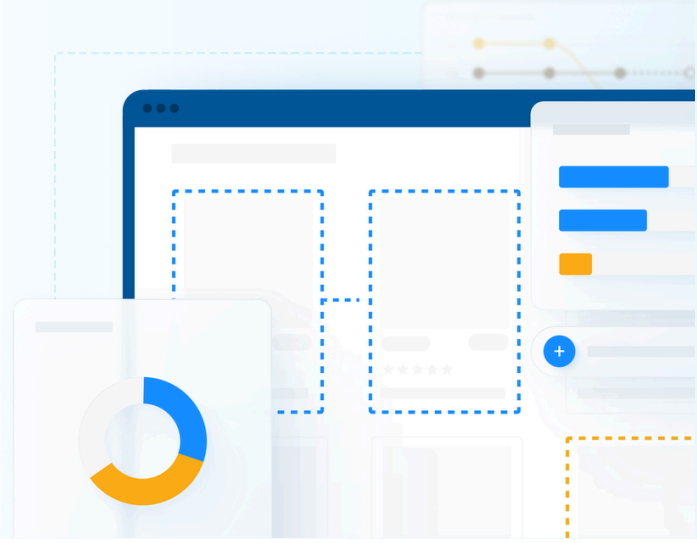


# The Wiser Approach to Extraction & Matching

Businesses often face challenges with poor data quality, excessive costs, and limitations on scalability.



## Extraction

We employ proprietary methods to handle the most challenging aspects of data extraction and ensure customers can access the data they need.

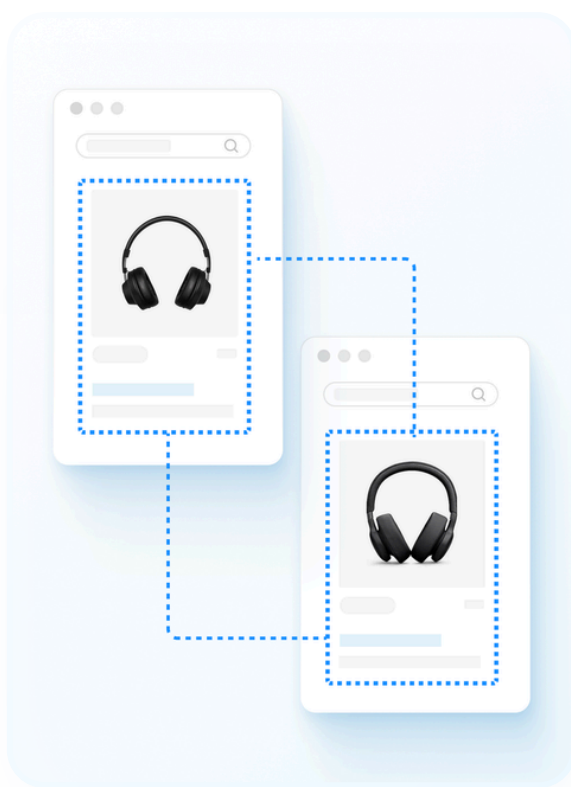
## Matching

Our approach blends machine learning for shared identifiers with human oversight for accuracy, linking offers to reference products for cross-retailer visibility.

## Data Quality

We consistently monitor essential KPIs to maintain high data quality, focusing primarily on accuracy, completeness, consistency, and reliability.

## 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, 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.