

# Revionics® Competitive Price Data & Insights

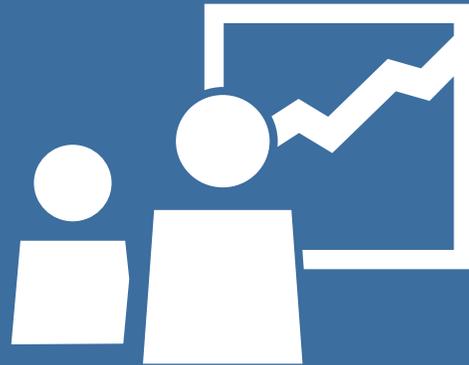
Unmatched Actionable Competitive Pricing Intelligence for Strategic Pricing



Revionics® Competitive Data & Insights solutions provide accurate, best-in-class, online competitive intelligence data to enhance Revionics' Price Suite and deliver more responsive and precise pricing across all channels. Through user emulation, these solutions deliver unprecedented match rates in the industry. With powerful dashboards, visual reporting and analysis of competitive data, retailers glean the best information to drive their merchandising strategies and ultimately improve shopper loyalty, sales and profits. Quick to learn and implement, these solutions can be ready in 2-3 weeks.

## New Rules of Engagement

The rules of engagement between retailers and shoppers have changed profoundly. Retailers' margins and profitability are challenged every moment by showrooming, price sensitivity, price volatility and aggressive competition. The number of price changes and the influence of e-commerce continues to accelerate, resulting in ever-more pressure for accurate and actionable competitive insights.



### The Highlights

For those with limited time

- Unprecedented Competitive Match Rates Across Broad Set of Categories
- Gain Insights into Competitive Pricing Tactics
- Similar Attribute Matching along with Highlighting Item Condition: Refurbished, Open Box, Used, etc.
- Turn the Latest Competitive Data into Immediate Pricing Action through Revionics Price Solutions
- Focus on the Right Competitors and the Right Items for Your Business

# Revionics® Competitive Price Data & Insights

## The Whole World in Your Hands

### **IT DOES EXIST.**

Revionics delivers a complete, end-to-end solution from online competitive data collection to pricing execution for all channels with high frequency, speed and scale. The combination of Revionics® Competitive Data & Insights with Revionics® Price Suite empowers retailers to break down organizational silos, bridge online and physical channels, and adopt a more holistic strategy to execute seamless and profitable pricing in real time. Additionally, the solution can use field competitive data and market data from those retailers that gather it.

### **EASILY IDENTIFY OPPORTUNITIES**

Revionics® Competitive Data & Insights enables you to uncover opportunities in seconds. Revionics' patent-pending technology collects, extracts, cleans and accurately matches your products with those of your competitors, in a fully automated and self-learning process. We help you focus on your top products via easily configured and customizable dashboards and automated reports.

### **INSTANTLY UNDERSTAND AND ACT UPON YOUR PRICE POSITION**

Revionics turns data into action. With competitive response analysis, Revionics can help you identify which competitors truly affect demand and which items customers care about. Combine this knowledge with up-to-date competitive data, sophisticated business rules and proven science within the price suite to improve sales and margins – all while pricing for your customers.

### **GAIN A CLEAR VIEW OF YOUR MERCHANDISE**

Our business intelligence dashboard provides powerful data visualization with filtering and drill-down capabilities for efficient analysis of your categories and comparison against competitors.

### **GAIN INSIGHTS INTO YOUR COMPETITORS' STRATEGIES**

Through visual historical analysis, you can understand your competitors' pricing history and trends — giving you insight into their tactics and capabilities while gaining the competitive edge.

## You Got This.