



Competitive Intelligence Suite



Become a Market Leader

Get ahead of the competition with in-depth analytics on competitors' prices, pricing trends and assortment to identify strategic perception, positioning and margin opportunities.

Price intelligence at your fingertips

- Access market data to make informed pricing decisions that will better meet customer expectations on products that matter most
- Our unique approach ensures you get more product matches and better-quality matches than anywhere else
- React quicker to competitor price changes and control your relative positioning



Competitive Intelligence

Competitive Intelligence enables retailers to sift through the noise and focus on the actions required to stay ahead of the competition. With 95% accuracy, you're guaranteed the best matches across brands, sizes, attributes and more. Plus, our Competitive Intelligence solution will automatically notify you of any changes in competitive products, prices, or assortment.

Craft your competitive edge

- Benchmark your prices against key competitors, including trends and volatility
- Gain insight into key attributes such as inventory, price compliance, shipping, promotions, ratings and more
- Obtain pre-matched insights monitored and time-stamped at scale



Key Features:

- Exception-based alerts so you can keep track of price movement, availability, MAP and other attributes
- Flexible product and marketplace grouping to monitor key item lists and marketplaces with the ability to integrate multiple sources
- In-tool pack size and item size management with price normalization for easy comparison



Competitive Intelligence Visualization

Competitive Intelligence Visualization combines all of your competitive data sources to assist competitive pricing decisions with one centralized view. Stay ahead of the competition and amplify your competitive insights by combining data from Revionics, third party providers, market aggregators, and store shoppers into a single dashboard.

Monitor your competitors, wherever they sell

- Unified competitive price management and insights in one place
- Review competitiveness down to hyper-local granularities with flexible grouping and management of marketplaces, zones and products
- Robust alerting with configurable rules to analyze entire assortments daily



Key Features:

- Exception-based alerts customized to keep track of price movement, MAP and other attributes by channel and marketplace
- In-tool pack size and item size management with price normalization for easy comparison
- Built-in feedback mechanism to alert providers of bad matches and updated links
- Ready-built integrations into Revionics pricing tools for when you are ready for AI driven pricing intelligence



Competitive Intelligence Assortment

Competitive Intelligence Assortment empowers retailers to know exactly where they stand against the competition by gathering key attributes on products such as price, price trends, and lifecycle, including new and end-of-life products. Keep track of unique products, value positioning and evolving trends at the macro level to inform your pricing moves.

Win over the competition

- Easily understand competition at the category or SKU level with data organized by competitor
- Identify overlaps, gaps and opportunities with key matches and comparisons
- Understand trends to uncover positioning and pricing strategies



Key Features:

- Complete category or catalog data with product lineage and category organization structure
- Key attribute trends with prices, ratings, availability and more
- Flexible data integration with dashboard access and exports

Deliver the Right Prices with Confidence

Revionics guides retailers on the lifecycle pricing journey with leading AI solutions for pricing, promotions, markdowns and competitive insights. As a trusted partner, we provide our customers with clarity and confidence to make optimal pricing decisions for powerful results.

Revionics is an Aptos company and plays a key role in their suite of unified retail solutions.

SEE SUCCESS IN ACTION

TALK WITH A PRICING EXPERT

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an aptos company