

SIMILARITY MATCHING

AT A GLANCE

BUSINESS PROBLEMS

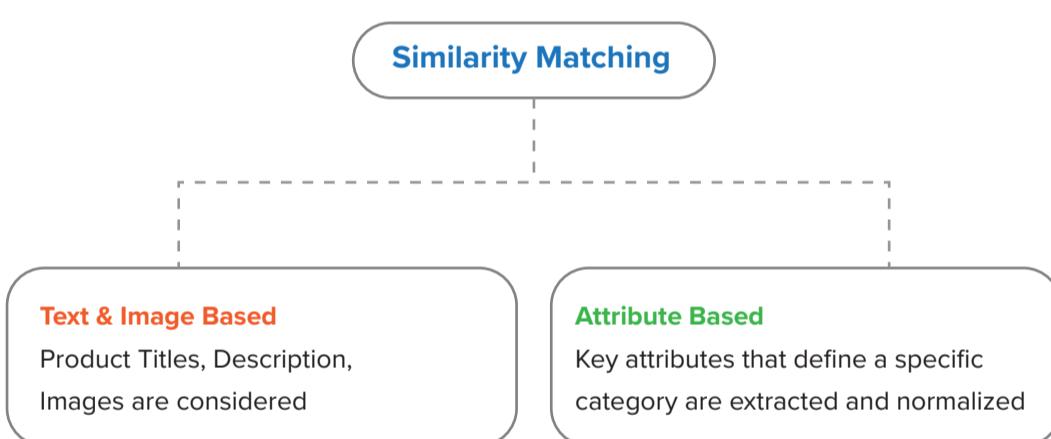
Most solution providers have been able to assist retailers to find exact matches for their products. This provides retailers an opportunity to analyze price competitiveness. The daunting task for retailers has been to find similar products across to help them understand the gaps in their pricing and assortment.

Need for similarity matching in a pricing intelligence solution:

- When the exact product is unavailable at other places
- When brands seek to understand similar product offerings from competitor brands
- For private or white label brands

METHODOLOGY:

There are two broad ways of arriving at similar matches depending on what the retailer's objective is:



Text & Image Based

This approach works well for those categories where the products do not carry descriptions or specifications on the retailer or on the competitors. Categories like fashion, home & kitchen, toys, etc. work well for text and image-based similarity matching. Here, a customer primarily considers the look and design/ aesthetics, to explore similar products elsewhere.

Attribute Based

This kind of similarity matching approach involves identifying the key attributes or specifications that define a products' pricing. The key to finding the most appropriate similar matches lies in defining the attributes and the degree of tolerance in looking for the exact, or a near similar attribute across competitors. Categories like electronics and furniture, where a customer makes the decision based on product specifications, are suitable for attribute-based matching.

SUMMARY

- | Understand if your competitors offer similar products if the exact equivalent is unavailable to them
- | Gain insights on whether you are priced competitively for similar products
- | Strategically drive price perception among shoppers by acting on competitor pricing data

KEY FEATURES

SCOPE

- | Attribute tagging and normalization to help find relevant matches

- | Refine the attributes of the boundaries considered to increase/ decrease matches

- | 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

Andrew 3-sits soffa - Mörkblå sammet



-24%

Köp Från 342 kr./månad (0 % ränta)

6490 kr -24%

Erflytandet gäller som 2020-09-30

Endast 2 st i lager - Leveranstid: 2-6 vardagar

Produktbeskrivning:

Andrew **Soffa** har en retro design med vintageinslag i form av klassiska howard ben med hjul. Ryggdynans framsida har knappar som en trevlig detalj.

De maffiga och rundade armstöden är signum för modellen **Andrew**. Stopningen består av både kallskum och möbelvadd på toppen för att ge en så skön komfort som möjligt.

Klädseln på denna **soffa** är avtagbar på rygg- och sittkuddar (ej klädseln på

8 995:-Delbetalet från: 234:-/månad **SEK**Fri leverans inom 3-8 vardagar **Fåtal kvar!**

1

Lägg i varukorgen

- Fri frakt
- Prisgaranti
- 10 års garanti

Concept 55

Concept 55 - möbler till det moderna hemmet

Värumärket Concept 55 tillhandahåller ett brett utbud möbler i modern design. Med sina neutrala färger och snygga utformning är dessa möbler som gjorda för det moderna hemmet.

[Fler produkter från Concept 55](#)

Andrew Sammetssoffa 3-sits - Midnattsblå

Mått: D: 100 B: 222 H: 87 cm



Matstol Kailee - Grå/ek



Ludvig Matstol - Ljusgrå/Ek

Mått: B: 45 D: 59 L: 59 H: 91 cm



CUSTOMERS

**60M+**Data Points
Aggregated Daily**4 BN+**Changes
Tracked**200 MN+**Products
Crawled

NEXT STEPS

Give it a try to experience the benefits for yourself.

[Sign up for a demo](#)

Questions?

Email sales-team@dataweave.com or give us a call at [1.425.786.6210](tel:1.425.786.6210)For information on other DataWeave solutions, visit 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.