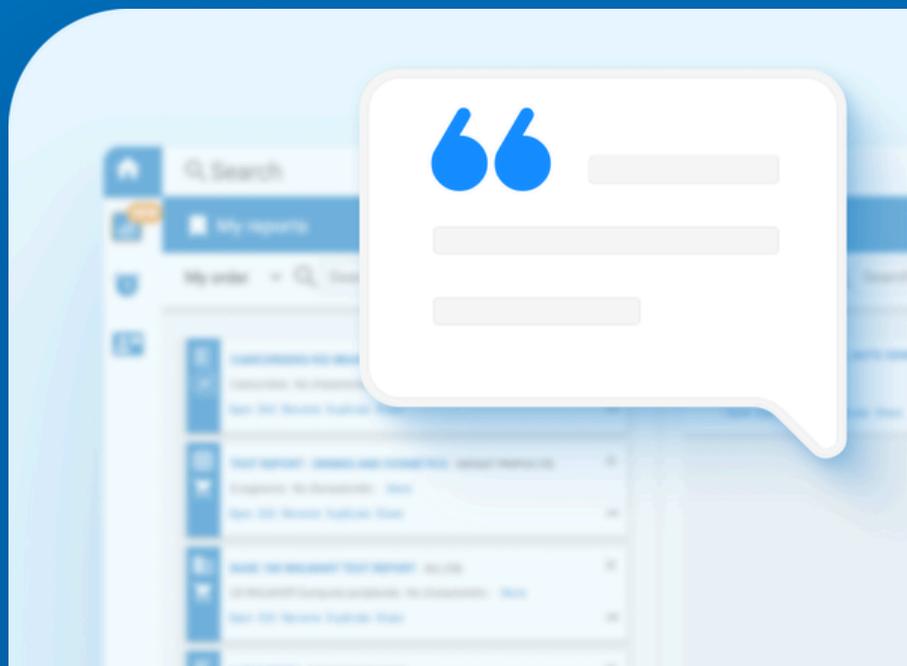




Market Intelligence Glossary of Key Terms

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Introduction

Market Intelligence provides visibility into how products, brands, and pricing appear across the digital marketplace. It is designed to help users observe market behavior, understand assortment positioning, and analyze competitive dynamics across retailers.

Because Market Intelligence aggregates large volumes of normalized data from multiple sources, a shared understanding of terminology is essential. The terms defined in this glossary reflect how data is structured, measured, and displayed within the Market Intelligence environment. These definitions are intended to support consistent interpretation of reports, dashboards, and analytics views. This document does not provide step-by-step instructions for completing specific tasks.

For practical guidance on using Market Intelligence, you may also refer to the following companion resources:

[Onboarding Guide](#)

Introduces the platform structure, navigation, and foundational concepts to help you get started.



[Report Handbook](#)

Explains how to read and interpret each report and understand the data presented.



[Growth Guide for Brands](#)

Describes how brands can use Market Intelligence to track distribution, visibility, and presence across retailers.



[Growth Guide for Retailers](#)

Highlights how retailers can apply Market Intelligence insights to monitor assortment, pricing position, and competitive activity.



Catalog Structure and Product Normalization

- **Catalog**

The defined universe of products selected for analysis. All calculations, comparisons, and metrics are scoped to the active catalog.

- **Reference**

A normalized product used to align identical items across different retailers. References allow Market Intelligence to compare equivalent products even when retailer naming differs.

- **SKU**

The retailer-specific identifier attached to a reference. A single reference can map to multiple SKUs when the same product appears across retailers.

- **Offer**

An observed listing of a reference on a retailer's site during a collection cycle. Offer counts represent how widely a product appears in the market.

- **Common References**

Products observed across more than one retailer.

- **Exclusive References**

Products observed at only one retailer within the selected scope.

Catalog	Total references number	Common references number ...	Exclusive references number ...	Promotion references number	% of references having price increase ...
Cosmetics	58397	54321	4076	20097	8.19
Cosmetic accessories	2614	2449	165	567	6.38

Retailers, Sources, and Scope

- **Site (Retailer)**

An individual online store included in analysis.

- **Marketplace**

A platform hosting multiple sellers where offers may be aggregated within a single site environment.

- **Sites in Profile**

The retailers actively included in the current analysis configuration.

- **Profile**

A saved configuration that determines which retailers, products, and filters are applied.

- **Default Profile**

The automatically loaded configuration when entering a workspace.

- **Category View**

A market-level view of a defined category that includes your products and competitive items.

- **My Assortment**

A filtered view that shows only your catalog SKUs matched to live retailer listings, used to monitor your own products, without competitive items in view.

- **My Selections**

A saved, custom list of SKUs (such as hero products, event items, or seasonal focus).

- **W2P Catalog**

Wiser's proprietary full-market database, equivalent to Category View, used in **Alerts** to monitor the broader category beyond your own assortment.

Coverage and Market Presence

- **Coverage**

The measure of how broadly products or brands appear across selected retailers.

- **Brand Coverage (In Percentage)**

The proportional share of observed offers attributed to a brand.

- **Brand Coverage (In Volume)**

The absolute count of offers associated with a brand.

- **Unavailable**

A product not observed as available during the selected time window.

- **Exclude Unavailables**

A filter that removes unavailable items from calculations.

US WALMART: HI-FI AND MP3

COVERAGE BRANDS IN VOLUME

DEFAULT PROFILE (15) \$ 1 day 02/03/2026 EDIT

1774 offers

BRANDS COVERAGE - 2 MARCH 2026 - 1 DAY

US WALMART: HI-FI AND MP3 NO CHARACTERISTIC 117 BRANDS [1,774 OFFERS]

Brand	Offers	%	Retailers	Brand coverage
JBL	326	18.38 %	8	HUGHE... 23, ES ELCORTEINGLES 62, CURRYS 30, AMAZON.CO.UK 77, IE CU... 17, US WALMART 115
SONY	246	13.87 %	9	HU... C... 10, AO.COM 6, 24, CURRYS 35, ES ELCORTEINGLES 36, IE CURRYS 35, AMAZON.CO.UK 38, 5, US WALMART 57
BOSE	172	9.7 %	6	CURRYS 30, ES ELCORTEINGLES 30, IE CURRYS 30, AMAZON.CO.UK 31, 2, US WALMART 49
JVC	102	5.75 %	6	BA, ES ELCO... 1, 2, 8, CURRYS 13, AMAZON.CO.UK 22, US WALMART 96
SOUNDCORE	83	4.68 %	6	C, AO.COM 1, 6, CURRYS 9, AMAZON.CO.UK 17, IE C... 4, US WALMART 46
SONOS	76	4.28 %	6	HUGHES DIRECT 13, CURRYS 13, ES ELCORTEINGLES 11, IE CURRYS 13, AMAZON.CO.UK 10, US WALMART 16
SAMSUNG	68	3.83 %	10	A... HUG... C... 2, 3, 1, AO.COM 7, ES ELCO... 5, CURRYS 5, AMAZON.CO.UK 12, IE CURRYS 7, APPL... 4, US WALMART 22
VICTROLA	66	3.72 %	3	CURRYS 7, AMAZON.CO... 7, US WALMART 52
JLAB	50	2.82 %	4	CURRYS 7, AMAZON.CO.UK 12, IE CUR... 3, US WALMART 28

Pricing Observations

- **Price Matrix**

A cross-retailer view of observed prices for matched references.

- **Profile Min**

The lowest observed price within the selected retailers.

- **Profile Max**

The highest observed price within the selected retailers.

- **Average Price**

The calculated mean of observed prices within scope.

PRICE ▾ MATRIX ▾ PRICES ▾						
FILTER BY <input type="checkbox"/> Promotion <input type="checkbox"/> Unavailable <input type="checkbox"/> Price increase <input type="checkbox"/> Price decrease						
884 references			Page 1 on 18			
Reference	SKU	Profile Min	Profile Max	US WALMART		
ACOUSTIC AUDIO						
151B BLACK PAIR	155441304	US WALMART : GOLDWOOD \$34.88 3	US WALMART : GOLDWOOD \$34.88 3	GOLDWOOD \$34.88 3	884	
AA32CB BLACK	55508929	US WALMART : GOLDWOOD \$35.88 3	US WALMART : GOLDWOOD \$35.88 3	GOLDWOOD \$35.88 3		
AA351B AA40CB BLACK	55508933	US WALMART : GOLDWOOD \$48.88 3	US WALMART : GOLDWOOD \$48.88 3	GOLDWOOD \$48.88 3		
PSC32 BLACK	55508938	US WALMART : GOLDWOOD \$29.88 3	US WALMART : GOLDWOOD \$29.88 3	GOLDWOOD \$29.88 3		
PSW10 BLACK	55508917	US WALMART : GOLDWOOD \$169.88 3	US WALMART : GOLDWOOD \$169.88 3	GOLDWOOD \$169.88 3		

Base 100 Analysis

- **Base 100**

An indexed comparison view where one retailer is set as the baseline value of 100, and others are expressed relative to it.

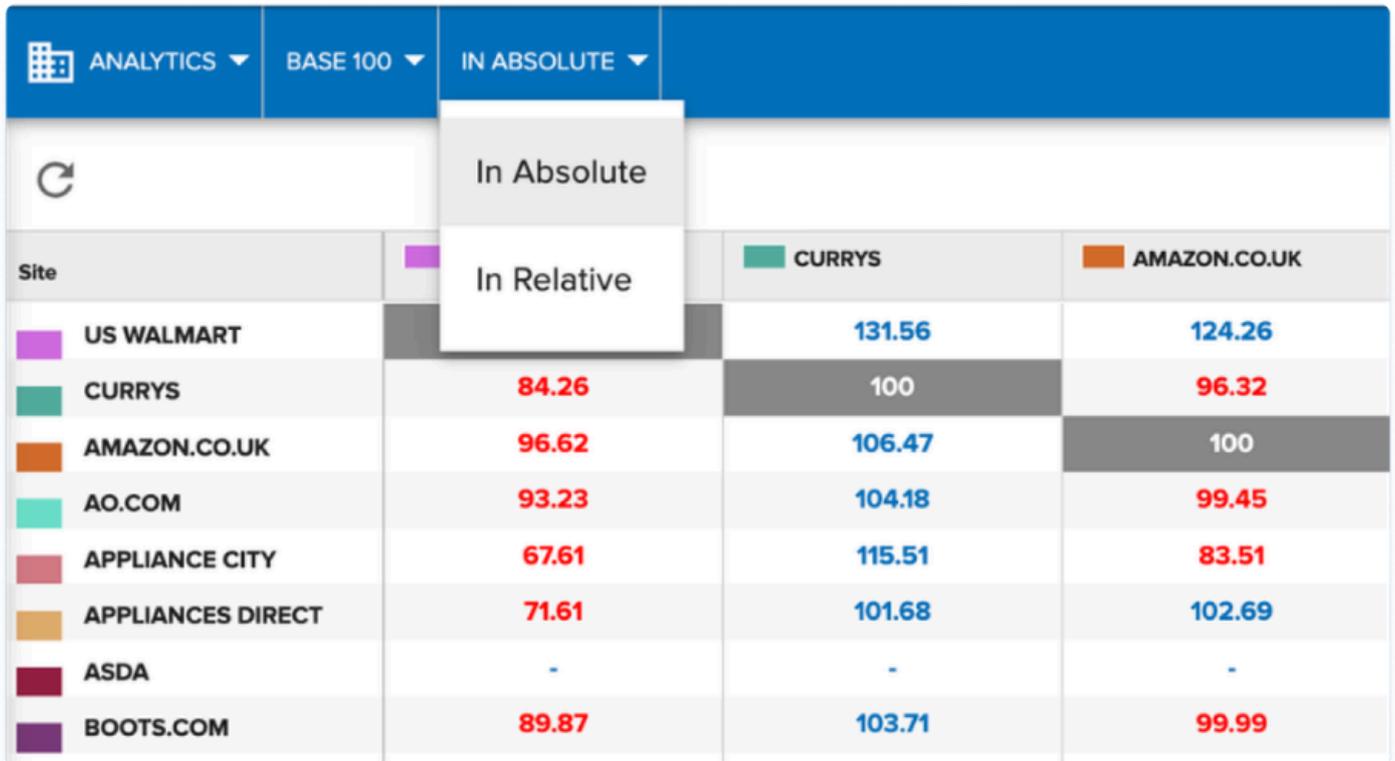
- **In Absolute**

Displays the indexed value as a numeric comparison against the base.

- **In Relative**

Displays the indexed value as a percentage difference from the base.

This method is used to understand competitive positioning rather than exact price values.



The screenshot shows a dashboard with a blue header containing navigation tabs: 'ANALYTICS', 'BASE 100', and 'IN ABSOLUTE'. Below the header is a table with columns for 'Site', 'CURRYS', and 'AMAZON.CO.UK'. A dropdown menu is open over the table, showing 'In Absolute' and 'In Relative' options. The table data is as follows:

Site	Value	CURRYS	AMAZON.CO.UK
US WALMART		131.56	124.26
CURRYS	84.26	100	96.32
AMAZON.CO.UK	96.62	106.47	100
AO.COM	93.23	104.18	99.45
APPLIANCE CITY	67.61	115.51	83.51
APPLIANCES DIRECT	71.61	101.68	102.69
ASDA	-	-	-
BOOTS.COM	89.87	103.71	99.99

Banding and Price Distribution

- **Banding**

Grouping of observed prices into ranges to analyze positioning across the market.

- **Bands Number**

The number of intervals used to divide price ranges.

- **Custom Ranges**

User-defined price intervals replacing automatic segmentation.

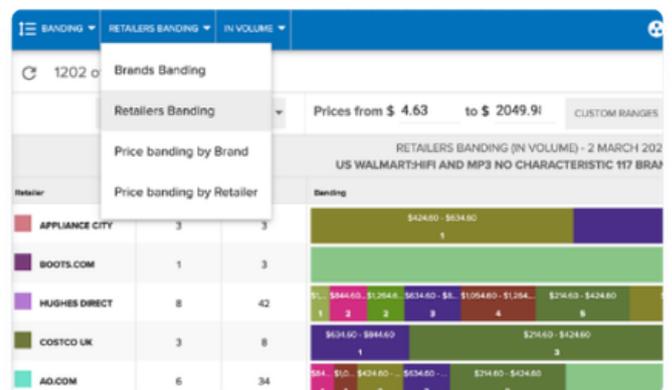
Retailers

- **Price Banding**

Shows how a retailer's assortment distributes across price tiers.

- **Banding**

Retailer-level summary of band distribution.



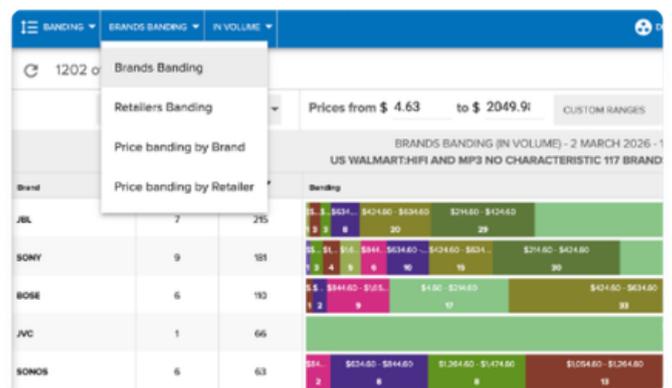
Brands

- **Price Banding**

Shows how a brand's assortment distributes across price tiers.

- **Banding**

Brand-level summary of band distribution.



Promotions and Price Movement Tracking

- **Promotion**

A detected pricing condition indicating temporary commercial activity.

- **Promotions Matrix**

A structured view identifying promotions, price movements, and availability shifts.

- **Price Increase / Price Decrease**

Observed directional movement compared to the previous collection.

- **Up / Down / Equals**

Indicators of price change status between observations.

- **New on Site**

Product newly detected at a retailer.

- **Off Site**

Product previously observed but no longer detected.

The screenshot shows a software interface with a table of product price comparisons. The table has columns for Reference, SKU, Profile Min, Profile Max, and CURBS. The data is organized into sections: BEATS BY DRE and BOSE. The BEATS BY DRE section shows a comparison between Studio Buds Moon Grey and US Walmart Texas Depot. The BOSE section shows comparisons for QuietComfort Earbuds II MC, SoundLink Max Black, SoundLink Max Blue Dusk, SoundLink Plus Black, and SoundLink Plus Blue. Each row includes the product name, SKU, and price comparison between two retailers, with percentage changes and currency symbols.

Reference	SKU	Profile Min	Profile Max	CURBS
BEATS BY DRE				
STUDIO BUDS MOON GREY	3738124799	US WALMART TEXAS DEPOT \$94.99 +26.65 %	US WALMART TEXAS DEPOT \$94.99 +26.65 %	
BOSE				
QUIETCOMFORT EARBUDS II MC	1620620961	US WALMART \$79	IE CURRYS \$270.62	\$240.22
SOUNDLINK MAX BLACK	5229777068	US WALMART \$399	ES ECORTENGLES \$530.61 + 8.89 %	\$441.52 \$505.46 (-93.94)
SOUNDLINK MAX BLUE DUSK	522693886	US WALMART \$399	ES ECORTENGLES \$530.61 + 8.89 %	\$441.52 \$505.46 (-93.94)
SOUNDLINK PLUS BLACK	16545263858	US WALMART \$269	ES ECORTENGLES \$353.34 + 12.22 %	\$334.16
SOUNDLINK PLUS BLUE	16495423965	US WALMART \$269	ES ECORTENGLES \$353.34 + 12.22 %	\$334.16
SURROUND SPEAKERS BLACK IV	74731012	US WALMART \$399.99 + 0.29 %	IE CURRYS \$471.52	\$468.26

The screenshot shows a software interface for configuring alerts. The alert name is "Cosmetics". The interface is divided into four sections: 1. Products (Selection), 2. Retailers (Selection), 3. Rules (Trigger criteria), and 4. SEND (Email parameters). The Rules section is expanded, showing trigger criteria such as Price rise, Price drop of 0%, Unchanged price, New on site, Off site, In price range, and Out of price range. The Monitoring range configuration section shows a bar chart with a green bar for +0% and an orange bar for -100%, indicating the range of price changes to be monitored.

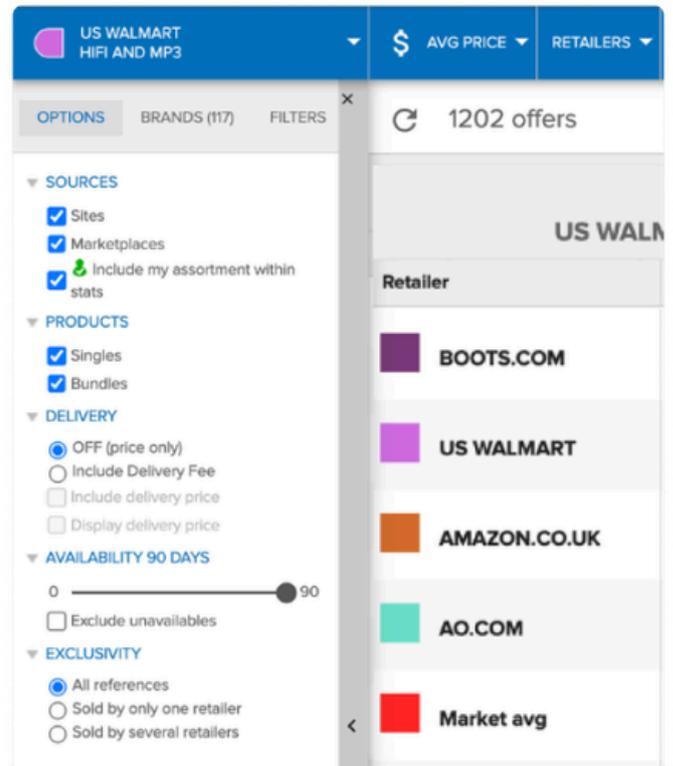
Availability, Assortment, and Exclusivity Logic

- Availability Window**
 The timeframe used to determine whether a product is considered active.

- Exclusivity**
 Indicates whether a product is sold by one retailer or multiple retailers.

- Singles**
 Individual products sold independently.

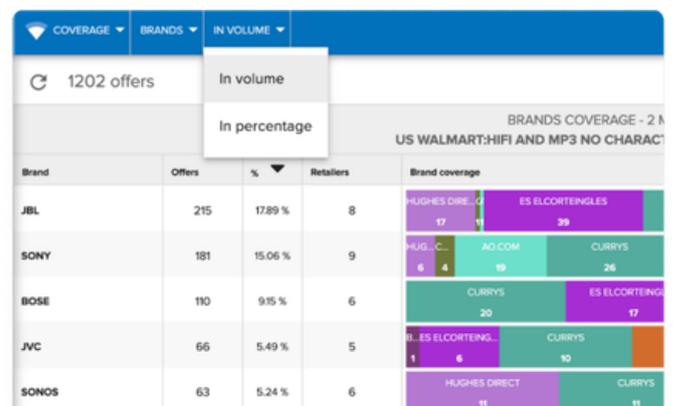
- Bundles**
 Grouped products sold together as one offer.



Measurement Modes

- In Percentage**
 Displays proportional representation.

 - In Volume**
 Displays raw counts.
- These modes change interpretation, not the underlying dataset.



Conclusion

Market Intelligence brings together structured product normalization, retailer observation, and comparative analytics to provide a clear view of how products exist and behave across the digital shelf.

The terminology defined in this glossary reflects the way Market Intelligence organizes and interprets market data. Understanding these definitions allows users to read reports accurately, align teams around shared meaning, and draw informed conclusions from observed market activity.

Additional Resources

This glossary is designed to clarify terminology used throughout Market Intelligence. For guidance on how to apply these concepts in practice, the following companion materials are available:

[Onboarding Guide](#)

Introduces the platform experience, including how data is organized, how to navigate core areas, and how to begin using Market Intelligence effectively.



[Report Handbook](#)

Provides a detailed walkthrough of Market Intelligence reports, explaining how each view is structured and how to interpret the data presented.



[Growth Guide for Brands](#)

Explains how brands can leverage Market Intelligence to understand distribution, track presence across retailers, and assess how their products appear within the broader market landscape.



[Growth Guide for Retailers](#)

Focuses on how retailers can use Market Intelligence insights to monitor assortment positioning, evaluate competitive behavior, and support pricing and merchandising decisions.





Thank You

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