

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	
98	Electronic & Digital Goods	NO	May 11, 2015 12:00 AM	May 25, 2015 12:00 AM	1.04	
92	Furniture & Housing Goods	NO	May 21, 2015 12:00 AM	May 21, 2015 12:00 AM	1.15	
93	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	
105	Tourism and Traveling	NO	Jun 11, 2015 12:00 AM	Jun 25, 2015 12:00 AM	1.1	
107	Tourism and Traveling	NO	Jun 11, 2015 12:00 AM	Jun 25, 2015 12:00 AM	2.18	
109	Tourism and Traveling	NO	Jun 12, 2015 12:00 AM	Jun 19, 2015 12:00 AM	1.02	
110	Tourism and Traveling	NO	Jun 12, 2015 12:00 AM	Jun 19, 2015 12:00 AM	1.02	
111	Tourism and Traveling	NO	Jun 12, 2015 12:00 AM	Jun 19, 2015 12:00 AM	1.04	
112	Car Rental	NO	Jun 25, 2015 12:00 AM	Jul 9, 2015 12:00 AM	1	
108	Online Insurance	NO	Jun 25, 2015 12:00 AM	Jul 9, 2015 12:00 AM	1	
110	Banking Sector	NO	Jun 25, 2015 12:00 AM	Jul 2, 2015 12:00 AM	1	
141	Computing and Office Supplies	NO	Jun 25, 2015 12:00 AM	Jul 9, 2015 12:00 AM	1	
125	Clothing Goods	NO	Jun 28, 2015 12:00 AM	Jul 5, 2015 12:00 AM	1	
176	Bloomingdale's	NO	Jun 28, 2015 12:00 AM	Jul 5, 2015 12:00 AM	1.04	
107	Clothing Goods	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.12	
105	Electronic Equipment	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.3	
110	Clothing Goods	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1.18	
114	Amazon	NO	Sep 7, 2015 12:00 AM	Sep 10, 2015 12:00 AM	1	
111	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	1.02	
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	
130	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 18, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1.12	
172	Online Retailers	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1.12	
173	Eurodisney	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
175	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	
176	Tourism and Traveling	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
177	Online Retailers	NO	Sep 22, 2015 12:00 AM	Sep 24, 2015 12:00 AM	1	
178	Amazon.com-Electronics	NO	Sep 24, 2015 12:00 AM	Sep 26, 2015 12:00 AM	1	
179	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	

