

# RivalWatch for Retail

## PriceWatch – Retail Pricing Intelligence

*“During the past 18 months, we used RivalWatch to compare prices on more than 400,000 competitive products. We made over 4,000 retail price changes. Of these, 59% were price increases, resulting in millions of dollars in additional profits.”*

John Kittell, Category Manager, Ace Hardware



As a growing number of shoppers research their purchases online and buy in multiple channels – online, store, and catalog, retailers face many new challenges:

- How do I reach multi-channel customers, who make more frequent purchases, are more loyal, and more profitable than other customers?
- How do I price my products to succeed against key online competitors?
- How do I respond quickly and effectively to competitor price changes?
- How do I formulate an effective pricing strategy across online, store, call center, and catalog channels?
- How can I understand and anticipate pricing and promotional tactics of my competitors, based on historical actions?

With a growing number of products now available to online shoppers, how do retailers price and promote their offerings, even as the velocity and quality of competitor pricing actions continues to increase and improve?

### Better Prices. Higher Margins.

PriceWatch is a powerful competitive intelligence subscription service that enables you to monitor and track online prices of a customized product list, which may contain hundreds or thousands of items. These products may be branded or private label items, tracked nationally or locally in price zones across the country.

PriceWatch provides near real-time visibility into online competitive prices of your key rivals. With a flexible, on-demand solution, you use a web browser to access competitive prices for products or product categories that you wish to track for any number of online competitors. The RivalWatch Analytics engine provides price intelligence reports to filter price changes and differences based on client configured threshold settings. Powerful pricing indices allow you to quickly monitor which products, categories, and competitors are most (or least) price competitive.

Compared to the cost of manual processes, PriceWatch provides accurate and timely analytical pricing information at a fraction of the cost. We develop and utilize software and hardware solutions that automate the gathering of data across thousands of SKUs and hundreds of retailers. Our service enables customers to quickly track competitive pricing strategies across multiple product dimensions, including product, category, competitor, price change, and price difference. Alerts are generated when competitive pricing changes exceed a specified threshold.

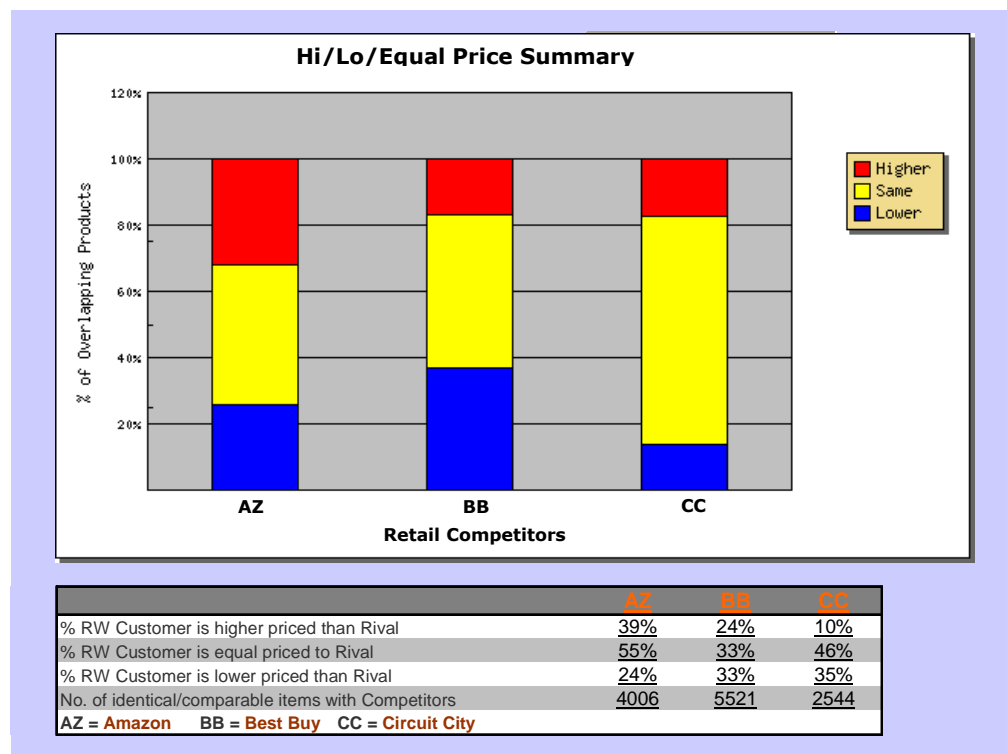
Top-performing retailers use PriceWatch as an integral part of strategic pricing initiatives to improve price image or drive gains in revenues, profits, or market share. Whether your strategy is to achieve price leadership, respond to competitor pricing moves, enhance your price image, or keep your products priced competitively, PriceWatch provides the near real-time competitive pricing information you need, as frequently as you need it.

### Pricing Analysis Reports

Pricing Analysis Reports enable you to compare your product prices with those of the competition. You can see when and where targeted competitors' prices are changing, and by how much. You can determine if a competitor is using a particular product as a loss leader. You'll also see historical pricing trends over time, giving you insights into competitive pricing strategies.

#### Hi/Lo/Equal Report

The percentage of competitive overlapping products, by category, which are priced higher, lower, or equal to your product prices.



### Features

In addition, PriceWatch reports enable you to:

- Determine exact product price comparisons.
- Make price comparisons with similar products.
- Receive alerts when competitive prices have been increased or decreased beyond a percentage threshold you specify.
- View cached web pages with original product and price information.
- View specific price ranges offered by the competition.
- Uncover and anticipate competitive promotions and price discounting practices.
- See how competitors treat shipping charges.
- Determine if competitors offer special product bundles or discounts.
- View the number of products offered by rivals in specific price bands.
- View historical price changes to identify competitive pricing strategies.

*“RivalWatch provides indispensable information that we rely upon to make effective pricing decisions.”*

Ramer Holtan,  
Senior Director of Pricing,  
Strategy and Analytics,  
Drugstore.com



### **SaaS Applications**

RivalWatch solutions are delivered as Software-as-a-Service (SaaS) applications to minimize total cost of ownership and maximize return on investment.

### **RivalWatch Platform**

RivalWatch solutions are delivered as Software-as-a-Service (SaaS) applications that minimize the total cost of ownership and maximize return on investment.

The RivalWatch Platform includes a high performance Web crawler that acquires competitive product and pricing information from Internet storefronts and other online sources. The crawler collects competitive data on tens or hundreds of thousands of SKUs from a virtually unlimited number of competitive retail storefronts, at blazingly fast speeds. Once collected and aggregated, the data is transformed and loaded into RivalWatch's central data warehouse. RivalWatch reporting applications then query the data warehouse to produce reports, which are delivered over the Internet through a standard browser. Some customers take advantage of the platform's data download services to view the data in Microsoft Excel, or import the data into internal inventory or POS applications. The RivalWatch Platform runs on Oracle's latest database software and is designed from the ground up using a multi-tenant data architecture, delivering the benefits of a true Software-as-a-Service solution.

### **Benefits Summary**

PriceWatch delivers a proven ability to:

- Use accurate and timely competitive pricing information to inform weekly, daily, or hourly pricing actions.
- Set everyday and promotional prices for online and store products to ensure competitiveness in national and local markets.
- Create and manage zone pricing programs.
- Help define and optimize initial, everyday, and promotional pricing based on an accurate knowledge of national and local competitive product prices.
- Compare your prices with those of key competitors to measure and manage price brand image against internal goals and objectives.

Take effective pricing actions to enhance your price brand image or increase profits, revenues, or market share.

### **About RivalWatch**

RivalWatch is the leading provider of online competitive pricing and assortment information, used by top-performing retailers and consumer product manufacturers to improve business performance.

Founded in 1999, RivalWatch provides accurate and timely online competitive pricing and assortment information to more than 60 leading Internet retailers and consumer product manufacturers, including 12 of the top 15 Internet retailers in the United States.

To learn more about how RivalWatch can improve your business and financial performance, please contact us today by email or phone.

Let us show you how top-performing retailers use PriceWatch to increase profit margins and achieve a game-changing source of competitive advantage.

Contact us today • 866.869.2292 • [sales@rivalwatch.com](mailto:sales@rivalwatch.com) • [www.rivalwatch.com](http://www.rivalwatch.com)