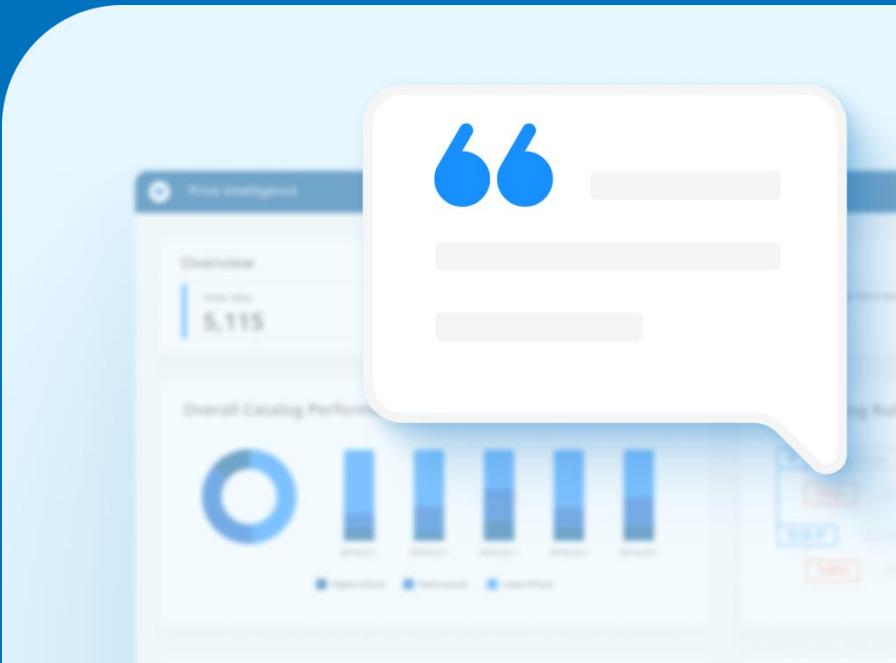




Price Intelligence Glossary of Key Terms



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.

The screenshot displays the Price Intelligence software interface with the following sections:

- Header:** Price Intelligence
- Overview:** TOTAL SKUs: 5,115, SKUs ELIGIBLE FOR PRICE INCREASE: 2,352, SKUs ELIGIBLE FOR PRICE REDUCTION: 921.
- Overall Catalog Performance:** A donut chart and bar charts showing price levels (Higher-priced, Same-priced, Lower-Priced) across RETAILER 1 to RETAILER 5.
- Set Repricing Rules:** A conditional logic builder with IF, THEN, ELSE IF, and THEN steps.
- SKU Performance:** A line chart showing price trends for SKU SKU-1234, with a RECOMMENDED ACTION of Lower Price. It compares Your Price (blue) and Competitor Price (orange).
- Live Preview:** A table showing Product, Sales Velocity, and Current Margin for a Microwave SKU.
- Webhooks:** Product Sync Success (2,352 Products Updated, Latest update 1min) and Repricing Complete (1,347 Products Re-priced, Latest update 5min, WWW.WISER.COM).

01 Competitive Intelligence Tab

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

Webhook 4:41AM
Repricing

Competitive Intelligence - Competitors ⓘ

Product List

Select a product list

Clear

Apply

2024-12-04

Overall performance

Category	Percentage
Your price is higher	25%
Your price is the same	25%
Your price is lower	50%

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

Platform	Higher	Same	Lower
Google Shopping	40%	20%	40%
Walmart Marketplace	10%	10%	80%
Sears Marketplace	5%	5%	90%
WalMart	10%	20%	70%
Office Depot	5%	10%	85%

Categories

Nothing selected

Clear

Select

Competitors

Nothing selected

Clear

Select

Brands

Nothing selected

Clear

Select

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%)
WalMart	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.

▼ Product List

▼ Categories

Nothing selected

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.

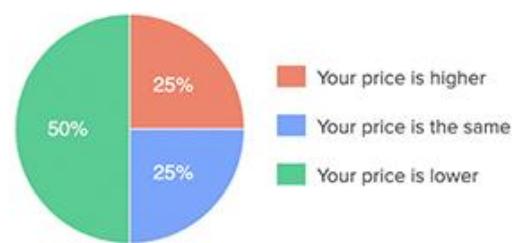
- **Overall Performance**

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.

Overall performance



Percentage of price matches with higher, same, or lower prices (by competitors)



02 Products Tab



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

Competitive History

Higher Price Percentage Lower Price Percentage

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

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 X

Clear Select

▼ Brands

Nothing selected

Clear Select

▼ Price Range

Min - Max

Clear Apply

Data Visualization

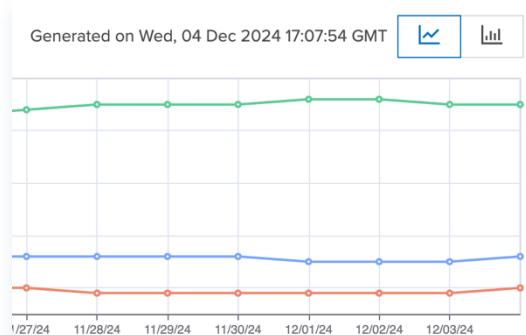
The Competitive History Chart provides an insightful visualization of pricing trends over time, showcasing your products relative to competitors.

- **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 ✓					
SKU	Product Title	Your Price	Lowest Price	Avg Price	Available Competitors	Unavailable Competitors	#Prices
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
B008YD1V58	Canon FAXPHONE L190 Monochrome Laser Fax Machine Duplex Printer	● \$199.00	\$179.59 Walmart Ma...	\$239.51	\$179.59 - \$349.00 (6)	-	20
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
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
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
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



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: dcc1100b kp1
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

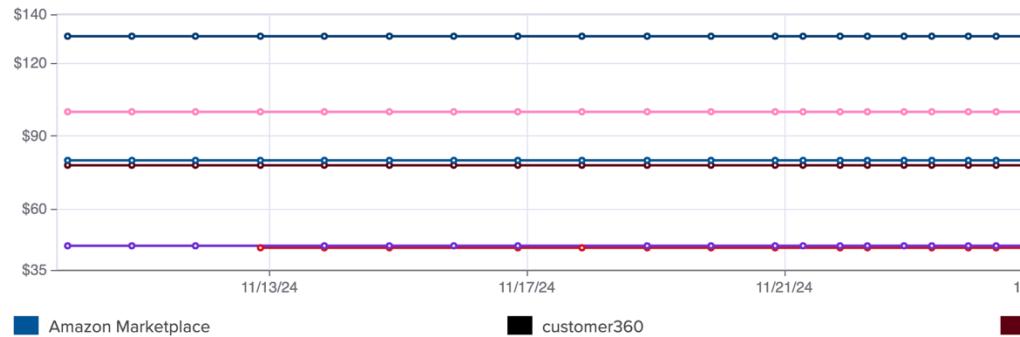
Custom Attributes

Product Lists

[new_list](#)
[Chrome Extension Notifications](#)

Debug Information

Competitive Price History



Legend: Amazon Marketplace (Blue), Office Depot (Dark Blue), customer360 (Black), WalMart (Red), eBay (Purple)

Competitors - Linked Matches

Actions	Add to Chart	Competitor	Price	Shipping	Price+Ship
<input type="checkbox"/>		WalMart	\$44.10	!	N/A
<input type="checkbox"/>		WalMart	\$44.90	!	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.

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.

▼ Product Details



Last Observed

Oct 28, 2021 13:23 CST

SKU:	B000N22JPE
UPC:	00882382666933
Model:	ccc1100bcp1
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



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)							
Competitor	Price	Shipping	Price+Ship	Diff. vs Your Price	60-day High	60-day Low	Regular Price	Avail.	Date Crawled		
WalMart	\$44.10	N/A	N/A	↓ -45%	\$44.10	\$44.10	\$44.10	✗	Jan 16, 2025 01:03 CST		
WalMart	\$44.90	N/A	N/A	↓ -44%	\$44.90	\$44.90	\$44.90	✗	Jan 16, 2025 01:02 CST		
Amazon Marketplace always quality	\$79.99	\$16.21	\$96.20	↑ 0%	\$79.99	\$77.99	\$89.95	✓	Jan 16, 2025 01:02 CST		
Home Depot	\$81.49	\$29.00	\$110.49	↑ 2%	\$81.49	\$67.46	\$81.49	✗	Jan 16, 2025 01:02 CST		
Office Depot	\$99.95	\$0.00	\$99.95	↑ 25%	\$99.95	\$99.95	\$99.95	✓	Jan 16, 2025 01:02 CST		

04 Reports Tab



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

Filters

Product ID: B009B0MZ8U

Report Data

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-Body Only]	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

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).

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

Brand

X

Availability

X

Quantity Price 1

X

Quantity Range 1

X

Authorized Seller

X

Brand ID

X

Category Level 4

X

Category Level 1 ID

X

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

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

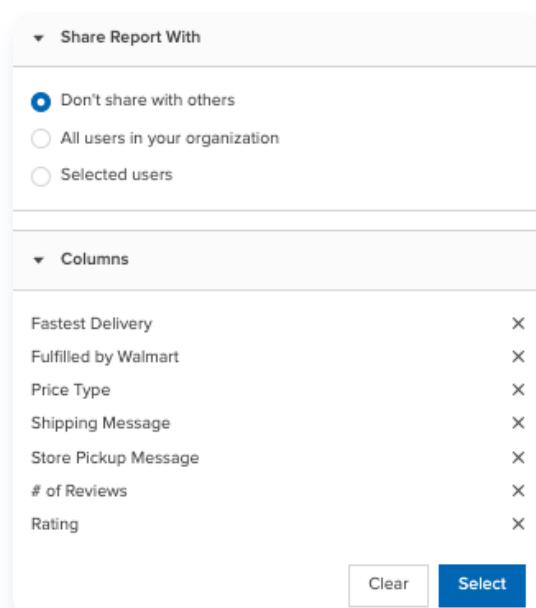
Price+Shipping	X
Last Matching Run	X
Prices	X
Regular Price	X
Shipping Price	X
Model	X
Minimum Price	X
Competitors	X

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.



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