

# Pricius™

## Pricing analytics for smart online retailers



### Generate dynamic insights into your competitors' pricing strategies to optimally price your products and always stay one step ahead

#### Key Retail Challenges

In a sector with slim profit margins, you need to keep tabs on your competitors' pricing to avoid mistakes and seize opportunities. Often, this is too challenging as:

- There are too many competitors
- There are too many products
- Prices may be changing constantly, especially if Yield Management is in play
- Data is scattered across the web in various formats.

#### Limitations of conventional approaches

- Manual ingestion of prices into a spreadsheet for analysis is a costly, slow, and hard to scale
- Price Comparison Engines display the prices of retail partners, capturing only a subset of the entire market
- The same retailers may be advertising different prices on their own site or in other sales channels.

#### What Pricius offers

Pricius is a powerful cloud platform that revolutionizes the ability of retailers to track the competition. It offers:

- **Coverage of the entire market**, i.e. any online retailer or channel, including price comparison engines
- **Fully automated price collection**: just point to individual products or entire categories, provide measurement frequency and duration and Pricius will start collecting prices automatically

- **Sophisticated analytics on collected prices**. Standard and user-defined reports become readily available on the Pricius online portal
- **Advanced Tax and Duty functions**. Perform net price comparisons with local and overseas competitors.

#### Insightful Analytics

Address critical competitive intelligence questions, like:

- Are competitive products over/under-priced? What does this mean for the retailer's own pricing policy?
- Is competitor pricing fixed or dynamic across time?

#### How Pricius works in three simple steps

- Specify products or services of interest across websites and place them in a monitoring basket
- Pricius starts accumulating pricing data in a cloud-based store, ready for subsequent analysis
- Powerful analytics and experimentation on the collected data become available via the Pricius portal.

#### Who benefits from Pricius?

Online retailers in any industry, such as electronics, electric appliances, bookstores, food, clothing, travel, etc.

#### Highlights

- Point & click graphical interface – no coding required
- Scrape recursively all products under a topmost URL
- Powerful user-defined reports and graphics
- Advanced currency, tax, and duty manipulation tools.

# Pricius™ Gallery

Pricius™						
BatchID	Batch Name	Active	Start Date	Finish Date	Median Price Variation	
08	Electronic & Digital Goods	NO	May 11, 2015 12:00 AM	May 25, 2015 12:00 AM	1.04	
32	Furniture & Housing Goods	NO	May 21, 2015 12:00 AM	May 21, 2015 12:00 AM	1.15	
03	Clothing Goods	NO	May 21, 2015 12:00 AM	May 21, 2015 12:00 AM	1.01	
104	Clothing Goods	NO	Jun 11, 2015 12:00 AM	Jun 25, 2015 12:00 AM	1.2	
05	Tourism and Traveling	NO	Jun 11, 2015 12:00 AM	Jun 25, 2015 12:00 AM	1.1	
07	Tourism and Traveling	NO	Jun 11, 2015 12:00 AM	Jun 25, 2015 12:00 AM	2.18	
35	Tourism and Traveling	NO	Jun 12, 2015 12:00 AM	Jun 19, 2015 12:00 AM	1.03	
43	Tourism and Traveling	NO	Jun 12, 2015 12:00 AM	Jun 19, 2015 12:00 AM	1.02	
87	Tourism and Traveling	NO	Jun 12, 2015 12:00 AM	Jun 19, 2015 12:00 AM	1.04	
88	Car Rental	NO	Jun 25, 2015 12:00 AM	Jul 9, 2015 12:00 AM	1	
89	Online Insurance	NO	Jun 25, 2015 12:00 AM	Jul 9, 2015 12:00 AM	1	
70	Banking Sector	NO	Jun 25, 2015 12:00 AM	Jul 2, 2015 12:00 AM	1	
41	Computing and Office Supplies	NO	Jun 25, 2015 12:00 AM	Jul 9, 2015 12:00 AM	1	
75	Clothing Goods	NO	Jun 28, 2015 12:00 AM	Jul 5, 2015 12:00 AM	1	
76	Bloomingdale's	NO	Jun 28, 2015 12:00 AM	Jul 5, 2015 12:00 AM	1.04	
07	Clothing Goods	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.12	
05	Electronic Equipment	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.3	
30	Clothing Goods	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.18	
14	Amazon	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
11	Clothing Goods	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
113	Clothing Goods	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.03	
117	Tourism and Traveling	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
118	Tourism and Traveling	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
119	Tourism and Traveling	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
120	Tourism and Traveling	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
121	Tourism and Traveling	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
122	Tourism and Traveling	NO	Sep 8, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
123	Tourism and Traveling	NO	Sep 9, 2015 12:00 AM	Sep 11, 2015 12:00 AM	1	
124	Tourism and Traveling	NO	Sep 9, 2015 12:00 AM	Sep 11, 2015 12:00 AM	1	
125	Tourism and Traveling	NO	Sep 9, 2015 12:00 AM	Sep 11, 2015 12:00 AM	1	
126	Tourism and Traveling	NO	Sep 11, 2015 12:00 AM	Sep 13, 2015 12:00 AM	1	
127	Tourism and Traveling	NO	Sep 11, 2015 12:00 AM	Sep 13, 2015 12:00 AM	1	
128	Tourism and Traveling	NO	Sep 11, 2015 12:00 AM	Sep 13, 2015 12:00 AM	1	
129	Tourism and Traveling	NO	Sep 11, 2015 12:00 AM	Sep 13, 2015 12:00 AM	1	
350	Electronic Equipment	NO	Sep 13, 2015 12:00 AM	Sep 15, 2015 12:00 AM	1.11	
164	Online Retailers	NO	Sep 16, 2015 12:00 AM	Sep 18, 2015 12:00 AM	1.24	
170	Online Retailers	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1.12	
172	Eurodisney	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
173	Electronic Equipment	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1.22	
174	Tourism and Traveling	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
175	Tourism and Traveling	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
176	Online Retailers	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
177	Amazon.com-Electronics	NO	Sep 24, 2015 12:00 AM	Sep 26, 2015 12:00 AM	1	
178	Alibaba	NO	Sep 24, 2015 12:00 AM	Sep 26, 2015 12:00 AM	1	
181	Electronic Equipment	NO	Sep 27, 2015 12:00 AM	Sep 30, 2015 12:00 AM	1.32	
182	Electronic Equipment	NO	Nov 5, 2015 12:00 AM	Nov 7, 2015 12:00 AM	1.11	
180	Clothing Goods	NO	Nov 7, 2015 12:00 AM	Nov 9, 2015 12:00 AM	1.24	

