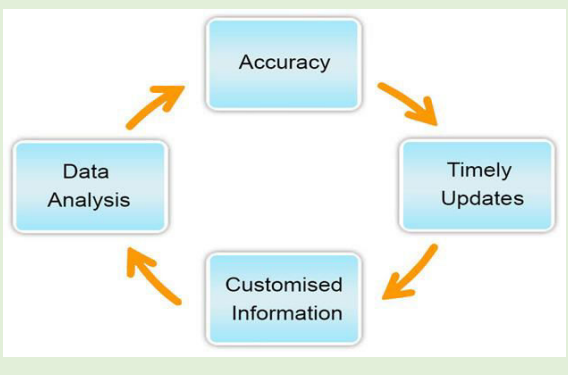




# COMPETITOR PRICE MONITORING

*Case study*

## Competitor Price Analysis



### Client

Our client is a leading online marketplace with wide-ranging offerings across different brands and product categories such as Electronics, Appliances, Home & furniture, Books etc.

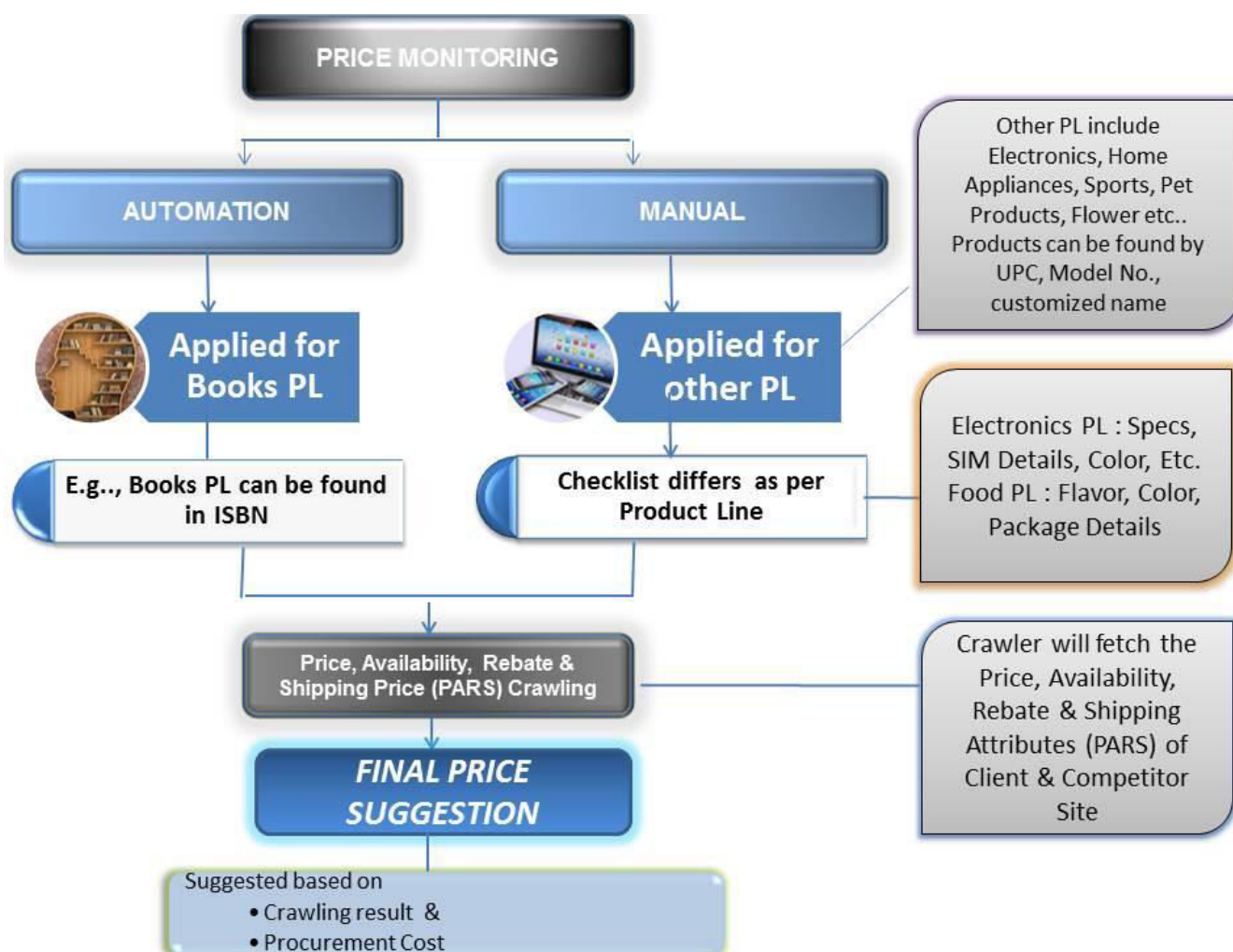
## Objective

Having a competitive edge in the online marketplace was a major challenge for our client. Monitoring multiple sites and a large number of products due to the extremely dynamic market, manual pricing data analysis can be time-consuming. Also a completely automated price monitoring did not provide the required results in terms of exact product match. This is where Vserve Competitive Intelligence was a real game changer.

## Competitor Price Monitoring from Vserve

### FLOW OF PRICE MONITORING TECHNOLOGY FROM VSERVE

*A combination of Automated and Manual process ensuring that the client receives the benefits of both the methods with 100% product matching was implemented*



### **ADVANTAGES OF MANUAL MAPPING:**

1. *All the Product line was covered even in the absence of UPC/Model No.*
2. *Products (Food-PL) coming with package, Units were also covered using price per unit concept.*
3. *Pricing differed based on the color. This was achieved using Manual Mapping.*

### **IMPORTANCE OF CRAWLING PARS:**

*\* Price- Price was given to customer*

*\*Availability- Based on the availability, product price differed:*

- a. *Price was unavailable when product had Discontinued or OOS.*
- b. *Price was lower for limited stocks.*

*\*Rebate- Offers & Promotions had a great impact on Pricing*

- a. *Offer expiry date was recorded and based on that price, updated.*

*\*Shipping Price-Pricing was based on shipping price as competitors offer free shipping with higher price.*

### **Benefits to the client from Vserve's Price Monitoring**

- Price alerts / notifications were sent via e-mail to keep the client aware of the constant changes as and when they happen.
- All information collected was displayed in the form of a Customized dashboard and price matrix to enable easy comprehension of all the necessary data with a single glance.
- Price updates on a weekly basis and monthly depending on the products and the nature of the competitors were made available to the client.
- Price intelligence for the development of pricing strategies for the client along with competitor's price change history, stock availabilities, and other product attributes were shared.