BRANDPOL
Business Intelligence

We have developed **a service** that **expedites**

Search for **buyers**

Our system is able to find your future customers in real time and collect information on them

Search for **suppliers**

We know where your best suppliers are and we can collect a complete database of their contact information

- Websites
- Phone numbers
- Full name of the general manager
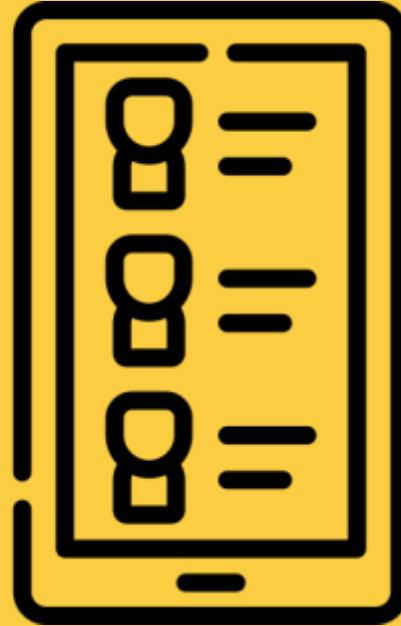- Company reliability analysis
- Website rating
- Emails
- Review analysis

We execute **a personal Internet search:** we collect a customized contact database of your potential customers in the B2B segment and suppliers.

We save your money on visiting exhibitions: you will immediately receive **relevant contacts of the most reliable potential partners.**

more contacts

contact cost **is lower**

How to work with us

1

Tell us, what to find

Fill out the form on our website <u>bi-bpg.com</u> or send us:

o   types of products or services you are interested in;

o   the country or region of interest for sales (purchases);

o   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.

History of success

Company

Russian beer producer

Task

Launch sales in Kazakhstan.
It was request to research competitors in the new market and find buyers.

We delivered

1. Within **5 days**, a detailed report was compiled with contact details of **67 beer producers in Kazakhstan,** including: 8 large breweries, 6 regional breweries and 53 small breweries (including 32 restaurant breweries).

2. We found all sellers of these products in the country **(more than 2000)**, including wholesale and retail sales networks, and listed them according to the reliability rating.

3. We organized communications with the **top 50 beer sellers** from the list using an automated system.

Outcome

The company successfully entered into a partnership with distributors and began supplying its beer to Kazakhstan **1.9 times faster** than a similar procedure carried out in-house.

Company

Top-3 railway company in Europe

Task

The company launched a tender to find solutions to prevent jamming of train builders during shunting operations, and placed it on external websites following all applicable rules. However, there were practically no responses.
Railway company asked us to assist in finding contractors.

We delivered

We found **more than 150 companies** capable to perform this kind of work. We ranked them by website rating and by reliability rating.
Then we provided the completed report to the customer.

Outcome

Railway company chose **top 10** companies, held a tender and found the best supplier of this solution in 2 weeks.
The tender process, which lasted for more than 4 months, was completed.

History of success

Company

Top-3 good retail chain in Russia

Task

A competition for the layout and design of advertising materials was announced. It was necessary to find companies that would develop and produce original layouts of advertising catalogs in accordance with the layout standards. At the same time, many contractors responded, who in reality did not have enough resources to complete this task.

We delivered

With the help of a special algorithm, we not only found more than 500 companies capable to carry out this work, but also identified the most reliable among them, using our rating and evaluation system. The list consisted of more than 100 applicants, but in it we also identified suppliers who had sufficient resources to carry out these works.

Outcome

Cusomer's managers selected the **top 25 companies** and held this tender among them. The selected provider of layout services successfully coped with the task.

History of success

Jet fuel manufacturer

Task

In order to increase sales, the Customer is interested in **exporting** avgas **aviation gasoline** to foreign markets. He needs to form a list of potential buyers and **assess their quality in order to be able to prioritize.** The markets of Canada and Australia were considered as a pilot projects.

We delivered

The initial setup of the system to search for wholesale buyers and aviation refuelers showed a low information saturation of the report - only about 68 companies were found without limiting the search region. Then our analysts suggested adjusting the request to include small aircraft airports. Such small and medium-sized airports are a sufficiently large and promising market for ensuring the supply of aviation gasoline. They refuel themselves, or buy services from non-specialized companies that are not represented on the Internet.

Outcome

The customer received a **contact** report for **over 100** potential buyers and distributors in Australia and Canada, ranked by website rankings.

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.
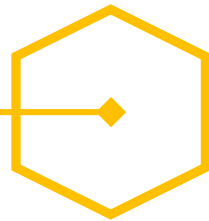
Our research results enable to
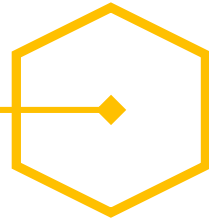
find more successful and reliable **buyers or distributors** for the target product in any country in the world and establish communications with them.
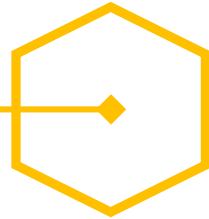
find suppliers of target products in any country and establish communication with them.

analyze the potential **demand** for your company's products in the countries you are interested in.

analyze activity of **competitors** in the countries you are interested in.

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

1

Search for buyers or distributors

This research helps find new sales markets. The search can be carried out by trademarks or by types of products in any country, in any language.

You are a manufacturer of a product or a service provider and would like to find new markets for your product or service in your region, neighboring region, your country or another country.

You do not want to pay for stands at exhibitions and business trips in the hope of receiving some random business cards.

You would like to get

A list of all potential customers of your product or service in the target region or country

Rating of potential customers in accordance with their importance and activity on the Internet

Contact details of customers, including addresses, phone numbers, names of the general managers

Reliability analysis of the leaders of the consumer rating

Analysis of reviews on the Internet about your potential customers

2
Competitive analysis

This research
reflects positioning of competitors
on the Internet.
Competitive analysis can be
carried out by SKUs, trademarks,
types of products, and by names
or types of services
in any country, in any language.

You are a manufacturer of products and would like to research the positioning of competitors' products on the Internet in your region, neighboring region, your country or another country.

You do not want to pay for the services of classic marketing agencies that use statistics and databases without specifying the research to specific competitors.

You would like to get

A list of all competitors of the product of interest in the target region or country

Rating of potential competitors in accordance with their importance and activity on the Internet

Contact details of competitors, including addresses, phone numbers, full names of the general managers

Reliability analysis of the leading competitors rating

Analysis of reviews on the Internet about competitors

3

Own product positioning research

This research reflects positioning of own products on the Internet. The analysis can be carried out by SKUs, trademarks, types of products,
and by names or types of services in any country, in any language.

You are a manufacturer and would like to research positioning of your products on the Internet in your region, neighboring region, your country or another country.

You do not want to pay for the services of classic marketing agencies that use statistics and databases without specifying the research to specific, measurable results

You would like to get

A list of all sellers of your products in the target region or country

Rating of sellers of your products in accordance with their importance and activity on the Internet

Sellers contact details of your products, including addresses, phone numbers, full names of the general managers

Reliability analysis of the leading sellers rating of your products

Analysis of reviews on the Internet about sellers of own products

4

Search for suppliers of products or services

This research suggests reliable suppliers of products / services. The search can be carried out by SKUs, trademarks, types of products, and by names or types of services in any country, in any languages.

You are a buyer and would like to find a product or service in your region, neighboring region, your country or another country.

You do not want to pay for stands at exhibitions and business trips in the hope of receiving some random business cards.

You would like to get

A list of all potential suppliers and manufacturers of the product or service in the target region

Rating of potential suppliers in accordance with their importance and activity on the Internet

Contact details of suppliers, including addresses, phone numbers, names of the general managers

Reliability analysis of the leaders of the suppliers rating

Analysis of reviews on the Internet about your potential suppliers

5

Search for suppliers of products or services for a tender

This research suggests reliable suppliers of products / services. The search can be carried out by SKUs, trademarks, types of products, and by names or types of services in any country, in any languages.

You organize a tender to find the best and reliable suppliers for your region, neighboring region, your country or another country.

You do not want to wait and postpone the tender due to the lack of a sufficient number of participants.

You would like to get

A list of all potential suppliers and manufacturers of the product or service in the target region

Rating of potential suppliers by their importance and activity on the Internet

Contact details of suppliers, including addresses, phone numbers, names of the general managers

Reliability analysis of the leaders of the suppliers rating

Analysis of reviews on the Internet about your potential suppliers

6

Effectiveness evaluation of conducted tenders

The service allows you to assess compliance of the tender results with the terms of reference and market conditions.

Our expertise and technology allows to determine

- leadership evaluation of a winner in their industry;

- compliance of its offer with market conditions in terms of price and quality of service.

You would like to get

A list of all potential suppliers and manufacturers of the product or service

Rating of the importance and activity on the Internet of the tender winner among the market leaders

Reliability rating of the tender winner among the market leaders

Comparison of the assortment, price and quality of services of the tender winner with the offers of the market leaders

Competence analysis of the tender winner in accordance with the TOR

Analysis of reviews on the Internet about tender winner or market leaders

7

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.

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.
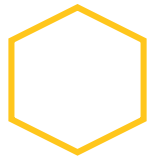
What do we perform

- 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.

How can we be more useful

It is also possible to conduct the following **additional researches**
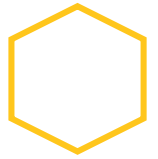
Establishing communications with potential partners of the customer by e-mail or call center

Estimation of demand dynamic of products or services

Establishing communications with tender participants

Budget estimation for promotion of products (or service) in the contextual advertising system

Individual **in-depth assessment** of the potential partners **reliability**

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

Establishing communications

This service establishes successful communications with potential partners. You receive a detailed report.

1 We analyze.
the customer's needs.

2 We search for potential partners and form a report based on the rating of companies.

3 We will agree with you a list of potential communication partners.

4 We check with you a scenario of a conversation with potential partners.

5 We contact the companies of your choice by e-mail or phone.

6 We provide a report on the communications results with potential partners, including responses.

What do we perform

- We organize communications with potential partners based on a commercial offer by e-mail or call center.

- We send your advertising materials to all found potential partners via e-mail or call center.

- We analyze customer responses and send you statistics on negative and positive responses, as well as detailed information on the most relevant ones.

Establishing communications with tender participants

You can invite potential tender participants by yourself or entrust it to us. You receive a detailed report.

We agree with you the list of participants for invitations to the tender.

We agree with you the invitation texts to participate in the tender.

We contact the selected companies by email or phone.

We provide a report on the results of communications with potential suppliers, taking into account the responses.

What do we perform

We organize communications with potential tender participants based on your technical requirement by e-mail or through a call center.

We analyze customer responses and send you statistics on negative and positive responses, as well as detailed information on the most relevant ones.

In-depth assessment of potential partners

At your request, we can conduct an individual additional assessment of the potential partners reliability.
You receive a detailed report.

- Information from the URLE, the URIE and other state registers.

- Information on procurement for state and municipal needs.

- Financial statements of organizations.

- Texts of judicial acts.

- Information on enforcement proceedings.

- Also publicly available includes generally known information and other information, access to which is not limited.

What do we perform

- We find out your needs, analyze all the available information received from you - both information about the partner and, possibly, information about the upcoming deal.

- We analyze all open sources: the Federal Tax Service, the Federal State Statistics Service, the Federal Treasury, the Federal Bailiff Service, the General Prosecutor's Office, the Supreme Arbitration Court and others.

- We conduct an in-depth research of open sources for additional information, we deeply investigate all other sources of information.
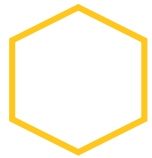
What channels of product promotion do we research?

- Search engines
- Social networks
- Marketplaces
- Contextual advertising

228 marketplaces are used in the research (including all marketplaces: Amazon, AliExpress, Ebay, Joom, Walmart, Tmall and others).

173 countries can be selected for analysis.
In addition, research can be done in any language.

What do you get?

SCALE
All companies in the sector of interest in the target region, country or group of countries are covered.

ACCURACY
Accurate and reliable data about potential partners and competitors.

AVAILABILITY
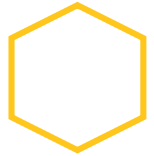Services are affordable for small and medium sized businesses.

STRUCTURE
Well structured data. So that you can make necessary conclusions in the most accessible and understandable way.
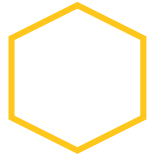
AUTOMATION
Capability to automatically send advertising and other materials to your potential partners.
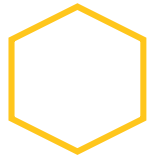
What do you get?

Any research includes
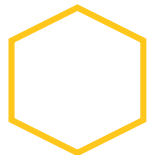### basic information

- Websites
- Email
- Phone numbers
- Website rating

Website rating

this is an indicator of the level of relevance among Internet users relative to other websites in the research.

Based on an assessment of **over**

45

metrics of each website (for example, domain age, traffic, citation, place in a search engine, number of product pages found, etc.)

What do you get?

Available additional information

- Registration address
- TIN and PSRN companies
- Full name of the general manager
- Bank details
- Reliability analysis of companies
- Analysis of reviews about companies

Reliability analysis of companies

28

indicators obtained from the public authorities. The analysis can be customized according to your requirements.
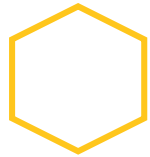
Analysis of reviews

280

websites with reviews of counterparties and employees are analyzed in order to make the most complete assessment of reviews about the company.

What do you get?

Price monitoring report contains information on

- Brand
- Category
- SKU
- Website
- Page on the website
- City
- Price on the website
- RRP/MRP/Price
- Price deviation
- Price update date

The price monitoring report can :

- be generated in any convenient data transfer format;

CSV XLS XLSX XML PDF

- be directed to your CRM system through API connection.

API

What do you get?

3 types of reports that differ in the level of detail

Research report information	Basic report	Standard report	Extended report
Websites, phone numbers, emails, websites ratings	**+**	**+**	**+**
Companies names, TIN, PSRN, cities, full names of the general managers	**-**	**+**	**+**
Reliability analysis, analysis of company reviews	**-**	**-**	**+**

TRADITIONAL APPROACH

OF THE WORLD'S LARGEST MARKETING AND RESEARCH COMPANIES FOR EXAMPLE, NIELSEN AND GFK CONSISTS OF MANY STAGES:

Sale
Total sales measurement

Loyalty
Loyalty program management

Control
Control availability of goods on the shelf

Research
Standard marketing techniques and research (surveys, focus groups)

This approach is quite limited in the speed of data acquisition and processing, scalability and is quite expensive.

650 full-time auditors are used by NIELSEN to ensure digital data collection in 1400 cities of the Russian Federation.

OUR APPROACH OF MARKET RESEARCH

With the results of our research, you do not need to hire marketers, waste energy and money on market research, take part in exhibitions and conferences. You do not have to meet with a limited number of potential partners who present subjective information about their market.

75%

of sales of any products begin on the Internet according to the largest international marketing companies.

The Internet is the key to success in the modern world.

BRANDPOL
Business Intelligence

To hire marketers

To waste energy and money

To take part in exhibitions

To get a limited number of contacts

Affordable cost

Participation in the exhibition

Costs for travel, stand, etc.

Collecting contacts

limited **number** of contacts

high cost of contact

online

actual

BRANDPOL
Business Intelligence
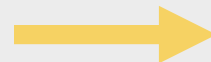
all online contacts

low cost of contact

economical

2 Short time

Stand tender ➔ **Ticketing and delivery** ➔ **Exhibition time**

➔ **high time costs** of employees

using **additional labor resources**

10 working days on average it takes to prepare a relevant detailed report

BRANDPOL Business Intelligence

➔ report preparation in real time **does not require your distraction**

3

Quality
of information

Classic marketing agencies can **not provide concrete and measurable in terms of quantity and quality communication with your potential partners**.

For example, if you produce watches, you **can not get** a list of all wholesale and retail sellers of watches in Germany with their full contact details, and prices.

Moreover, they can not **establish** communications with all these companies.

BRANDPOL
Business Intelligence

A complete and detailed list of active successful **companies -** your potential partners - in a specific country with their contacts, websites and an assessment of their reliability.

We provide specific and measurable in terms of quantity and quality **contact details of your potential partners and establish communication with them.**

5 reasons to make the right choice

4 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

5

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

analysis of website demand indicators

reliability analysis of buyers, distributors and suppliers

ability to integrate with business management systems

data analysis in any country of the world in any language

control of more than 10 million SKUs at the same time

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

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

98%
and higher

the level of reliability and quality of information in our reports

Companies we have already helped to increase profits

BRANDPOL
Business Intelligence

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

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