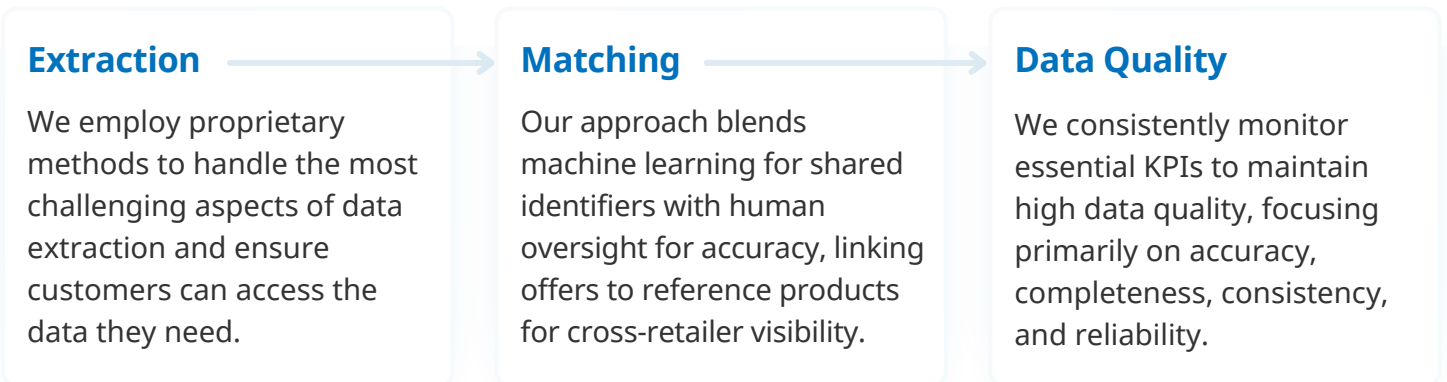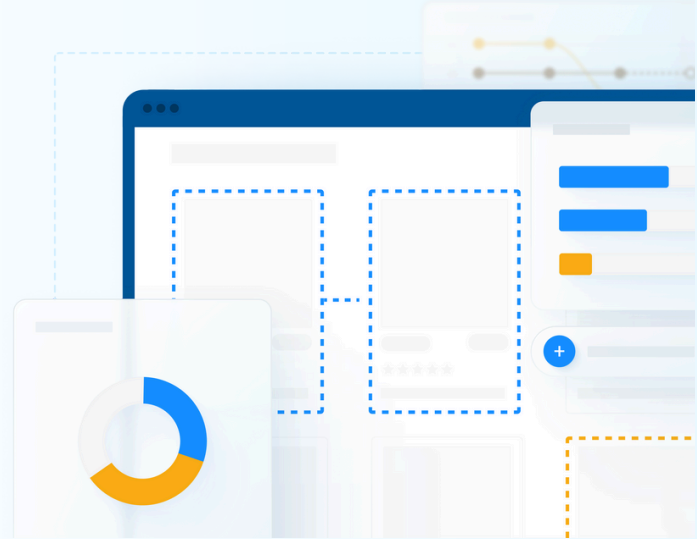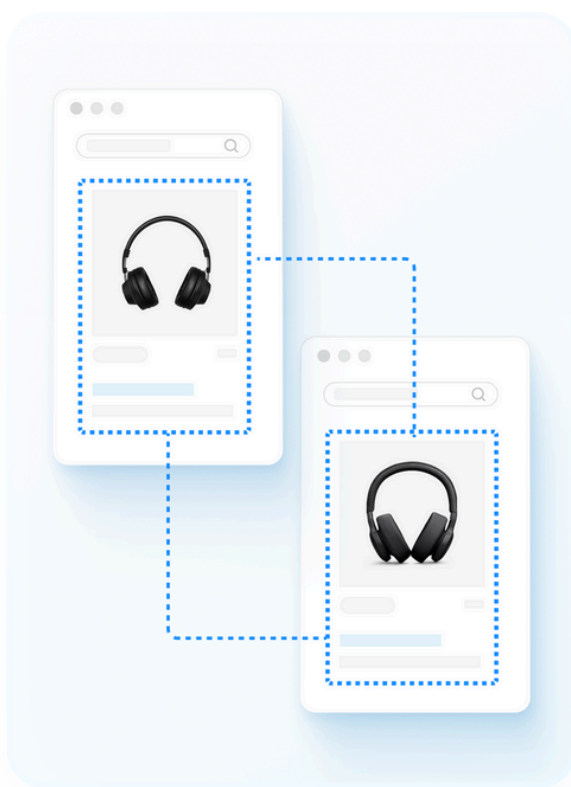# The Wiser Approach to Extraction & Matching

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.