



BRANDPOL
Business Intelligence

Market research

Price monitoring

Price monitoring

The result of this service is a comparison of the found prices with the recommended and minimum retail prices (RRP and MRP), or with the prices of competitors. Monitoring is carried out basically in the B2C segment by SKU in any country, in any language.

What do we perform



Unique **computer vision system** provides high-quality price monitoring.



We effectively ensure **control over compliance with the RRP and MRP** based on the requirements of the legislation:

- our system complies with all legal requirements and restrictions;
- all enforcement mechanisms are 100% effective;
- we involve state supervisory authorities in the suppression of violations.

- Monitoring compliance with the policy of the RRP and MRP in online stores;
- Brand protection from dumping;
- Competitive analysis including competitor pricing information;
- Comparison of own prices with competitors' prices for analogue products;
- Analysis of average market prices.

History of success

Company

Top-3
manufacturer of
ceramic tiles and
stoneware in
Russia

Task

The company approached with the need to **monitor retail prices** for its products. The number of **SKUs is over 5000**. At the same time, there were cases of violation by distributors of the established RRP. It was necessary to find all cases of the company's products sales on the Internet, to ensure regular monitoring of the correspondence of the prices found on the websites to the RRP level and to establish a regular fixation of all price violations.

We delivered

We have set up a search and monitoring system for **all 5000 SKUs**. **Once a day**, our system scans the Internet, identifies all websites and pages on them, on which the sale of specific SKUs of the Customer is carried out. Then it determines the selling price, including promotional events, compares with the specified RRP and, calculating the deviation, generates a report. The Excel report is sent to the customer.

Outcome

For **3 weeks**, the company got with our help **full operational monitoring of retail prices** and is currently moving on to the next stage - interaction with RRP violators with our participation.

History of success

Company

Manufacturer of home textiles and fillers in the Ivanovo region in Russia

Task

The company considered the issue of the formation of **recommended retail prices**. At the time of contact, the company had only an understanding of competitors, an understanding of the market, but there was no complete information on retail prices. The task was to find **all prices** on the market both for the **customer's SKU** and for **products-analogues of its competitors**, so that on the basis of this information the customer could calculate own RRP.

We delivered

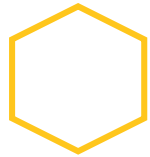
We analyzed the SKU of the customer and the SKU of its competitors in order to identify the volumes and frequency of their presence on the sites. Based on this information, the Customer selected the most relevant competitor brands. Then we carried out **5 measurements of the price level** for all SKUs of the customer and competitors with an interval of 7 days and received a data set, on the basis of which we derived the average market prices, minimum and maximum prices for each SKU.

Outcome

Within **1.5 months**, the company received an exhaustive data set to establish the RRP, calculated and put them into operation. Currently, the company, with our help, is monitoring compliance with these RRPs.

What do you get?

Price monitoring report contains information on



Brand



City



Category



Price on the website



SKU



RRP/MRP/Price



Website



Price deviation



Page on the website



Price update date

The price monitoring report can :

- be generated in any convenient data transfer format;



- be directed to your CRM system through API connection.



Research options

B2B Search for buyers (distributors)

B2B Search for suppliers of products or services

B2B Competitive analysis

B2B Own product positioning research

B2C Price monitoring

B2B Effectiveness evaluation of conducted tenders

Can be carried out
as a one off or
as a series of searches
at specified frequency

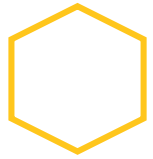
**in any country
in the world**

**in any
language**

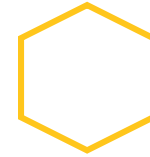


How can we be more useful

It is also possible to conduct the following **additional researches**



Establishing communications with potential partners of the customer by e-mail or call center



Budget estimation for promotion of products in the contextual advertising system



Establishing communications with tender participants



Geolocation of outdoor advertising objects of your brand or competitors (with photo fixation)



Estimation of demand dynamic of products or services

Make the right choice

Research experience

Brandpolgroup is a leading international company specializing in market research, competitive analysis and online brand protection.

The long-term work of our multinational team has allowed us to create **one of the best systems** that allows to find and analyze big data around the world.

<https://brandpolgroup.com/>



BRANDPOL
Business Intelligence

>1600

different
researches were
carried out

>60

representations
works
all over the world

4

offices are open in
different countries

Make the right choice

Your unique opportunities

Brandpol Business Intelligence system using Big Data and Artificial Intelligence tools allows you to automatically conduct an advanced targeted analysis of sales markets and competitors on the Internet, which cannot be done manually by any number of professional employees.



computer vision subsystem based on a competitive neural network



ability to integrate with business management systems



update frequency - 24 times a day, with the frequency of generating reports at your request from 1 day or more



analysis of website demand indicators



data analysis in any country of the world in any language



automatic monitoring of millions of sources without limiting the volume and depth of search



reliability analysis of buyers, distributors and suppliers



control of more than 10 million SKUs at the same time

98% and higher

the level of reliability and quality of information in our reports

How to work with us

1 Tell us, what to find

- Fill out the form on our website bi-bpg.com or send us:
- types of products or services you are interested in;
 - the country or region of interest for sales (purchases);
 - contacts of your representative (name, email or phone number).

We formulate the search objective together and determine the optimal engagement approach

2 Get a commercial offer

We conduct a preliminary analysis of the request, compile technical requirements and prepare a commercial offer.

The minimum order is 500 euros, then the price is adjusted depending on the level of details in the report information.

3 Sign a contract and get a list of partners

We sign a contract, which fixes terms in the commercial offer.

We initiate the search, and within pre agreed time you receive a report.

Companies we have already helped to increase profits

DUPONT



ABB

РЖД

Яндекс



Amway



HIDEA

syngenta





BRANDPOL
Business Intelligence

**It is important for us to remain
useful for you and your business**

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