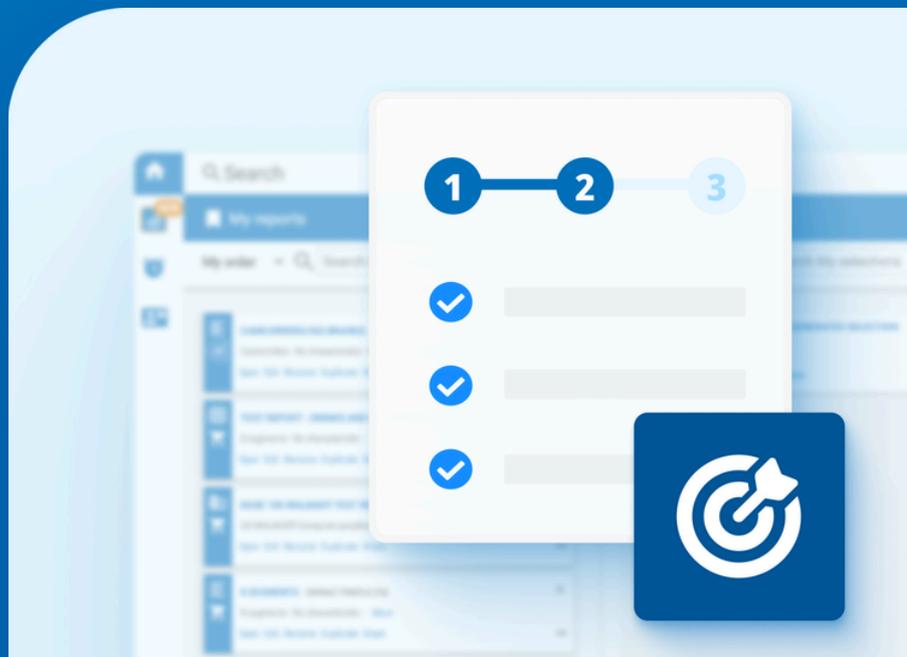


For Brands

Market Intelligence Growth Playbook

A practical guide to understanding your position
and acting with confidence

www.wiser.com



Introduction

Market Intelligence gives brands visibility into how products are priced, distributed, and positioned across retailers.

Used effectively, it helps teams understand where market signals are real, where behavioral change is sustained, and where action or alignment is warranted.

This guide is designed for brand, revenue, and commercial teams who want a clear, repeatable way to use Market Intelligence in pricing discussions, line reviews, internal planning cycles, and retailer conversations. It is structured around six core themes that reflect how brands most often use Market Intelligence in practice:

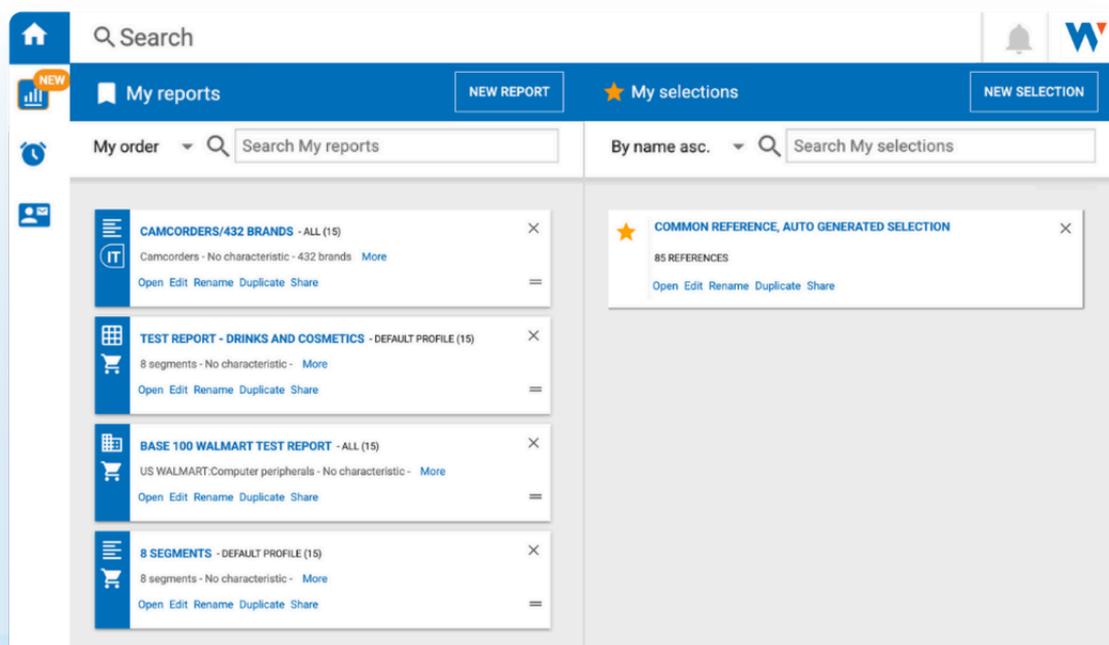
- Price integrity
- Retailer investment
- Price ladder positioning
- Brand momentum
- Category structure
- Promotions impact

These themes surface when teams need to align on market reality before engaging retail partners.

Rather than reacting to isolated price changes or assortment moves, disciplined brand teams use these views to reduce ambiguity and focus on the patterns that matter.

If you take one thing away, it's this: **revisit the same views on a regular cadence.**

That is how Market Intelligence moves from isolated insight to shared market context.



Theme 1: Price integrity



Brands need to understand where the same products are consistently priced lower by specific retailers. Sustained price gaps directly affect margin, undermine confidence in pricing strategy, and weaken credibility in retailer conversations. These gaps often reflect retailer pricing behavior rather than isolated activity and they are rarely obvious without consistent review.

Market Intelligence enables brands to identify recurring price misalignment by comparing identical products across retailers and tracking those gaps over time.

How to approach this analysis

Narrow analysis to products sold by more than one retailer, then validate whether price gaps persist, ensuring pricing discussions are based on patterns rather than anecdotes.



Use **Shared References** to identify comparable products.



Review the **Price Matrix** to surface price gaps by retailer.



Use **Price History** to confirm whether the same retailers remain lower over time.

Theme 1: Price integrity



WHAT THIS ANALYSIS HELPS BRANDS ANSWER

Where am I losing price integrity across retailers?

Which price gaps are sustained versus temporary?

Which products and retailers warrant pricing alignment discussion?

Which sustained gaps pose real margin, credibility, or relationship risk?

Together, these answers help brands enter pricing conversations with clarity, consistency, and leverage.

WHAT TO DO NEXT



Prioritize sustained gaps for pricing or commercial review.



Treat one-off price drops as noise unless they repeat.



Use confirmed patterns to shift retailer conversations from defensive explanations to evidence-based alignment.

Theme 2: Retailer investment

BRANDS COVERAGE - 17 NOVEMBER 2025 - 1 DAY				
CELLPHONES NO CHARACTERISTIC 442 BRANDS [1,819 OFFERS]				
Brand	Offers	% ▼	Retailers	Brand coverage
SAMSUNG	441	24.24 %	5	
APPLE	372	20.45 %	5	
GOOGLE	216	11.87 %	5	
MOTOROLA	148	8.14 %	5	
HONOR	126	6.93 %	5	
NOKIA	62	3.41 %	5	

Brands need to understand which retailers are actively investing in their brand and which are holding steady or pulling back, because these shifts directly influence revenue opportunity, negotiation leverage, and where commercial effort pays off. Changes in distribution and assortment depth often emerge gradually, signaling shifting retailer priorities before they become explicit.

Market Intelligence supports this by showing how brand presence evolves across retailers over time by reviewing coverage and assortment views consistently over time.

How to approach this analysis

This approach highlights meaningful changes in retailer support.



Review **Coverage** by Brand across retailers.



Track changes in assortment depth over time.



Compare trends across retailers to understand relative investment.

Theme 2: Retailer investment



WHAT THIS ANALYSIS HELPS BRANDS ANSWER

Which retailers are increasing, maintaining, or reducing support for my brand?

Where should I focus commercial effort or activation?

Which changes reflect strategic shifts versus routine assortment maintenance?

Which shifts require a change in how we engage or invest with specific retailers?

WHAT TO DO NEXT



Adjust engagement strategy based on sustained changes in retailer investment.



Use sustained trends to guide account planning and discussions.



Avoid reacting to isolated SKU adds or removals and confirm if trends persist over time.

Theme 3: Price ladder positioning

Statistics	US WALMART	CURRYS	AMAZON.CO.UK
Average reference count	951	95	268
Average competitors count per reference	1	3	2
Average price	\$991.31	\$944.65	\$1,055.74
 Cheapest	92.85 % (883)	6.32 % (6)	18.66 % (50)
 Quartile 1	0.74 % (7)	10.53 % (10)	6.34 % (17)
 Quartile 2	0.84 % (8)	8.42 % (8)	6.34 % (17)
 Quartile 3	0.63 % (6)	21.05 % (20)	8.96 % (24)
 Quartile 4	0.32 % (3)	18.95 % (18)	6.72 % (18)
 Most expensive	4.63 % (44)	34.74 % (33)	52.99 % (142)

Brands need to understand where their products sit within the category price ladder and whether that position is drifting over time. Gradual shifts can signal changes in retailer pricing behavior, promotional intensity, or competitive context.

Market Intelligence makes price positioning visible by showing how brand offers are distributed across price tiers relative to the market.

How to approach this analysis

Review price-tier distribution at the brand level, not SKU by SKU.



Use [Quartiles](#) to view brand distribution across price tiers, for a specific category.



Compare distribution across prior periods and validate changes using [Price History](#) and promotion context.



Identify positioning drift without overreacting to short-term movement.

Theme 3: Price ladder positioning



WHAT THIS ANALYSIS HELPS BRANDS ANSWER

Is my brand's relative price position within the category changing over time?

Are observed changes driven by promotions or sustained behavior?

Where might pricing or promotional strategy need adjustment?

Is this change acceptable, or is it quietly breaking our strategy?

WHAT TO DO NEXT



Use sustained price drift to determine whether current pricing or promotional strategy still supports your intended brand position.



Align internal teams on where the brand should sit on the price ladder (and where it should not).



Address misalignment early to avoid margin erosion or unintended repositioning at retail.

Theme 4: Brand momentum

Reference	SKU	CURRYS	ARGOS	VERY	LITTLEWOODS
		9.1 268 (74.03%)	9.3 310 (90.12%)	9.1 174 (87%)	9.1 140 (83.83%)
APPLE					
✓	IPHONE 14 BLUE 128GB	9.4 (4705) (138) ▲	9.8 (887) (8) ▲		
✓	IPHONE 14 BLUE 256GB	9.4 (4705) (138) ▲	9.6 (133) (1) ▲		
✓	IPHONE 14 MIDNIGHT 128GB	9.4 (4705) (138) ▲	9.8 (887) (8) ▲	9.6 (103) (4) ▲	9.6 (96) (3) ▲
✓	IPHONE 14 MIDNIGHT 256GB	9.0 (120) (9) ▲	9.6 (133) (1) ▲	9.2 (16) (1) ▲	
✓	IPHONE 14 STARLIGHT 256GB	9.0 (120) (9) ▲	9.6 (133) (1) ▲	9.0 (11) (1) ▲	9.0 (11) (1) ▲
✓	IPHONE 15 BLACK 128GB	9.4 (1908) (48) ▲	9.8 (694) (11) ▲	9.4 (90) (4) ▲	9.4 (85) (3) ▲

Brands need early signals of changing retailer support or consumer interest before those shifts appear in sell-out data. Early movement in listings, availability, or reviews can indicate growing traction or emerging risk.

Market Intelligence surfaces these signals by combining assortment, availability, and consumer feedback across retailers.

How to approach this analysis

Monitor multiple signals together to avoid false conclusions.



Track **New Listings** and **Delistings** to see where products are being added or removed.



Monitor **Ratings and Reviews** volume and score for changes in consumer response.



Review **Coverage** and assortment depth alongside these signals to provide context.

Theme 4: Brand momentum



WHAT THIS ANALYSIS HELPS BRANDS ANSWER

Are there early signs of increasing or declining momentum?

Where is momentum building before it shows up in performance data?

Which products or retailers warrant closer attention?

Which momentum signals warrant action versus continued monitoring?

WHAT TO DO NEXT



Use early momentum signals to prioritize products or retailers that require action before performance shifts become visible.

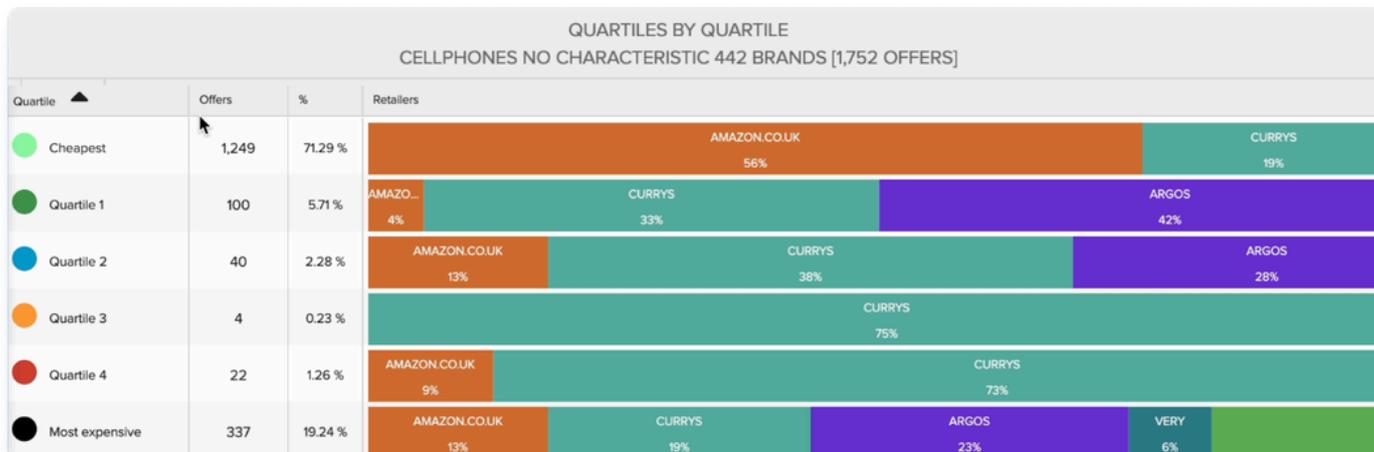


Investigate early signs of decline to address distribution, pricing, or support issues while options are still available.



Act on momentum trends early to preserve distribution, leverage, and response options.

Theme 5: Category structure



Brands need to understand how a category is evolving across retailers, including shifts in price tiers, formats, or assortment emphasis. These changes, which rarely appear as a single, obvious event, shape competitive context and long-term positioning.

Market Intelligence supports this analysis by allowing brands to compare category-level views repeatedly over time.

How to approach this analysis

Focus on category-level views to see how products are distributed across price ranges, attributes, or formats.



Review category price or distribution views at multiple points in time.



Compare how products are spread across price tiers or formats.



Look for changes in concentration rather than individual product movement.



Use exports for deeper comparison when needed.

Theme 5: Category structure



WHAT THIS ANALYSIS HELPS BRANDS ANSWER

How is the category structure changing across retailers, over time?

Which price tiers or formats are expanding or contracting?

How might these shifts affect brand positioning or strategy?

WHAT TO DO NEXT



Reassess positioning if the category is moving away from your core strength.



Use category shifts to inform innovation, pricing, or portfolio decisions.



Anchor strategy discussions in observed market movement.

Theme 6: Promotions Impact

Reference	SKU	Profile Min	Profile Max	US WALMART	CURRY'S	AMAZON.CO.UK	AO.COM
ALCATEL							
5004C2BRKUSIN GREY 32GB	650631290	US WALMART \$49.52	US WALMART \$49.52	\$49.52			
APPLE							
AIRPODS 4 MXP63 WHITE	11381374703	US WALMART \$99 \$129.99 (-\$30.99)	IE CURRY'S \$177.24	\$99 \$129.99 (-\$30.99)	\$135.07 \$162.36 (-\$27.29)	\$135.07 \$162.36 (-\$27.29)	\$135.07 \$162.36 (-\$27.29)
AIRPODS 4 MXP93 WHITE	11384707978	US WALMART \$139.99 \$179 (-\$39.01)	IE CURRY'S \$236.71	\$139.99 \$179 (-\$39.01)	\$203.29 \$230.57 (-\$27.29)	\$189.64 \$230.57 (-\$40.93)	\$203.29 \$230.57 (-\$27.29)
IMAC 2023 MQRQ3 BLUE APPLE	5128448933	US WALMART : DATAVISION C \$1149	AMAZON.CO.UK \$1,908.71			\$1,908.71	
IMAC 2023 MQR3 BLUE APPLE	5127825845	US WALMART : DATAVISION C \$1,249	AO.COM \$1,335.69				\$1,335.69
IMAC 2024 MWUE3 GREEN M4 16	13678572691	US WALMART : DATAVISION C \$1,227	IE CURRY'S \$1,818.76 \$1,902.03 (-\$83.27)		\$1,772.28	\$1,608.56	\$1,608.56
IMAC 2024 MWUF3 BLUE M4 16G	13716714448	US WALMART : DATAVISION C \$1,227	IE CURRY'S \$1,818.76 \$1,902.03 (-\$83.27)		\$1,772.28	\$1,608.56	\$1,663.13

Observed price movement does not always reflect changes in base pricing behavior.

Promotions can temporarily distort price signals, making context essential for accurate interpretation.

Market Intelligence enables brands to separate promotional effects from broader, long-term pricing behavior by pairing price visibility with promotion tracking.

How to approach this analysis



Validate price movement against promotion activity.



Review **Promotions** report to understand promotion timing and depth.



Compare promotional periods with **Price History**.



Assess pricing behavior before and after promotions end.

Theme 6: Promotions Impact



WHAT THIS ANALYSIS HELPS BRANDS ANSWER

Are price changes promotion-driven or sustained?

How does promotional activity affect perceived positioning?

Where should pricing interpretation be adjusted to account for promotional impact?

WHAT TO DO NEXT



Use promotion context to shift pricing discussions away from short-term discounts and toward sustained pricing behavior.



Avoid reacting to promotional-driven price movement.



Focus on pricing behavior that persists beyond promotions.

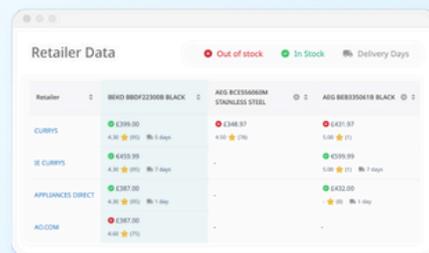
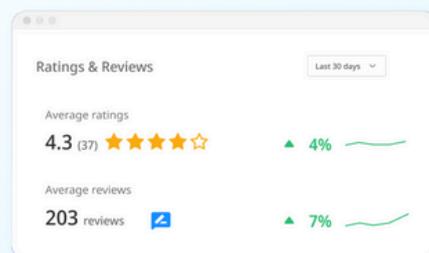
Conclusion

Market Intelligence is most valuable when it is used as a **consistent point of reference**, not a reactive tool.

By focusing on sustained patterns, validating change over time, and linking insight directly to action, brand teams can move from isolated observations to confident market alignment.

Used consistently, Market Intelligence supports clearer internal decisions and more effective, fact-based conversations with retail partners.

If you have questions or want help interpreting patterns over time, **reach out to your Customer Success Manager.**





Thank You

www.wiser.com