

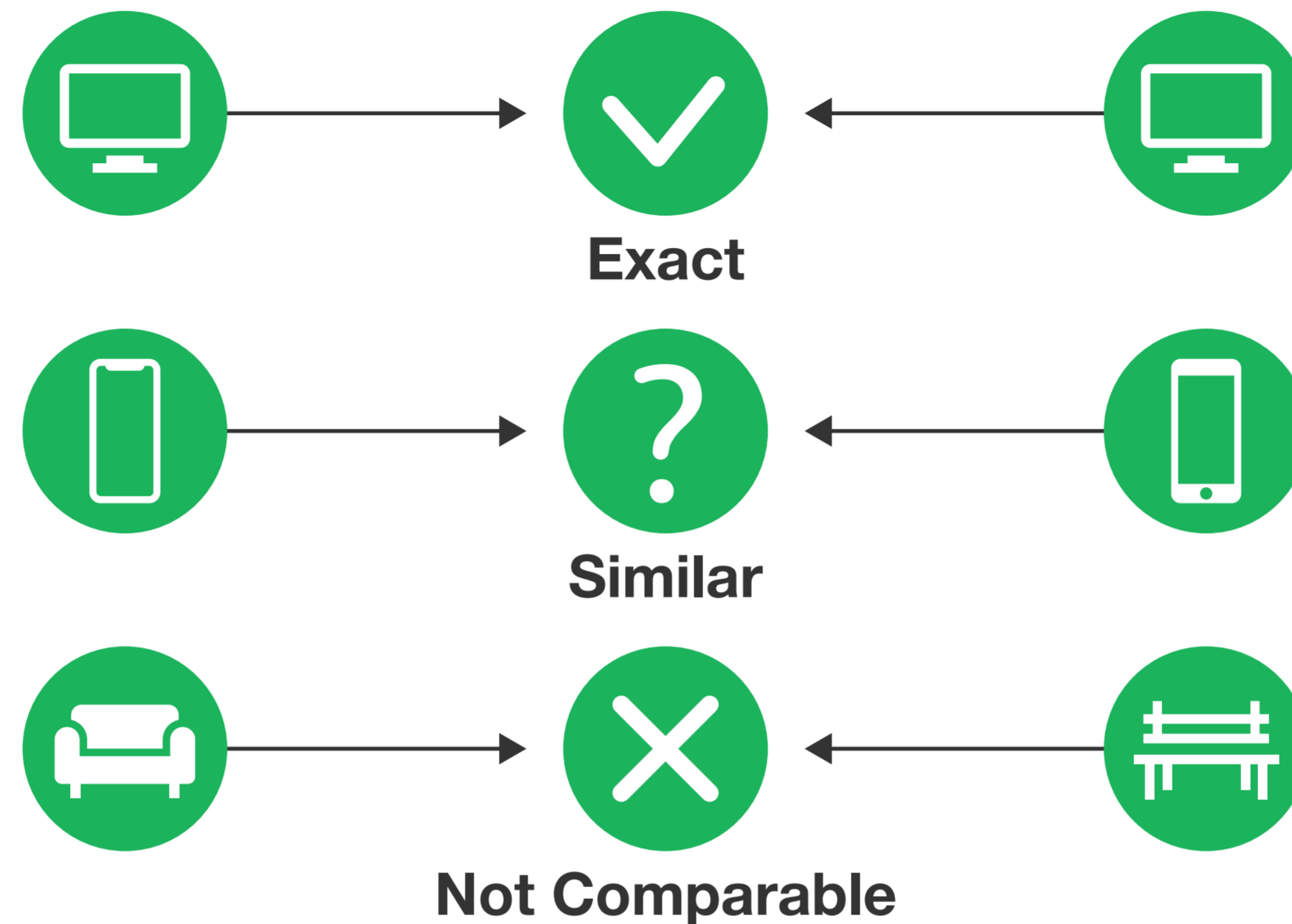
Similar matching

using Competitive Data software

Title	SKU	My Price	Competitors
Ariete's Best Loop Stainless Steel...	LG178EL021XRMNAFAMZ	973.08	6.4
Actly Smart Digital Plasma Cooing...	HP017EL18V3ZMNAFAMZ	654.15	6.4
Aspirator Blender - 400 W	TD404HLF05XNAFAMZ	334.42	6.4
Automatic Color Laundry Powder De...	BR513HB0A1XENAFAMZ	492.97	6.4
Automatic Detergent With The Ess...	SA277EL1H8ZUNAFAMZ	417.52	6.4
Automatic Laundry Powder Deterge...	KI838EL0J1PUNAFAMZ	239.18	6.4
Automatic Powder - 4KG	KI838EL021TPQNAFAMZ	554.88	6.4
Automatic Powder Lemon Detergen...	CA350HL1880VQNAFAMZ	842.68	6.4
Automatic Powder With Touch Of D...	AT933EL0CEPZYNAFAMZ	735.71	6.4
Ariete's Best Loop Stainless Steel...	LG178EL021XRMNAFAMZ	695.59	6.4
Baby Pure Protect Hand Wash - 30...	LG178EL021XRMNAFAMZ	940.1	6.4
Baby Shampoo 2in1 - 500ml	AT933EL1AUPKXNAFAMZ	653.62	6.4
Balanced Alkaline Water 600ML	CA364HB16VYNNAFAMZ	479.6	6.4
Banana Boat Suncscreen Lotion - Fir...	SA277EL1H8ZUNAFAMZ	791.06	6.4
Band 4 Running - 0.49-inch Smart B...	TD871EL18QMMQNAFAMZ	449.6	6.4
Battlefield V Arcade Edition - PlaySt...	WE343EL030V7QNAFAMZ	859.6	6.4
BCD 421 Combi Espresso & Coffee...	TD871EL0U3LNAFAMZ	534.87	6.4
Beard Oil + Free Comb And Sissors...	GR434EL17EMKQNAFAMZ	597.05	6.4
Bebe's Diapers - Size 3-64 Pcs	LG178EL1CP1WONAFAMZ	278.05	6.4
Bebe's Diapers - Size 4-64 Pcs	KI838EL0J1PUNAFAMZ	828.29	6.4
Bebe's Diapers - Size 5-64 Pcs	SK570EL1J080QNAFAMZ	162.26	6.4

Market	Price	Similar products
My Campaign Name	199.00	
Alfa us	149.00 - 3 999.00	Add Product
100x125 mm f...	149.00	None
24.70mm f/2.8	1 099.00	None
50 mm f/2.8 M...	3 999.00	None
Intesale us	109.00 - 14 999.00	Add Product
AF 20mm f/2.8	399.00	None
AF-S 105 mm f...	109.00	None
AF-S 10-18 mm...	14 999.00	None
24.70mm f/2.8	7 999.00	None
50 mm f/2.8 M...	4 999.00	None
rozetka ua		Add Product
f ua		Add Product
repla ua		Add Product

Situation:



Category Manager need the right data to change prices according to market demand. High quality exact matches are useful for most of the company's assortment, but there are a few products that lack exact matches due to minor differences such as color, and there are also a few new products being introduced into the market which cannot be matched exactly. The Category Manager needs to find similar products on the market for matching so he or she has a good perspective of prices for these products on the market.

Similar products are difficult to match, as they are not exact matches but instead are “alike” matches with similar traits to your products. These matches are often vital to understanding your competition, and can make up as much as 30% of your product assortment.

Using Competera’s similar matching features, you can add multiple similar products for each competitor to monitor their price, stock, promos, etc.

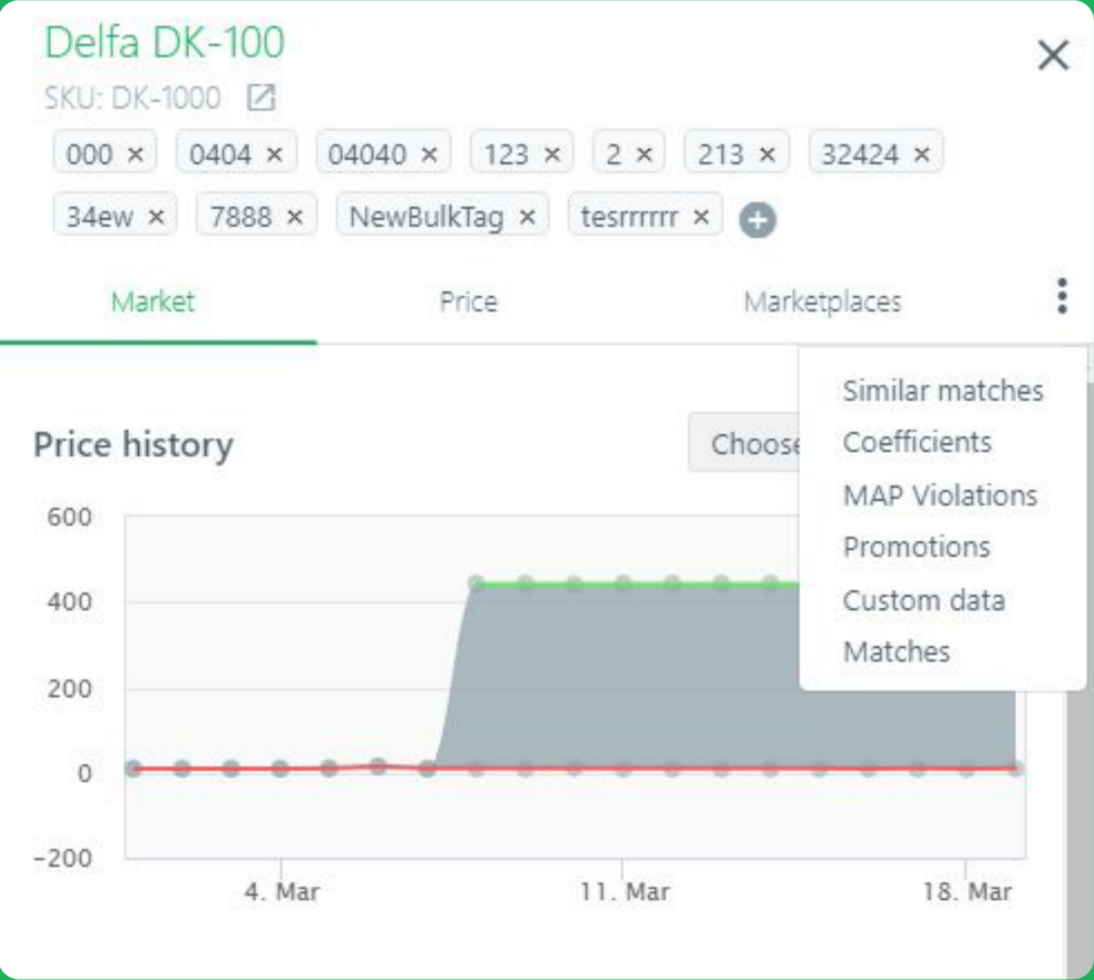
Similar matches are useful for the following circumstances:

- Products that are extremely similar but differ by color, package size, and other minor attributes
- Products that are the same but have different model numbers, making them impossible to match exactly despite being the same product
- New products on the market that have no exact comparison

How It Works

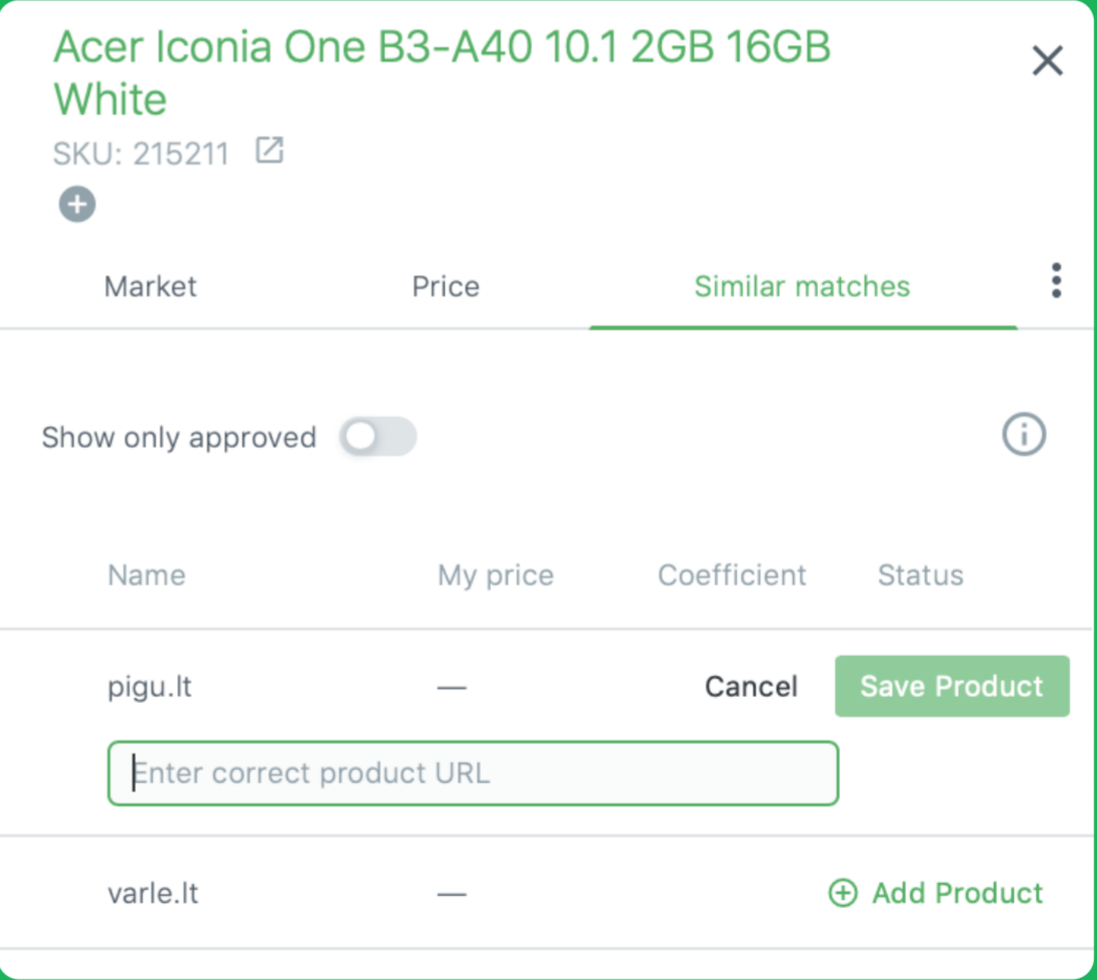
To add a similar match, go to **Analytics — Products** and find the item for which you want to add a similar match in the list.

1



Double-click on the product title to open the right-side menu with detailed product info. Then, open the Similar matches tab available under the menu button.

2



The screenshot shows the product page for 'Acer Iconia One B3-A40 10.1 2GB 16GB White' with SKU: 215211. The 'Similar matches' tab is active. A table lists similar products with columns: Name, My price, Coefficient, and Status. The first row shows 'pigu.It' with a price of '—', a coefficient of 'Cancel', and a 'Save Product' button. The second row shows 'varle.It' with a price of '—' and an 'Add Product' button. A text input field labeled 'Enter correct product URL' is also present.

Click on the Add Product button and enter the product link (URL). Here you can also set the product option if it is enabled in the competitor's system settings. Click Save to finish editing and apply the changes you made.

3

Exact matches

Store	My price	Difference	Scanned	Status
Demo (/ Product...	379.00	0.00%	2 hours	
mobilluck.com.ua	441.00	16.36%	10 hours	
hotline.ua - MIN	10.00	-97.36%	10 hours	

Similar matches

Name	My price	Difference	Scanned	Status
foxtrot.com.ua	0.00 449.50			
Чайник BOSCH TWK 7601	449.50	18.60%	4 hours	
https://www.foxtrot.com.ua...	—	—	—	
mobilluck.com.ua	355.00 560.00			

To view the data collected for a similar match, go to the **Market** tab of the product side menu. The similar matches section is located right below the information about exact matches. It is also possible to change an exact match into a similar one.

4

Acer A314-32 14 FHD N5000 4GB 128SSD EN
LIN Black NX.GV...
SKU: 235308

custom

Market

Price

Matches

MATCHES

Store	URL	
pigu.lt	https://pigu.lt/lt/kompiuteriai/nesiojami-...	
varle.lt	https://www...	
topocentras.lt		
Elektromarkt.lt	—	
Kilobaitas.lt	https://www.kilobaitas.lt/Nesiojamieji/Ac...	
Skytech.lt	—	
1a.lt	—	
Bigbox.lt	—	

Similar matches can be deleted by selecting the product side menu and pressing the three dots button on the right. Select "Delete match and blacklist this URL."

Conclusion

To properly price products, it is vital to have proper product matches. Using only exact matching, many products with minor differences in attributes or products that are unique to the market cannot be properly priced, as there are no matches to track prices, promotions, and other important information with.

Using Competera's similar matching features, Category Managers and their team are able to create matches with comparable products, and can view and edit this information with the same ease as exact matches. The use of similar matches helps them to price more products in their assortment confidently, even without exact comparisons on the available on the market.

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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