'S COMPETITIVE PRICING INTELLIGENCE

DataWeave's Competitive Pricing Intelligence is designed to give retailers precisely the competitive advantage they need by providing pricing insights that are accurate, timely and actionable.

Our technology provides access to detailed pricing on hundreds of thousands of products across competitors - as frequently as they need it.

### SUMMARY

Increase your top line and bottom line by making smarter and timely pricing decisions

Gain in-depth views and understanding into your competition's pricing strategy

Combine stock-status information with pricing to drive higher margins

Strategically drive price perception among shoppers by acting on competitor pricing data

### KEY FEATURES

#### ACCURACY AT SCALE

- Deep-web crawling
- Human – aided Machine Intelligence
- Self-improving feedback loop system
- Language Agnostic

#### SIMPLICITY

- Customer success engagement
- Quick turnaround times and delivery
- SaaS-based platform
- Plug and play APIs



**UP TO 4%**

increase in top-line



**UP TO 4X**

increased bottom-line



**UP TO 70%**

cost savings from competitive intelligence operations

A common misconception about pricing automation systems is that they only enable aggressive discounts. In reality, our SaaS-based platform provides insights into both price decrease and price increase opportunities, resulting in significant top-line and bottom-line growth for retailers.

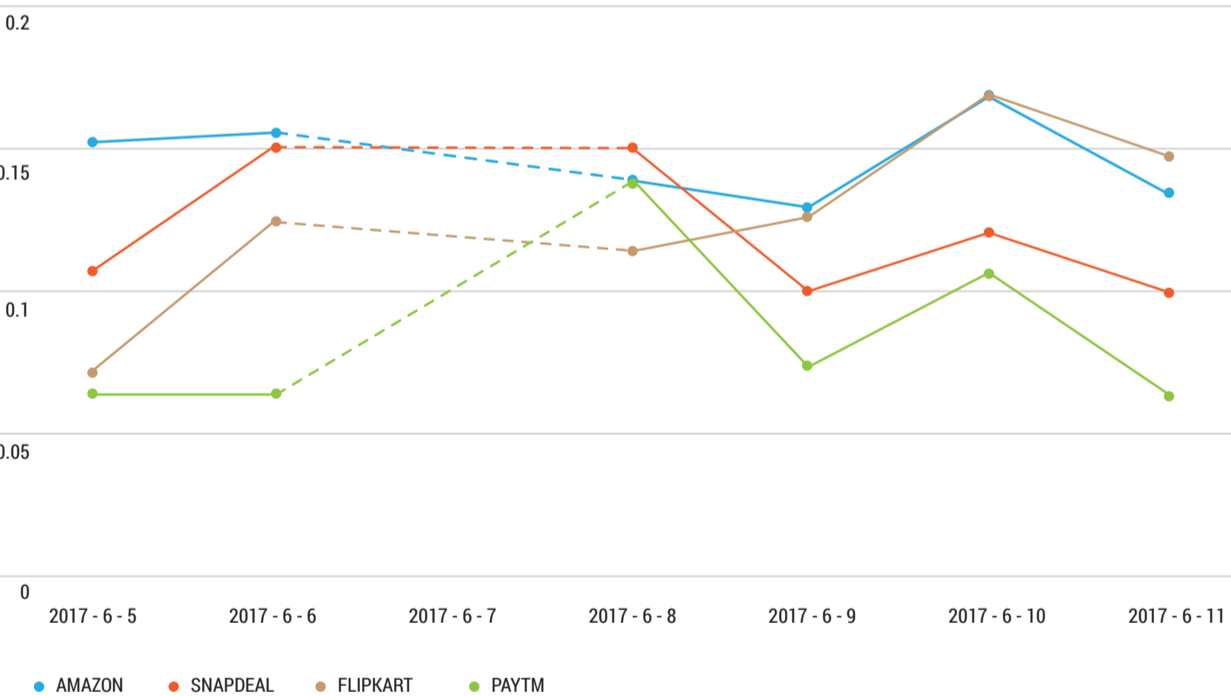
#### ANALYSIS OF PRICE GAPS IN YOUR PRICING AS COMPARED TO EACH COMPETITOR

RETAILER NAME	30% LOWER	10-30% LOWER	0-10% LOWER	0%	0-10% HIGHER	10-30% HIGHER	30% HIGHER	TOTAL
LOWEST PRICED COMPETITOR	5	17	33	8	76	62	16	218
FLIPKART	3	21	33	5	48	32	8	150
AMAZON	3	12	23	8	47	30	7	130
PAYTM	6	15	24	2	24	17	3	91
SHOPCLUES	0	4	0	0	3	0	0	7

● Products where you are priced lower than the competition
 ● Products where you are priced higher than the competition
 ● Products where you are priced equal to the competition

#### COMPARISON OF PRICE CHANGES DONE TO PRODUCTS BEING TRACKED OVER TIME

Analyze price changes that are made by competitors over the time. The values are normalized to help price changing strategies across competitors.



Retailers can view how price competitive they are overall across products, brands, and categories, compared to competition. Retailers can analyze the discount levels of their competitors across multiple dimensions, which when combined with historical trends, demonstrate the competitor's pricing strategy and how it's changing over time.

Additionally, retailers are provided with information on their own and their competitors' availability of inventory. They can then promote exclusive products on the product listing page, at higher prices than usual. Also, we highlight products that frequently go out-of-stock, assisting in better inventory management.

## OTHER SOLUTIONS FOR RETAILERS



ASSORTMENT INTELLIGENCE



PROMOTIONAL INSIGHTS



CATALOG INSIGHTS

## CUSTOMERS

NETGEAR  
Everybody's connecting

Rakuten

adidas

Unilog

METRO

BAIN & COMPANY

## NEXT STEPS

Give it a try to experience the benefits for yourself.  
**Sign up for a demo**

#### Questions?

Email [sales-team@dataweave.com](mailto:sales-team@dataweave.com) or give us a call at 1.425.786.6210

For information on other DataWeave solutions, visit [www.dataweave.com](http://www.dataweave.com)

 DATAWEAVE

DataWeave provides Competitive Intelligence as a Service to consumer brands and retailers by harnessing publicly available data on the web. DataWeave's technology platform aggregates and analyses millions of unstructured data points across multiple data sources to enable enterprises to better understand the competitive environment, optimize customer experience, and drive profitable growth.

