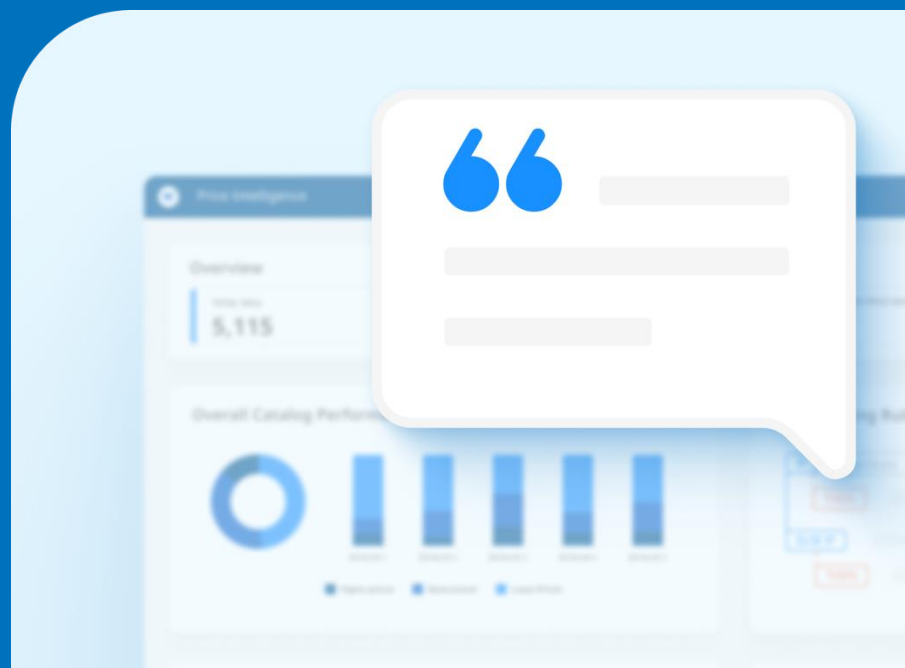




Price Intelligence Glossary of Key Terms

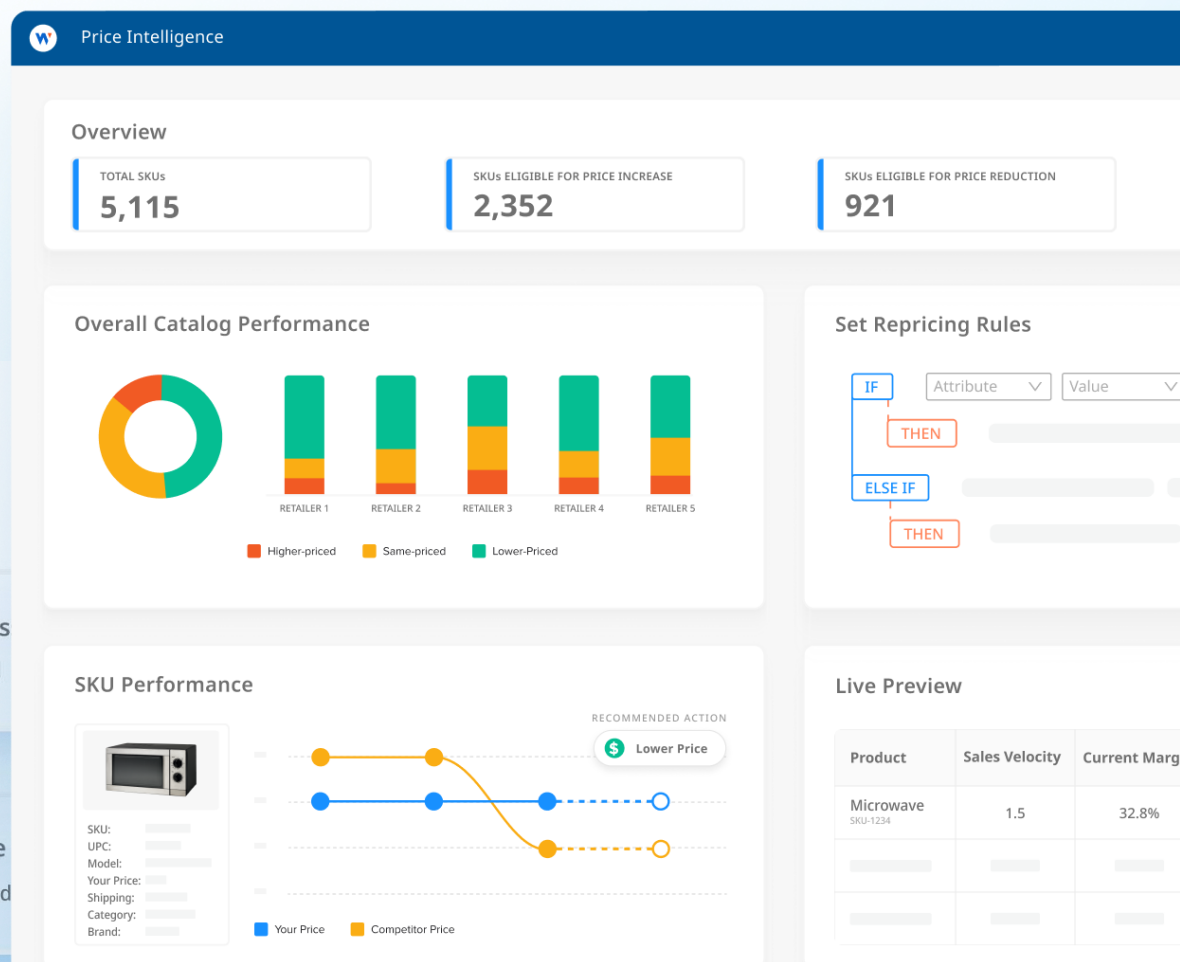
www.wiser.com



Introduction to the Price Intelligence Glossary of Key Terms

This glossary provides definitions of key terms used across our Pricing Intelligence solution, grouped by the main pages in the product.


While these definitions offer general guidance, the interpretation and application of terms may vary depending on how you leverage the platform to improve your business. For personalized support or clarification, please contact your Customer Success Manager.





Webhook 4:46AM
Product Sync Success
2,352 Products Updated
Latest update 1min

Webhook 4:41AM
Repricing Complete
1,347 Products Re-priced
Latest update 5min
www.wiser.com

01 Competitive Intelligence Tab

 Webhook 4:46AM
Product Sy
2,352 Product
Latest update

 Webhook 4:41AM
Repricing C

 Competitive Intelligence

ProductsReportsInsightsPrice Optimization

Competitive Intelligence - Competitors ⓘ

Product List

Select a product list

ClearApply

Categories

Nothing selected

ClearSelect

Competitors

Nothing selected

ClearSelect

Brands

Nothing selected

ClearSelect

2024-12-04

Overall performance

50%

25%

25%

Your price is higher

Your price is the same

Your price is lower

Percentage of price matches with higher, same, or lower price

100%

80%

60%

40%

20%

0%

Google Shopping

Walmart Marke...

Sears Marketp...

WaiMart

Office Depo

Your price is higher

Your price is the same

Name	Higher	Same
Google Shopping	1,702 (60.87%)	743 (26.57%)
Walmart Marketplace	371 (20.15%)	282 (15.32%)
Sears Marketplace	38 (3.59%)	6 (0.57%)
WaiMart	78 (9.14%)	437 (51.23%)
Office Depot	91 (12.76%)	109 (15.29%)
Home Depot	65 (9.17%)	330 (46.54%)
Amazon Marketplace	186 (34.32%)	84 (15.50%)
Staples	9 (2.17%)	79 (19.04%)
Target	42 (12.65%)	151 (45.48%)
Lowes	22 (9.91%)	85 (38.29%)
CVS	23 (12.57%)	6 (3.28%)
Newegg	19 (10.73%)	28 (15.82%)

Competitive Intelligence Tab

Filters Panel

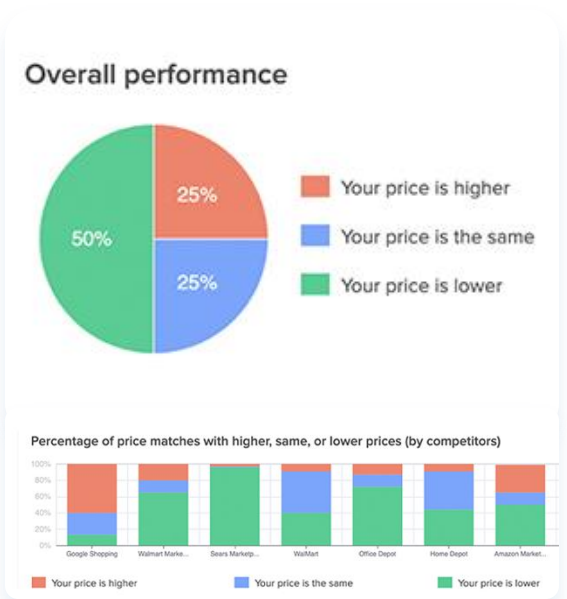
- **Product List**
Filter by a specific set of SKUs from your catalog. Product lists are created in the Products tab.
- **Categories**
Filter by product categories.
- **Competitors**
Filter by specific retailers for detailed analysis.
- **Brands**
Filter to narrow results by brand.

The screenshot shows the 'Product List' section with a dropdown menu labeled 'Select a product list' and buttons for 'Clear' and 'Apply'. Below it, the 'Categories' section shows 'Nothing selected' with 'Clear' and 'Select' buttons.


Data Visualization

Depending on your selected sorting criteria for this tab – Competitors, Categories or Brand – the visualizations on this page provide a clear representation of how your prices compare your tracked data.

- **Overall Performance**
The pie chart highlights your overall performance, showcasing the proportion of prices that are higher, lower or matched relative to your tracked data.
- **Percentage of Price Matches**
The bar graph provides a detailed breakdown of price matches, visually separating higher, same, and lower prices for a more granular comparison.



02 Products Tab

 Webhook 4:46AM

Product Sy

2,352 Product

Latest update

 Webhook 4:41AM

Repricing C

SKUs (203882) / Competitive Intelligence Filter Results (367)

▼ Product List

Select a product list

Clear Apply

▼ Categories

Nothing selected

Clear Select

▼ Competitors

Walmart Marketplace

Clear Select

▼ Brands

Nothing selected

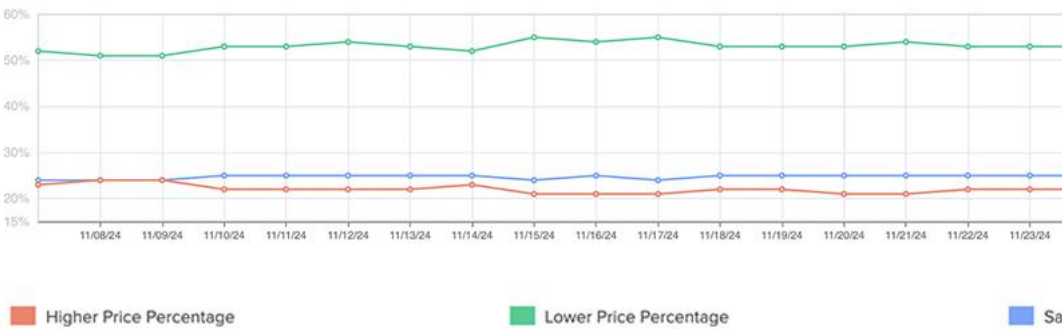
Clear Select

▼ Price Range

Min - Max









Clear Apply

Competitive History



⌵ ⌴ ⌵

Add to Product Lists

<input type="checkbox"/>	SKU	Product Title	Your Price	Lowest Price	Av
<input type="checkbox"/>	B005VC8D88	 Canon PG-240 XL Black Ink Cartridge Compatible to printer MG2120, MG3120, MG4120, MX512, MX432...	● \$29.00	\$26.99 Google Sh...	\$3
<input type="checkbox"/>	B008YD1V58	 Canon FAXPHONE L190 Monochrome Laser Fax Machine Duplex Printer	● \$199.00	\$179.59 Walmart Ma...	\$2
<input type="checkbox"/>	B0000C120T	 HP 12A Black Toner Cartridge I Works with HP LaserJet 1010, 1020, 3015, 3020, 3030, 3050...	● \$104.89	\$91.00 Walmart Ma...	\$1
<input type="checkbox"/>	B0030EH7S6	 Cuisinart CJE-1000 1000-Watt 5-Speed Juice Extractor [12.0 inches-19.0 inches]	● \$179.95	\$165.05 Walmart Ma...	\$1
<input type="checkbox"/>	B004FO37AC	 BARSKA Top Opening Biometric Fingerprint Safe	● \$279.99	\$149.99 Walmart Ma...	\$2
<input type="checkbox"/>	B00305H6UO	 Nostalgia Electrics RSM702 Retro Series Single Snow Cone Maker	● \$37.49	\$36.65 Walmart Ma...	\$3
<input type="checkbox"/>	B0095ZBTZQ	 Brother Printer LC1033PKS Ink - 3 Pack	● \$36.98	\$35.00 Amazon M...	\$3
<input type="checkbox"/>	B004XK4N9C	 Ninja Master Prep Professional (QB1004)	● \$49.98	\$18.00	\$4

Products Tab

Filters Panel

- Product List**
Filter by a specific set of SKUs from your catalog. Product lists are created in the Products tab.
- Categories**
Filter by product categories.
- Competitors**
Focus on data for specific competitors (e.g., "Walmart Marketplace").
- Brands**
Filter by specific brands for detailed analysis
- Price Range**
Adjust the minimum and maximum price range for filtered results.

▼ Competitors

Walmart Marketplace ×

Clear Select

▼ Brands

Nothing selected

Clear Select

▼ Price Range

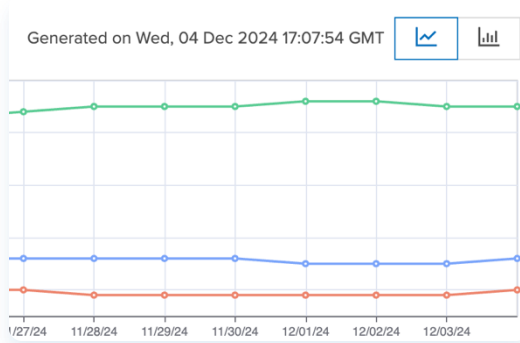
Min - Max

Clear Apply

Data Visualization

The Competitive History Chart provides an insightful visualization of pricing trends over time, showcasing your products relative to competitors.

- Line Chart/Bar Graph**
The visualization shows a dynamic view of competitive pricing trends over a time period.
- Graph Tools**
Icons for adjusting chart display from line graph to bar graph.



Products Tab

Data Table

- **SKU - Stock Keeping Unit**

Unique identifier for each product.

- **Product Title**

Detailed name and description of each product.

- **Your Price**

Displays your current for the product. For brands, this field could be MSRP, average price, or the base price for comparison.

- **Lowest Price**

Shows the lowest price and by which competitor.

- **Avg Price**

The average price for the product across competitors.

- **Available Competitors**

Number of competitors with stock available for this product, with specific price range and the number of competitors considered in parentheses.

- **Unavailable Competitors**







Competitors where availability is out-of-stock or we did not get any stock availability info from the extraction, with specific price range and the number of competitors considered in parentheses.

- **Expired Competitors**

Competitor matches that have not been extracted / updated for X days, as defined in the system settings.

- **# Prices**

The total number of prices analyzed for each product.

Add to Product Lists		Show Stats: All, All ▾						
<input type="checkbox"/>	SKU	Product Title	Your Price	Lowest Price	Avg Price	Available Competitors	Unavailable Competitors	#Prices ▴
<input type="checkbox"/>	B005VC8D88	 Canon PG-240 XL Black Ink Cartridge Compatible to printer MG2120, MG3120, MG4120, MX512, MX432...	● \$29.00	\$26.99 Google Sh...	\$31.22	\$26.99 - \$36.45 (10)	\$29.00 - \$47.77 (3)	22
<input type="checkbox"/>	B008YD1V58	 Canon FAXPHONE L190 Monochrome Laser Fax Machine Duplex Printer	● \$199.00	\$179.59 Walmart Ma...	\$239.51	\$179.59 - \$349.00 (6)	-	20
<input type="checkbox"/>	B0000C120T	 HP 12A Black Toner Cartridge Works with HP LaserJet 1010, 1020, 3015, 3020, 3030, 3050...	● \$104.89	\$91.00 Walmart Ma...	\$106.57	\$91.00 - \$130.89 (10)	-	20
<input type="checkbox"/>	B0030EH7S6	 Cuisinart CJE-1000 1000-Watt 5-Speed Juice Extractor [12.0 inches-19.0 inches]	● \$179.95	\$165.05 Walmart Ma...	\$172.53	\$179.95 - \$180.00 (2)	\$165.05 - \$165.05 (1)	19
<input type="checkbox"/>	B004FO37AC	 BARSKA Top Opening Biometric Fingerprint Safe	● \$279.99	\$149.99 Walmart Ma...	\$242.26	\$149.99 - \$282.62 (6)	\$196.99 - \$196.99 (1)	19
<input type="checkbox"/>	B00305H6UO	 Nostalgia Electrics RSM702 Retro Series Single Snow Cone Maker	● \$37.49	\$36.65 Walmart Ma...	\$38.91	\$36.65 - \$43.49 (5)	-	19

03 SKU Details Page

Webhook 4:46AM
Product Sy
2,352 Product
Latest update

Webhook 4:41AM
Repricing C

Competitive Intelligence

Products


Reports

Insights

Price Optimization

Cuisinart DCC-1100BKP1 Coffeemaker, 12-Cup, Black

▼ Product Details



Last Observed

Oct 28, 2021 13:23 CST

SKU: B000N22JPE

UPC: 00882382666933

Model: dcc1100bkp1

Your Price: \$79.95

Shipping: \$0.00

MAP: \$57.00

Category: Coffee, Tea & Espresso Appliances

Brand: Cuisinart

Your 60-day

High: N/A

Low: N/A

Average: N/A

► Custom Attributes

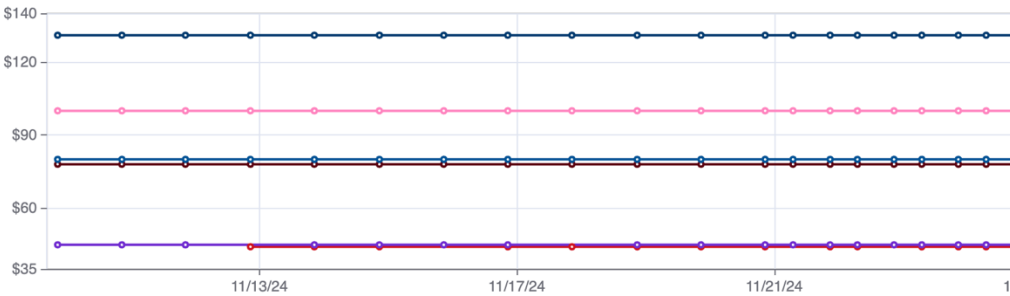
▼ Product Lists

[new_list](#)

[Chrome Extension Notifications](#)

▼ Debug Information

Competitive Price History



Amazon Marketplace

Office Depot

customer360

WalMart

Competitors - Linked Matches ▼

Actions ▼

Add to Chart

<input type="checkbox"/>	Competitor		Price		Shipping	Price+Ship
<input type="checkbox"/>	WalMart	✓👑	\$44.10	⚠	N/A	N/A
<input type="checkbox"/>	WalMart	👑	\$44.90	⚠	N/A	N/A
<input type="checkbox"/>	Home Depot		\$67.46		\$29.00	\$96.46
<input type="checkbox"/>	Amazon Marketplace The Kitchen Clique	👑	\$79.95		\$0.00	\$79.95
<input type="checkbox"/>	Office Depot		\$99.95		\$0.00	\$99.95

SKU Details Page

Product Details Section

- **SKU - Stock Keeping Unit**
Unique identifier for each product.
- **UPC - Universal Product Code**
A standardized barcode used to identify the product universally.
- **Your Price**
The current price at which you are selling the product.
- **Model**
A unique identifier assigned by the manufacturer to describe a particular version of a product.
- **Shipping**
The shipping cost for the product as listed by a store.
- **MAP**
Manufacturer's Minimum Advertised Price
- **Category**
The product category to which the SKU belongs.
- **Brand**
The manufacturer or brand of the product.
- **Your 60-Day Metrics**
The highest, lowest, and average prices for your product over the past 60 days.

Product Details



Last Observed

Oct 28, 2021 13:23 CST

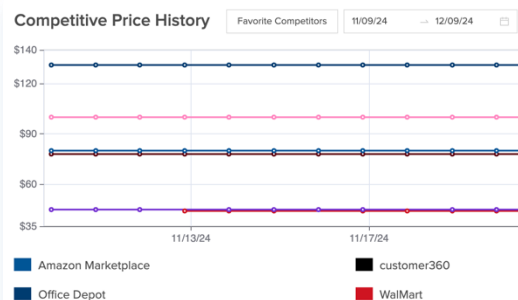
SKU:	B000N22JPE
UPC:	00882382666933
Model:	dcc1100bkp1
Your Price:	\$79.95
Shipping:	\$0.00
MAP:	\$57.00
Category:	Coffee, Tea & Espresso Appliances
Brand:	Cuisinart

Your 60-day

High:	N/A
Low:	N/A
Average:	N/A

Price History Chart

- **Competitor Price History**
A visual representation of how competitors have priced the same product over time. This chart helps identify pricing trends and patterns.
- **Date Range Selector**
A filter to adjust the timeline displayed on the chart for detailed historical analysis. We retain data for the last 90 days.



SKU Details Page

Actions and Controls

- **Add Match / Find Match**

Allows users to add a new product match or search for matches across competitors.

Competitor Table

- **Competitor**

A retailer selling the same product.

- **Price**

The price from the most recent extraction.

- **Shipping**

The shipping cost associated with the competitor's price (if available).

- **Price + ship**

The total price including both the product cost and shipping cost, providing a complete comparison.

- **Avg Price**

The average price for the product across competitors.

- **Diff. vs Your Price**

The percentage difference between your price and the competitor's price, highlighting where you are more expensive or cheaper.

- **60-Day High/Low**

The highest and lowest price at which the competitor has sold the product over the last 60 days.

- **Regular Price**

The competitor's standard price for the product, excluding discounts or promotions.


- **Availability**

Indicates whether the product is in stock at the competitor's store.

Competitors - [Linked Matches](#)

Actions		Add to Chart		Filters (All matches, Active)		Search competitors					
Competitor	Price	Shipping	Price+Ship	Diff. vs Your Price	60-day High	60-day Low	Regular Price	Avail.	Date Crawled		
<input type="checkbox"/> WalMart	\$44.10	N/A	N/A	↓ -45%	\$44.10	\$44.10	\$44.10	×	Jan 16, 2025 01:03 CST		
<input type="checkbox"/> WalMart	\$44.90	N/A	N/A	↓ -44%	\$44.90	\$44.90	\$44.90	×	Jan 16, 2025 01:02 CST		
<input type="checkbox"/> Amazon Marketplace always quality	\$79.99	\$16.21	\$96.20	↑ 0%	\$79.99	\$77.99	\$89.95	✓	Jan 16, 2025 01:02 CST		
<input type="checkbox"/> Home Depot	\$81.49	\$29.00	\$110.49	↑ 2%	\$81.49	\$67.46	\$81.49	×	Jan 16, 2025 01:02 CST		
<input type="checkbox"/> Office Depot	\$99.95	\$0.00	\$99.95	↑ 25%	\$99.95	\$99.95	\$99.95	✓	Jan 16, 2025 01:02 CST		


04 Reports Tab

 Webhook 4:46AM


Product Sy

2,352 Product

Latest update

 Webhook 4:41AM

Repricing C



Competitive Intelligence

Products

Reports

Insights

Price Optimization

Your Reports - Untitled Report

▼ Report Type

☒ All Products

Multiple rows for each retailer match

☐ My Products

One row for all retailer matches

☐ Historical

Multiple rows for each retailer match within specified historical range

▼ Share Report With

☒ Don't share with others

☐ All users in your organization

☐ Selected users

▼ Columns

Your SKU

Your Title

Retailer

Category Level 1

Price

Shipping Price

Availability

Crawl Date

Clear

Select

▼ Filters

You have unsaved changes for this report.

Your SKU	Your Title	Retailer
B00BCGRZ04	Samsung UN19F4000 19-Inch 720p 60Hz Slim LED HDTV	Office Depot
B00DGQK2GM	Sony DSC-RX100M II Cyber-shot Digital Still Camera 20.2MP, Black	Google Shopping
B00DGQK2GM	Sony DSC-RX100M II Cyber-shot Digital Still Camera 20.2MP, Black	Google Shopping
B00DGQK2GM	Sony DSC-RX100M II Cyber-shot Digital Still Camera 20.2MP, Black	Google Shopping
B00889ST2G	Sony DSC-RX100/B 20.2 MP Exmor CMOS Sensor Digital Camera with 3.6x Zoom [Base]	Walmart Marketplace
B009B0MZ8U	Canon EOS 6D 20.2 MP CMOS Digital SLR Camera with 3.0"LCD (Body Only) - Wi-Fi Enabled [Base-Body Only]	Walmart Marketplace
B009B0MZ8U	Canon EOS 6D 20.2 MP CMOS Digital SLR Camera with 3.0"LCD (Body Only) - Wi-Fi Enabled [Base-Body Only]	Walmart Marketplace
B009B0MZ8U	Canon EOS 6D 20.2 MP CMOS Digital SLR Camera with 3.0"LCD (Body Only) - Wi-Fi Enabled [Base-	Office Depot

Your Reports

Report Types

- **All Products**
Features a layout style with a display of each competitor match in an individual row
- **My Products**
Features a layout style with a display of with a single row for each SKU in your catalog, with each competitor price listed in its own column
- **Historical Reports**
Features a layout style with a display of each competitor match in its own row, in addition to the utilization of historical data

▼ Report Type

- ☒ **All Products**
Multiple rows for each retailer match
- ☐ **My Products**
One row for all retailer matches
- ☐ **Historical**
Multiple rows for each retailer match within specified historical range

Common Filters

- **Price Bands**
Categorizes products into pricing tiers.
- **Authorized Seller**
Indicates whether the seller is officially authorized by the brand to sell the product.
- **Availability**
Filters based on product availability across competitors.
- **Brand**
Filters or groups data by brand.
- **Brand ID**
Unique identifier for the brand.
- **Categories**
Allows users to specify product categories.
- **Category (1 – 5)**
A level of hierarchy for product category selection.
- **Condition**
Product listing condition (e.g., New, Used).

▼ Share Report With

- ☐ Don't share with others
- ☒ All users in your organization
- ☐ Selected users

▼ Columns

Brand	×
Availability	×
Quantity Price 1	×
Quantity Range 1	×
Authorized Seller	×
Brand ID	×
Category Level 4	×
Category Level 1 ID	×

Clear

Select

Your Reports

Common Filters, continued

- **Crawl Date**
Filter data by the date it was last collected.
- **Currency**
Allows users to select the currency for listed for the product.
- **Last Matched On**
Indicates last time the competitor product listing was matched to your SKU.
- **MAP Violation**
Has a violation occurred? True/False will be shown
- **Marketplace Seller**
Refers to third-party sellers on a marketplace platform (e.g., Amazon, Walmart).
- **Marketplace Seller ID**
A unique identifier for a third-party seller on a marketplace platform
- **Price**
Represents either the customer's price or retailer partner price, depending on the context.
- **Price Volatility**
Measures the degree of price changes for a product over a specified time frame.
- **14-day # of Price Changes**
Total price changes for a product in the past 14 days.
- **14-day % of Price Changes**
Percentage of price changes relative to the starting price over 14 days.

▼ Share Report With

- ☐ Don't share with others
- ☒ All users in your organization
- ☐ Selected users

▼ Columns

Currency	×
Last Matched On	×
MAP Violation	×
Marketplace Seller	×
Marketplace Seller Id	×
14 day # of Price changes	×
14 day % of Price changes	×
14 day Standard Deviation	×
14 day Variance	×

Clear

Select

Your Reports

Common Filters, continued

- **Competitors**
Businesses offering similar or same products for comparison.
- **Last Matching Run**
The most recent execution of matching competitors' products.
- **Minimum Price**
The lowest available price for a product
- **Model**
Allows filtering based on the product model.
- **Prices**
Displays the base product prices.
- **Price + Shipping**
Combines product price and shipping cost for comparison.
- **Regular Price**
The original product price before discounts.
- **Shipping Price**
Includes or excludes shipping costs in analysis.

▼ Share Report With

- ☐ Don't share with others
- ☒ All users in your organization
- ☐ Selected users

▼ Columns

Price+Shipping	×
Last Matching Run	×
Prices	×
Regular Price	×
Shipping Price	×
Model	×
Minimum Price	×
Competitors	×

Clear

Select

Your Reports

Common Filters, continued

- **Fastest Delivery**
Highlights products with the quickest delivery options available.
- **Price Type**
Specifies the price classification (e.g., regular, promotional, clearance).
- **Shipping Message**
Notes such as “Free Shipping” or estimated delivery times.
- **Store Pickup Message**
Displays availability for in-store pickup.
- **Pack Size**
Number of units within a product package.
- **# of Reviews**
Total customer reviews for a product.
- **Rating**
Average customer rating or score.
- **Regular Price**
Original price before discounts or promotions.
- **Retailer Name**
The name of the retailer listing the product.
- **SKU - Stock Keeping Unit**
Unique identifier for each product.
- **Shipping**
Shipping costs applied to competitor listings.

▼ Share Report With

☒ Don't share with others

☐ All users in your organization

☐ Selected users

▼ Columns

Fastest Delivery

Fulfilled by Walmart

Price Type

Shipping Message

Store Pickup Message

of Reviews

Rating

×

×

×

×

×

×

×

Clear

Select

Your Reports

Common Filters, continued

- **Your Availability**
Current stock status of your product.
- **Your Condition**
Product listing condition (e.g., New, Used).
- **Your Image**
Uploaded product image from your system.
- **Your In Cart**
Pricing displayed only at checkout/cart level.
- **Your Model Number**
Your internal model number for the product.
- **Your Pack Size**
Pack size listed in your system.
- **Your Price**
Your current product price.
- **Your Price With Shipping null**
Shipping cost not available.
- **Your Price per Unit**
Price adjusted for unit measurements.
- **Your Regular Price**
Your base price before discounts.
- **Your SKU**
Your unique product identifier.
- **Your Shipping**
Shipping costs applied to your product.
- **Your Title**
Product name or title from your system.
- **Your UPC**
Universal Product Code for your product.
- **Your Units of Measure**
Measurement units for your product.

▼ Share Report With

- ☐ Don't share with others
- ☒ All users in your organization
- ☐ Selected users

▼ Columns

Your Availability	×
Your Condition	×
Your Image	×
Your In Cart	×
Your Model Number	×
Your Pack Size	×
Your Price With Shipping null	×
Your Price per Unit	×
Your Regular Price	×

Clear

Select



Thank You