

## Is Your Market Data Driving Decisions or Just Reporting Change?

Market Intelligence should do more than report change. It should help you make better pricing, assortment, and growth decisions before the market forces your hand.

### Monitoring the Market

You're using market data to stay informed on competitive activity and explain shifts in performance.

- Tracking competitor price movements on key SKUs
- Spotting assortment additions and removals across the category
- Monitoring promotional activity and pricing pressure
- Using market changes to explain sales movement after the fact

### Competing with Precision

You're using market intelligence to make smarter commercial decisions across pricing, assortment, and category reviews.

- Managing price gaps against priority competitors
- Identifying where assortment is under-covered or overexposed
- Prioritizing products facing sustained competitive pressure
- Bringing competitive context into pricing and category decisions

### Shaping Category Strategy

You're using market intelligence to anticipate market shifts, align teams, and invest where you can grow share most effectively.

- Setting pricing strategy by category based on market position
- Anticipating competitor promotions, expansion, and pressure points
- Deciding where to defend margin and where to pursue share
- Aligning leadership around a forward-looking market strategy

**Ready to move from tracking the market to shaping your response to it?**

Talk to your Customer Success Manager.