

# How Much of Your Time Is Spent on Your Vendors' Low-Quality Data?



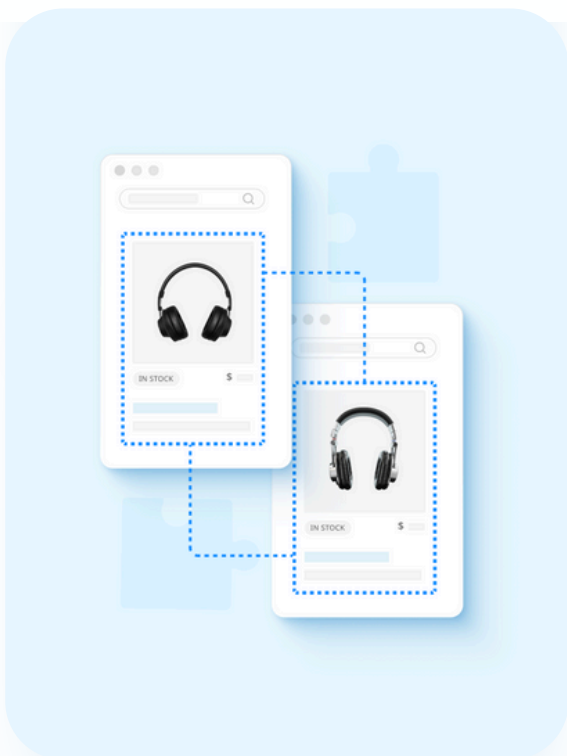
Wiser invests in proprietary techniques to address the nuances that competitors miss during the extraction and matching process. We tested our approach against competitors'. Here's what we found:

	wiser®	COMPETITORS
Domains with 97+% accuracy	97%	52%
Domains with <5% accuracy	--	25%
Average Accuracy	97%	<70%
Key Domain Completeness	92%	<82%

## Why It Matters:

- Accuracy ensures reliable data for business decisions. Faulty data can lead to costly mistakes and harm key business initiatives.
- Completeness offers a full view of your business. Missing data creates blind spots, hindering measurement of key metrics like revenue and margin.

## How Wiser's Extraction & Matching Works



- 1 Domain-specific crawls, supplemented with search crawls, ensuring holistic visibility.
- 2 Automatic detection avoidance prevents website blocking early on, shortening implementation times.
- 3 Product suturing and attribute normalization occurs, increasing match rate percentage.
- 4 Advanced matching algorithms produce exact and similar-matches at scale.
- 5 Accuracy and completeness are analyzed, and actioned, to ensure the highest-quality insights.
- 6 Extracted product insights are live and shared with customers.
- 7 Frequent and recurring product discovery checks identify newly-added products.

## Metrics to Ask All Vendors About



### Match Rate

The percentage of the total product catalog that was successfully matched across a domain or set of domains.



### Data Accuracy

The percentage of *correctly matched* products out of the total number of matched products.



### Data Completeness

The percentage of products matched out of the *expected* total number of products.

Our competitors claim to “crawl the internet.”

wiser® makes sense of it.