

Using insights on the promos, stock, and credits of your competitors to increase your sales

using Competitive Data software

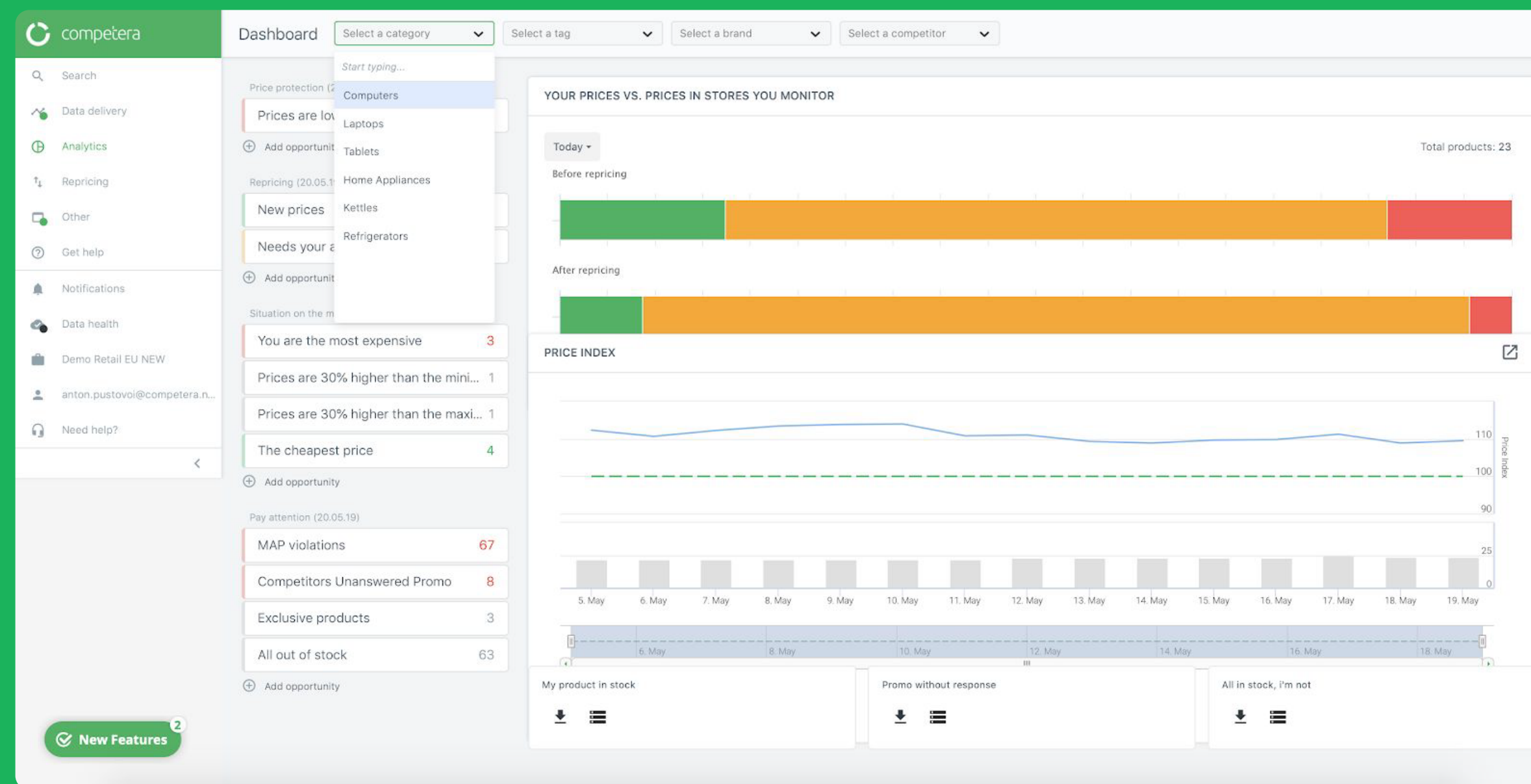
Situation:

The Category Manager and their team needs to evaluate several parameters of their competitive data in order to set the right prices for their products, and to know if they are the only sellers of a given product on the market. They also need to view their competitors promotional offers to ensure that the promotions they make will be competitive and result in a sales increase. Lastly, they also need to view the credit offers of key market rivals to prevent any sales decreases and introduce better credit conditions than their competition.

Using Competera's pricing platform, viewing data on promotions, stock and credits takes only a matter of minutes, and can help pricing teams manage their own promotions, stock and credits efficiently.

Viewing product stock

Viewing the stock status of products on the market is useful to know whether you are the only seller of a given product, or to know whether you have run out of a given product.



Stock information of a product can be found by going to the **Analytics** → **Overview** dashboard in the left menu. After selecting a particular category of products, you will see a general overview of all tags, brands, and competitors within a given product category. Below the price index graph, you can select **My product in stock** under the **Featured reports** section.

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Products

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Title	SKU	My price	Suggested price	Competitors	Similar products	Stock	Promo	Conversion	Weight
ASUS ZenPad Z300M-6A050A 10.1... bestsellerCategory Arule1rule2	422335	159.99 Cost 127.99 Margin: 20.00%	70.00 -56.25% from current New margin: -82.85%	1 70.00 - 70.00	0 0	1 out of 12	0 on the market	5.35	85
ASUS ZenPad Z500M-1H011A 9.7... bestsellerCategory Aipromo	422735	359.98 Cost 247.99 Margin: 31.11%	—	0 —	0 0	0 out of 12	0 on the market	2.69	77
BEKO CNA365E21QB bestsellermin	475257	604.00 Cost 409.27 Margin: 32.24%	—	0 604.00 - 604.90	0 0	2 out of 12	0 on the market	2.23	71
BEKO CS226020 bestsellerminpersonal	470053	229.99 Cost 177.66 Margin: 22.80%	205.00 -10.87% from current New margin: 13.39%	2 205.00 - 234.10	0 0	3 out of 12	0 on the market	4.48	83
CANDY CCTOS-482WH bestsellermin	470364	139.99 Cost 97.99 Margin: 30.00%	123.44 -11.92% from current New margin: 26.85%	4 123.44 - 161.75	0 0	8 out of 12	0 on the market	2.18	56
ELECTROLUX EAL-6162BOX bestsellerMedian pricemin	467935	1 474.99 Cost 1 261.49 Margin: 14.47%	2 633.10 78.52% from current New margin: 62.89%	0 2 633.10 - 2 633.10	0 0	1 out of 12	0 on the market	1.53	91
ELECTROLUX EJ-1800ADW bestsellerMedian pricemin	470234	202.67 Cost 146.24 Margin: 27.85%	199.99 -1.32% from current New margin: 26.88%	2 199.99 - 226.69	0 0	4 out of 12	1 on the market	3.52	66
ELECTROLUX EJ-2301AOW2 bestsellerMedian pricemin	470341	223.00 Cost 154.75 Margin: 30.61%	232.71 4.35% from current New margin: 33.50%	0 232.71 - 313.94	0 0	2 out of 12	0 on the market	0.55	29
ELECTROLUX EJ-2301AOX2 bestsellerMedian pricemin	470342	246.70 Cost 180.74 Margin: 26.74%	246.27 -0.17% from current New margin: 26.61%	1 246.27 - 266.63	0 0	2 out of 12	0 on the market	5.38	89
ELECTROLUX EJ-2302AOW2 bestsellerMedian pricemin	470405	230.99 Cost 176.24	229.00 -0.86% from current	1 229.00 - 405.99	0 0	3 out of 12	1 on the market	1.31	59

PREVIOUS0 - 25/ 25NEXT

After clicking **My product in stock**, you will see a list of all your products alongside the offers of matched products from competitors. The data is essential to know if you can raise price as the only seller of a given product.

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Stores

Save report

Search

Category/Store

Save report

	Cheaper	Slightly cheaper	Same	Slightly more expensive	More expensive	We are out of stock	All out of stock	Stores are out of stock	Not found	No data
piguit	1%	1%	0%	5%	2%	14%	47%	1%	30%	0%
varie.it	5%	4%	0%	0%	1%	20%	46%	4%	22%	0%
topocentras.it	1%	0%	0%	1%	0%	13%	0%	0%	86%	0%
Elektronmarkt.it	0%	0%	0%	1%	0%	11%	4%	1%	82%	2%
Kilobaitas.lt	1%	0%	0%	0%	1%	10%	40%	6%	45%	0%
Skytech.it	1%	0%	0%	0%	1%	34%	2%	0%	62%	2%
1a.lt	1%	1%	1%	0%	1%	21%	51%	2%	25%	0%
Bigbox.it	1%	1%	1%	1%	2%	35%	0%	0%	57%	3%
Senukai.lt	0%	0%	1%	2%	1%	12%	3%	0%	83%	0%
amazon.de	4%	0%	0%	0%	0%	7%	13%	5%	72%	0%
idealo.de	2%	0%	0%	0%	0%	24%	5%	1%	69%	0%
Google Shopping UK MN	0%	0%	0%	0%	1%	9%	5%	1%	86%	0%

The **Stores** tab on the left menu can be used to gain a quick comparison of your product portfolio with competitors. The chart shows the percentage values of items that are cheaper or more expensive than a given competitor, and percentage of items that you or competitor is out of stock.

Product promo collection



Analyzing promotional campaigns and competitors promo status indicates new offers you can introduce to both increase revenue and stay competitive.

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Promotions							
	Name	Category	SKU	Store	Type	Details	MAP
	8250U 8GB 256SSD W10			topocentras.lt			
	QV307T 14 FHD IPS i5-8250U 8GB 256SSD W10	Laptops	217933	topocentras.lt	Promotion	-50,00 €	824.01
	QV371T 14 FHD IPS i5-8250U 8GB 256SSD EN	Laptops	217900	topocentras.lt	Promotion	-50,00 €	845.98
	QV454T 14 FHD i5-8250U 8GB 512SSD 72% W10/Cre	Laptops	224317	topocentras.lt	Promotion	-20,00 €	883.75
	6A069A 8 2GB 16GB 4G	Tablets	223458	topocentras.lt	Promotion	Tik internetu	175.66
	Aurora AU3512	Kettles	301956	Elektromarkt.lt	↓ Markdown	15.95 (24.99)	18.99
	Bosch KGE36V14A	Refrigerators	482028	amazon.de	↓ Markdown	718.00 (1.049.00)	561.44
	Bosch KGE39V14A	Refrigerators	482031	Senukal.lt	↓ Markdown	571.35 (729.00)	590.42
	Bosch KGE39VW4A	Refrigerators	482027	amazon.de	↓ Markdown	704.00 (999.00)	560.97
	Bosch KGE49V14A	Refrigerators	482032	Senukal.lt	↓ Markdown	699.00 (899.00)	1 062.57
	Bosch KGE49V14A	Refrigerators	482032	amazon.de	↓ Markdown	783.90 (1.199.00)	1 062.57
	Bosch KGN36U3A	Refrigerators	482026	topocentras.lt	Promotion	TOP kaina -53,99 €	531.52
	Bosch KGN39U3A	Refrigerators	482029	Senukal.lt	↓ Markdown	589.00 (749.00)	579.02
	15.6 FHD i3-6006U 4GB 256SSD Radeon 530 EN	Laptops	219523	Senukal.lt	↓ Markdown	569.05 (699.00)	532.94
	15.6 FHD i5-8250U 4GB 1TB DualDrive 820i EN W10	Laptops	219621	Kilobaitas.lt	Promotion	n/a	—
	15.6 FHD i5-8250U 4GB 1TB+128SSD GTX1050TI	Laptops	217822	Kilobaitas.lt	Promotion	n/a	934.32
	14 FHD i7-7500U 8GB 1TB 820MVB EN W10/Cre	Laptops	214189	Skytech.lt	Promotion	n/a	1 260.99
	Delonghi KBA-2001W	Kettles	301607	topocentras.lt	Promotion	TOP kaina -14%	85.49

Promotion information can be viewed by selecting the

Analytics tab and clicking the **Promotions** section.

Using this data, you can adjust your pricing strategies, set products on promotions or make other decisions using information about competitors promos. Red prices display any products that are selling below the MAP, while green prices highlight special promotion offers (e.g. buy one get one free deals).

Products					ELECTROLUX EJ-1800ADW	
SKU/Title search					SKU: 470234	
Search					bestseller Median price min	
Title	SKU	My price	Suggested price	Competitors		
ELECTROLUX EJ-1800ADW	470234	202.67 Cost 146.24 Margin: 27.85%	199.99 ↓ -1.32% from current New margin: 26.88%	2 ↓ 199.99 - 226.69	OUR	
ELECTROLUX EJ-2302AOW2	470405	230.99 Cost 176.24 Margin: 23.70%	229.00 ↓ -0.86% from current New margin: 23.04%	1 ↓ 229.00 - 405.99	No data	
ELECTROLUX EJ-2802AOW2	470407	256.56 Cost 209.99 Margin: 18.15%	253.99 ↓ -1.00% from current New margin: 17.32%	1 ↓ 253.99 - 261.00	STORES	
ELECTROLUX EN-3201MOX	470489	310.45 Cost 251.24 Margin: 19.07%	309.00 ↓ -0.47% from current New margin: 18.69%	3 ↓ 309.00 - 314.87	topocentras.lt TOP kaina -17%	
ELECTROLUX EN-3601MOW	470412	296.40 Cost 217.97 Margin: 26.46%	294.59 ↓ -0.61% from current New margin: 26.01%	2 ↓ 294.59 - 313.13		
ELECTROLUX EN-3853MOW	470876	372.54 Cost 332.98 Margin: 10.62%	302.00 ↓ -18.93% from current New margin: -10.26%	2 ↓ 302.00 - 380.89		
ELECTROLUX EN-3854MOX	470872	439.94 Cost 399.94 Margin: 10.99%	423.00 ↓ -3.84% from current New margin: 9.99%	3 ↓ 423.00 - 439.94		

You can also view promotional offers on the **Products**

page by selecting an individual product title (highlighted in blue), clicking on the **Product details** button at the top right of the page, and selecting the three dots to open expanded menu. You can then select the **Promotions** option to see competitors' promotional offers for a specific product.

Product credit options collection

If you need to view any credit offers from your competitors, you can do so using Competera's custom crawlers. This information is not provided by default on the pricing platform, but is very useful for specific industries which have a lot of products offered with credit options. The electronics industry, for example, has up to 60% of products sold with credit options, so our custom crawlers would be of use for your company if you happen to sell electronics.

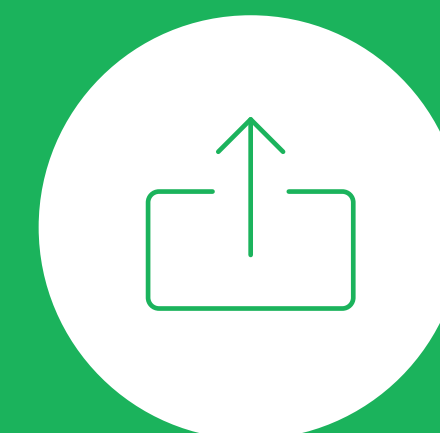
Credit info collection



Find: First we must locate the products offered by a given competitor. The web page contains useful competitive data on prices, stock, promotions, and credit options.



Collect: Our custom crawlers then must overcome any protective encryption used by the competitor to collect all necessary data, including their credit offers.



Export: All credit offer information for specific products, categories, and competitors can then be compiled and delivered to you in the form of an excel file, or any other format which you find most convenient for analysis.

Conclusion

There is much more to consider about competitive data other than prices. Information on stocks, promotional activities, and credit offers of key competitors can help you determine the best prices for your products, and help you create highly competitive promotions and credit options for your assortment.

Overviews on stock and promotions can be obtained using Competera's pricing platform, and is available for you to view whenever you need it. Additionally, our custom crawlers can find useful credit option information and other custom data on your market rivals, and this data can be delivered to you in any format you choose.

Competera is a comprehensive pricing platform offering retailers two products: high-quality Competitive Data and Price Optimization. We can help increase your revenue, stay competitive, and grow within the retail industry.



Discover how Competera can improve your pricing strategy. Contact us:



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