
GfK Online Price Monitoring

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GfK Online Price Monitoring

Introducing you to a dynamic pricing intelligence tool



Competitor monitoring

A robust platform with competitor price and stock monitoring in 50+ countries, languages and currencies



Product sales data

Further enrichment with product-level sales data from hitlists for market context



Included

GfK support

- One point of contact to a suite solutions reinforced by Minderest specialists

InSite access

- View pricing intelligence anywhere with this add-on to view online prices via the GfK logo in your browser

Further add-ons available

Full Catalog Assortment Scrapes

Competitive Equivalencies

Dynamic AI Repricing



Add-on

Repricing Rules

- Rapid response to competitor activity with rules-based pricing, stock availability, margin targets and more

GfK Matching

- Streamline the end-to-end process to achieve clean and complete datasets without manual reconciliation – GfK does it for you

GfK Online Price Monitoring

A powerful tool optimized for daily price tracking



Actionable Insights



- Dashboard with over 20 configurable charts to help you analysing the data by category, competitor, brand

Quality Matching



- Streamline the end-to-end process to achieve clean and complete datasets without manual reconciliation — GfK does it for you

React



- Rapid response to competitor activity with rules-based alerts

Advanced Analytics



- Analyse sectors, price trends, competitor's ranges and stock availability at a glance

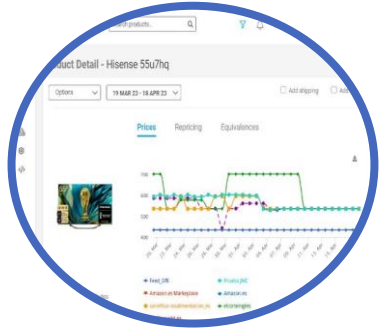
Live Insights



- The InSite plug-in allows you to easily visualize the full range of prices offered for a given product on all e-commerce websites

Key Business Questions the Solution addresses

Needs vary from one Persona to another within Retailer organization



Pricing team

- ✓ How is my price positioned at SKU level in comparison with my competitors? How is this price evolving daily?
- ✓ Is there any promotion active in a competitor?



Purchasing team

- ✓ Is any manufacturer making significant discounts among my competitors? Should I report or negotiate with the Manufacturer in some way?
- ✓ Is the stock availability affecting my sales?



Category Manager

- ✓ Which is the affinity between my assortment and my competitors' assortment?
- ✓ Within a specific category, How do my competitors distribute the assortment by price band?



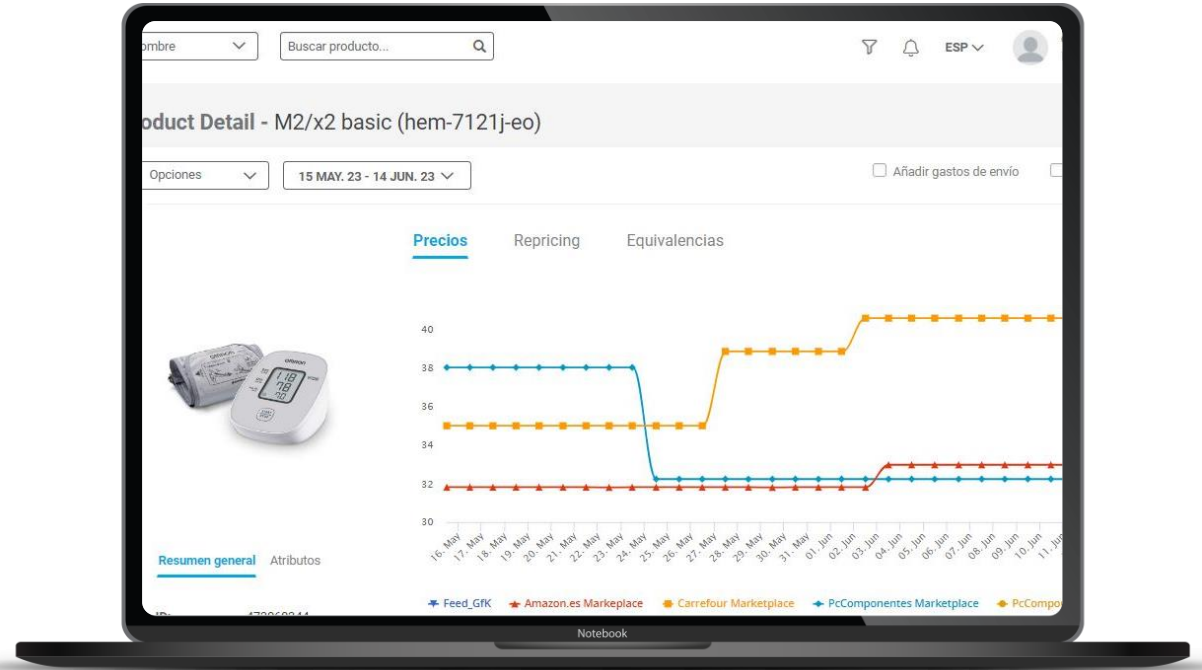
C-Suite

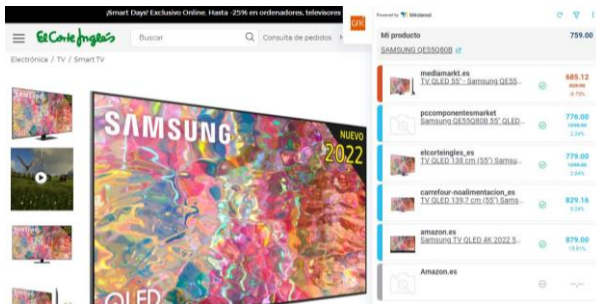
- ✓ How is my category price positioning in comparison with my competitors within each category?
- ✓ Is my pricing strategy correctly implemented on the website?

Price Tracking at your fingertips



GfK Online Price Monitoring is a fully-integrated solution allowing easy price monitoring, live stock checks and always-on analysis on all your key-categories.





InSite plugin

InSite allows Clients to easily visualize the full range of prices offered for a given product on all e-commerce websites.

Whether your navigation on your own website or on competitors', the plugin will show your prices for each product along with the rest of your competitors' prices.

Generic alert of MSRP deviation

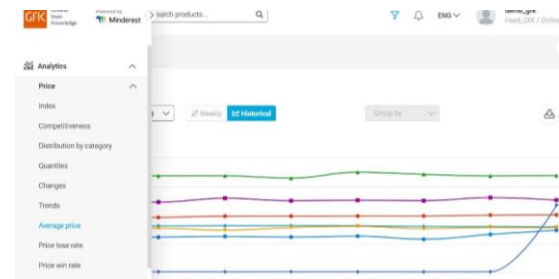
MAP violations

Date	Retailer	Product	Before	Now	Me
30/10/2017	ebay.com	307132-001 - SPS-8TV XMM-1.6V 500MAH	15.00-203%	56.75 -4%	59.00
31/10/2017	ebay.com	307132-001 - SPS-8TV XMM-1.6V 500MAH	56.75 -4%	23.00-107%	59.00
31/10/2017	ebay.com	398648-001 - SPS-BD BATTERY MOD 4X V500HTX	75.00 -1%	40.00 -75%	69.00
30/10/2017	ebay.com	403781-001 - SPS-Power Supply 1000W	85.00-204%	39.00-416%	199.00
31/10/2017	globalonetechnology	403781-001 - SPS-Power Supply 1000W	95.00-100%	89.00-104%	199.00
30/10/2017	amazon_market.com	454273-001 - SPS-DRV HD.1TB.7.2K.SATA.3.5.3C NCQ HP	60.97-100%	93.63-100%	249.00
30/10/2017	amazon_market.com	456096-001 - SPS-SFF-1.0G BLS.SR	631.13 -10%	630.69 -10%	849.00
31/10/2017	globalonetechnology	456096-001 - SPS-SFF-1.0G BLS.SR	105.00-100%	95.00-104%	849.00
30/10/2017	ebay.com	459119-001 - SPS-459119-001 - SPS-DRV HD.500G.7.2K.SATA3.5.3C NCQ HP	78.80-170%	68.11-202%	219.00
31/10/2017	ebay.com	459119-001 - SPS-459119-001 - SPS-DRV HD.500G.7.2K.SATA3.5.3C NCQ HP	68.11-202%	78.67-170%	219.00
30/10/2017	ebay.com	462976-001 - SPS-BD BATTERY CHARGER MOD 4 V700HT OPT	35.00-126%	22.99-144%	79.00
31/10/2017	globalonetechnology	462976-001 - SPS-BD BATTERY CHARGER MOD 4 V700HT OPT	79.00	68.00 -14%	79.00
30/10/2017	ebay.com	491083-001 - SPS-DRV HD.300GB.SAS.10K.2.5" DP HP	65.00-114%	45.00-408%	269.00
31/10/2017	globalonetechnology	491083-001 - SPS-DRV HD.300GB.SAS.10K.2.5" DP HP	119.00-104%	115.00-104%	269.00
30/10/2017	ebay.com	501534-001 - SPS-DIMM 4GB PC3-16000 7.9GHz 4 Esatc	14.00-1321%	37.00-418%	199.00

Alerts

The alerts will be delivered based on client defined parameters. These can differ by category or remain standard across the business, they can highlight when a retailer drops their price on key product lines, change promotion, or even run out of stock.

Alert outputs are sent directly to users.



Analytics

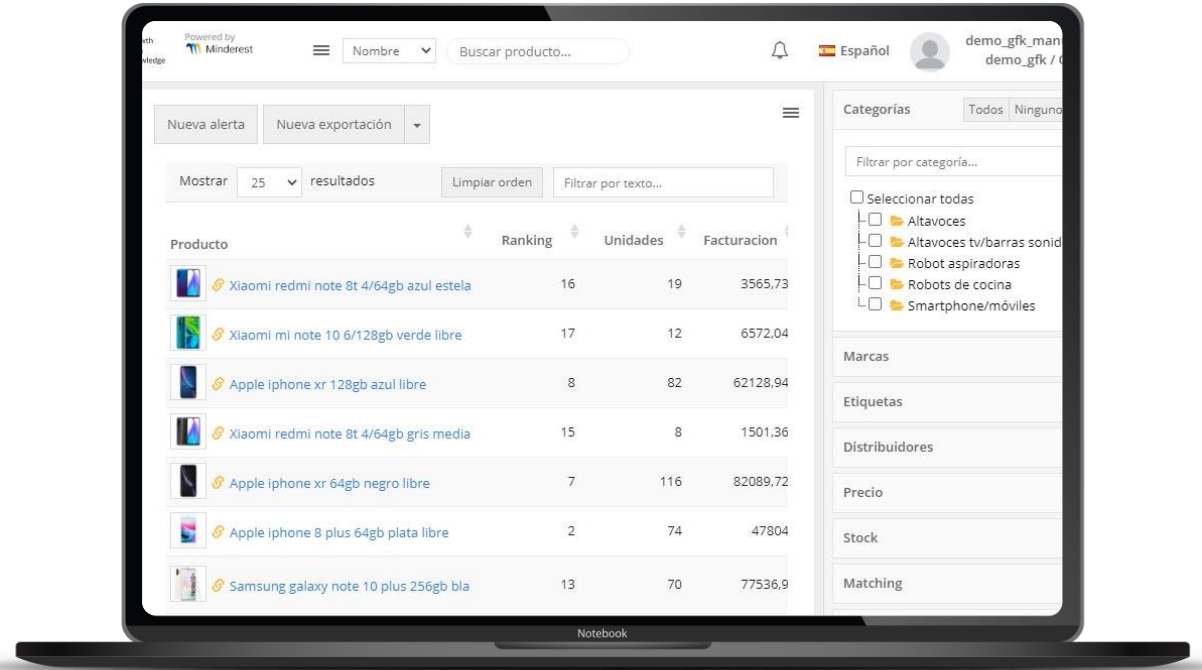
Dashboard with over 20 configurable charts to help the Client to analyse the data by category, competitor, brand.

Synchronize views with your PoS key metrics

PoS data integration



- Focus on top selling market references thanks to GfK PoS Hit-Lists
- Compare now average selling price (Online or Offline) and selling price by e-tailers (PSP).
- Anticipate price variations that will drive additional sales & revenue
- Synchronize all products data (units, value, medium price) to provide a full coverage of the Online market and impacts of prices modification on final sales.



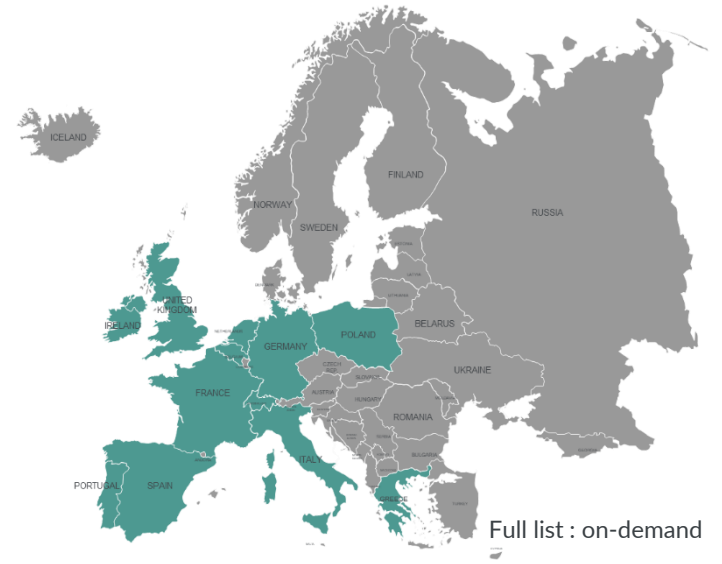
Full coverage of your business



Tracking more than 15 product categories



Presence in over 30 countries



Have we sparked your interest?

Feel free to get in touch with us



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