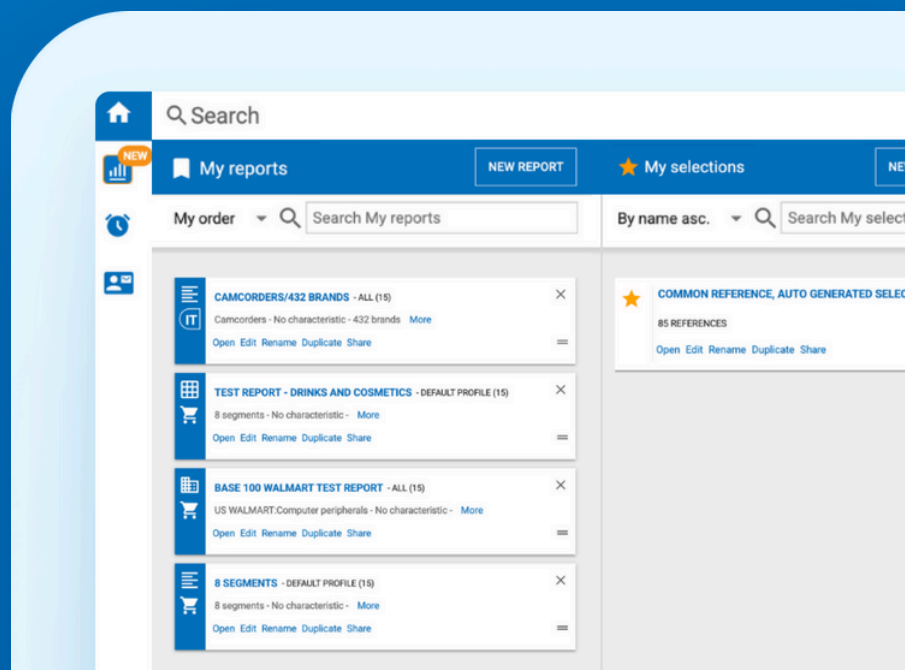# Market Intelligence Reporting Handbook

www.wiser.com

# Introduction

## Welcome to the Market Intelligence Reporting Handbook.

This guide was created with you in mind, our customers who use Wiser's Market Intelligence platform every day to make smarter decisions, move faster, and stay competitive. Inside, you'll find clear explanations of each report view, helpful tips on how brands and retailers use them, and ideas to get even more value from your data. Whether you're using this as a personal reference or sharing it with your team, the goal is simple: to help you turn information into action.

## What's Inside

This guide explores the most commonly used reports in Market Intelligence, with practical tips and examples for each. You'll find dedicated sections on:

- Base 100
- Coverage
- Banding
- Average Price

- Quartiles
- History
- Promotions
- Reviews

Each section covers what the report shows, why it matters, how brands and retailers use it, and tips to get more from your data.

You don't have to read it all at once. Use it when you need inspiration, clarity, or a quick reminder of what's possible. **Let's dive in.**
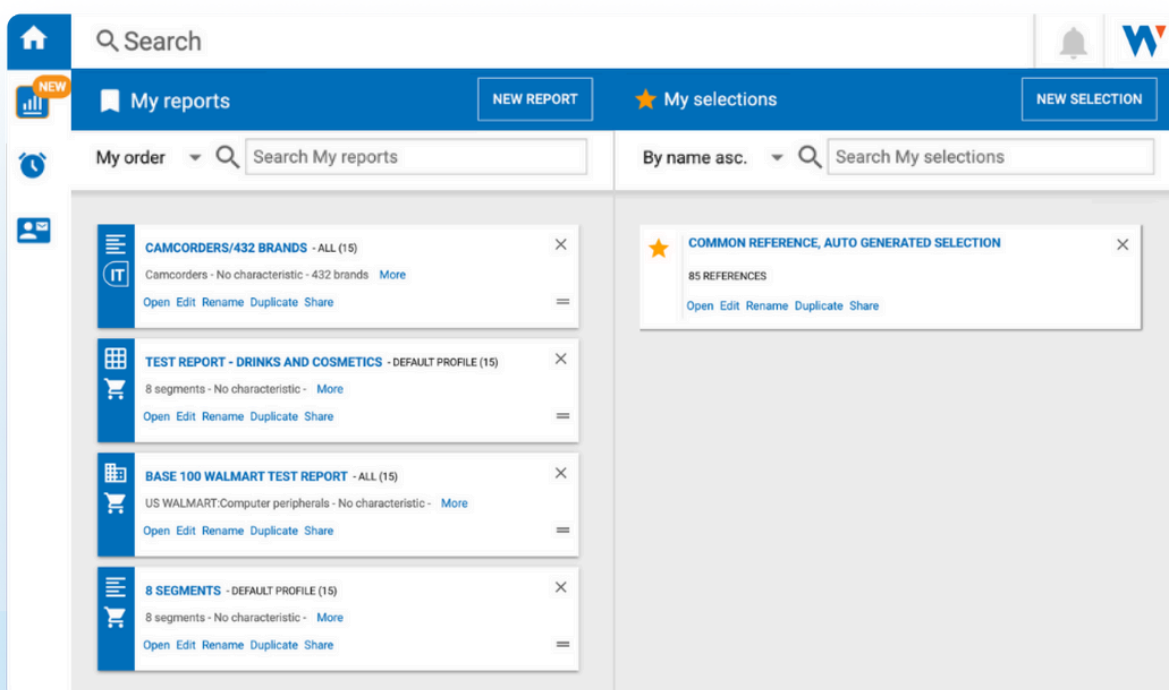
# Base 100 Report

## What It Shows

The Base 100 report is a relative price index that compares how each retailer prices a product against the lowest observed price in your dataset.

The base price is assigned a value of 100, and all other prices are scaled accordingly.



| Site | US WALMART | CURRYS | AMAZON.CO.UK |
|---|---|---|---|
| US WALMART | 100 | 135.29 | 269.35 |
| CURRYS | 93.67 | 100 | 613.83 |
| AMAZON.CO.UK | 162.61 | 110.42 | 100 |
| APPLIANCE CITY | - | - | - |
| APPLIANCES DIRECT | 84.22 | 142.99 | 102.11 |
| AO.COM | 85.34 | 95.58 | 93.29 |
| ASDA | 150.84 | 88.94 | 85 |
| BOOTS.COM | 69.18 | 93.14 | 83.9 |
| SAINSBURYS | - | - | - |
| IE CURRYS | 77.53 | 82.86 | 752.66 |
| COSTCO UK | 87.37 | 101.94 | 85.11 |
| HUGHES DIRECT | 114.76 | 109.41 | 102.48 |

For example:

- If a retailer's index value is 107, their price is 7% higher than your catalog price.

- If the index is 100, that retailer currently has the base price.

- If the index is 93, that retailer is 7% lower than the lowest price seen during the selected time frame.

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ⓘ **Why It Matters:**
Base 100 helps you compare relative price changes across different products or retailers, even when their starting prices vary. By normalizing each SKU's price to a starting point of 100, this metric highlights percentage-based price movement over time. It's especially useful when absolute prices are hard to compare or when you're tracking trends across categories, retailers, or regions.

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❓ **QUESTIONS THIS METRIC HELPS ANSWER**

| Are prices increasing or decreasing consistently over time? | Which retailers are leading or lagging in pricing changes? | How do product lines compare in terms of price volatility? |
|---|---|---|

# Base 100 Report

<table>
<tr><td>**How Brands Use This**</td><td>**How Retailers Use This**</td></tr>
<tr><td>

- Track price positioning across key retail partners.

- Benchmark whether products are priced as intended.

- Identify opportunities for price harmonization or enforcement.

</td><td>

- Understand how their prices directly compare to other sellers on a common assortment.

- Ensure promotional prices are delivering competitive positioning.

- Monitor private label or exclusive brand pricing.

</td></tr>
</table>

## Tips

- **Click-through reveals the actual price**
  When you click into the Base 100 cell, you're taken to the Product Prices view, which shows the underlying SKU prices used to calculate the index.
  This view includes price, availability, delivery days, and more, helping you verify whether the price difference is due to assortment mismatch or actual competitiveness.



- **Use with filters for clarity**
  It's especially important to apply filters like brand, category, or retailer to ensure you're comparing like products. Otherwise, the index can reflect differences in SKU coverage rather than actual pricing discrepancies.

- **Helps explain retailer behavior**
  Base 100 helps users understand whether a retailer is following their pricing strategy or deviating significantly. It's a strong entry point into conversations with retail partners about alignment or policy enforcement.

# Coverage Report - By Brand



## What It Shows

The Coverage Report (By Brand) helps you compare assortment differences by brand or category across selected retailers. It shows the percentage of SKUs listed for each brand at each retailer, giving a quick snapshot of distribution consistency and brand presence.

> ### ⓘ Why It Matters:
> Product coverage is foundational to competitive pricing and promotional analysis. Understanding which SKUs are listed and where helps you spot assortment gaps, identify missed opportunities, and ensure your products are consistently represented across key retailers. Strong coverage also signals that product data feeds, launches, and retail partnerships are working as expected, while gaps can reveal issues with distribution or visibility that need attention.
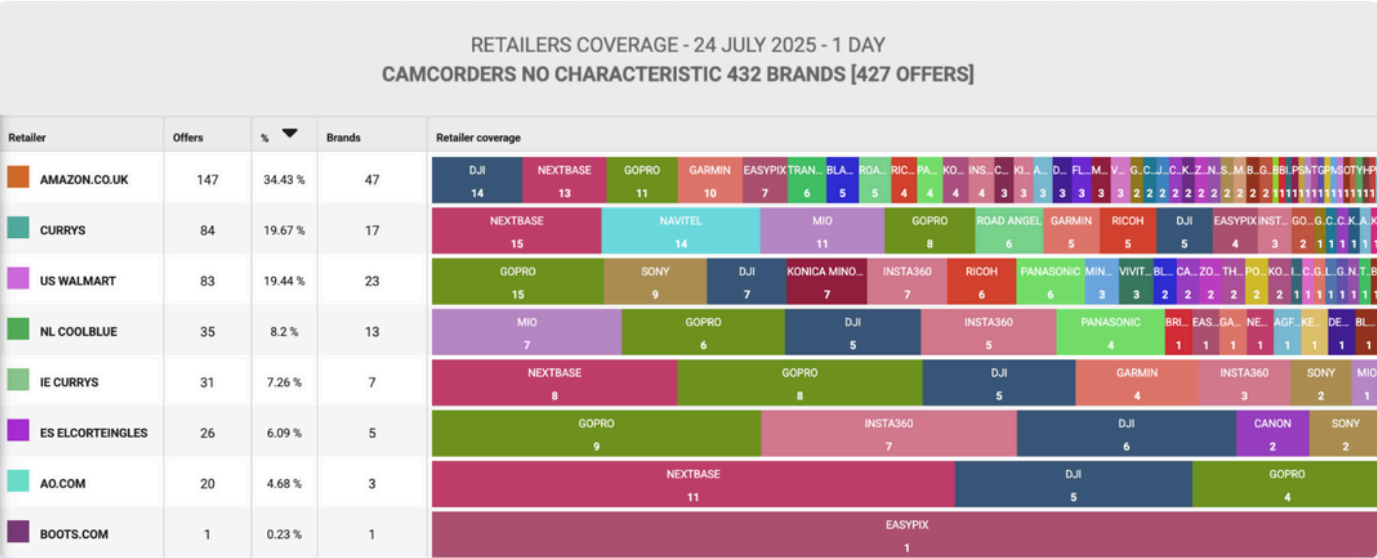
### ❓ QUESTIONS THIS REPORT HELPS ANSWER

| | | |
|---|---|---|
| Where do I have the strongest and weakest coverage? | Which retailers list my competitors but not my brand? | How does each retailer's assortment compare across the market? |

# Coverage Report - By Retailer



RETAILERS COVERAGE - 24 JULY 2025 - 1 DAY
CAMCORDERS NO CHARACTERISTIC 432 BRANDS [427 OFFERS]

| Retailer | Offers | % ▼ | Brands | Retailer coverage |
|----------|--------|-----|--------|-------------------|
| AMAZON.CO.UK | 147 | 34.43 % | 47 | DJI 14, NEXTBASE 13, GOPRO 11, GARMIN 10, EASYPIX 7, TRAN... 6, BLA... 5, ROA... 5, RIC... 4, PA... 4, KO... 4, INS...C... 3, KI... 3, A... 3, D... 3, FL... 2, M... 2, V... 2, G...C... 2, J... 2, C...K... 2, Z... 2, N...S... 1, M...B...G...BBI.PSNTGPNSOTYI-P... |
| CURRYS | 84 | 19.67 % | 17 | NEXTBASE 15, NAVITEL 14, MIO 11, GOPRO 8, ROAD ANGEL 6, GARMIN 5, RICOH 5, DJI 5, EASYPIX 4, INST... 3, GO...G...C...C...K...A...K... |
| US WALMART | 83 | 19.44 % | 23 | GOPRO 15, SONY 9, DJI 7, KONICA MINO... 7, INSTA360 7, RICOH 6, PANASONIC 6, MIN... 3, VIVIT... 3, BL... 2, CA... 2, ZO... 2, TH... 2, PO... 2, KO... I...C.G.L.G.N.T.B... |
| NL COOLBLUE | 35 | 8.2 % | 13 | MIO 7, GOPRO 6, DJI 5, INSTA360 5, PANASONIC 4, BRI... 1, EAS... 1, GA... 1, NE... 1, AGF...KE... 1, DE... 1, BL... 1 |
| IE CURRYS | 31 | 7.26 % | 7 | NEXTBASE 8, GOPRO 8, DJI 5, GARMIN 4, INSTA360 3, SONY 2, MIO 1 |
| ES ELCORTEINGLES | 26 | 6.09 % | 5 | GOPRO 9, INSTA360 7, DJI 6, CANON 2, SONY 2 |
| AO.COM | 20 | 4.68 % | 3 | NEXTBASE 11, DJI 5, GOPRO 4 |
| BOOTS.COM | 1 | 0.23 % | 1 | EASYPIX 1 |

## What It Shows

Coverage by Retailer highlights how many brands or SKUs each retailer carries in a specific category or market. It shows the breadth and depth of each retailer's assortment, helping you compare how widely and deeply they participate in the category.

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ⓘ **Why It Matters:**
This view reveals which retailers dominate category coverage and which have smaller assortments, helping you assess distribution strength and identify potential growth partners. It also helps confirm whether your products appear where you expect and whether competitors have broader or narrower listings across retailers.

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❓ **QUESTIONS THIS REPORT HELPS ANSWER**

Which retailers carry the widest or narrowest assortment in this category?

Where do I have the strongest and weakest product coverage?

Which retailers list competitors' products but not mine?

# Coverage Reports - Brand and Retailer

## How Brands Use This

- Brands use Coverage Reports to validate product distribution and ensure their SKUs are appearing as expected across retail partners.

- Coverage by Retailer helps them identify missing or incomplete listings that can impact visibility and sales.

- It also highlights where competitors have broader presence, guiding sell-in priorities and promotional focus.

- For brand teams, this data ties directly to execution, distribution health, and the strength of retail relationships.

## How Retailers Use This

- Retailers use Coverage Reports to understand brand mix and category balance.

- Coverage by Brand helps category managers assess whether their assortment represents the right blend of premium, mainstream, and value brands, and where there may be gaps or duplication.

- It also supports conversations with suppliers at category review.

- For retail teams, coverage metrics confirm that their assortment strategy aligns with shopper expectations and competitive benchmarks.

## Tips

- **Use both views together:**
  Coverage by Brand shows brand presence, while Coverage by Retailer reveals assortment diversity. Reviewing both offers the most complete picture of market coverage.



- **Click through for details**
  Drill down to SKU-level visibility to pinpoint missing or miscategorized products.

- **Filter for focus**
  Apply category, brand, or retailer filters to make comparisons more meaningful.

- **Pair with Average Price**
  Together, these reports show how pricing strategy aligns with assortment strength.

# Banding



| Retailer | No. bands | Offers | Banding |
|----------|-----------|--------|---------|
| BOOTS.COM | 1 | 8 | $1 - $721 : 8 |
| HUGHES DIRECT | 6 | 91 | $721 - $1,441: 10 / $1 - $721: 74 |
| ASDA | 1 | 3 | $1 - $721: 3 |
| COSTCO UK | 2 | 12 | $721 - $1,441: 1 / $1 - $721: 11 |
| NL COOLBLUE | 6 | 140 | $721 - $1,441: 38 / $1 - $721: 96 |
| AMAZON.CO.UK | 6 | 667 | $721 - $1,441: 42 / $1 - $721: 609 |
| IE CURRYS | 4 | 225 | $721 - $1,441: 27 / $1 - $721: 185 |
| HP.COM | 1 | 1 | $1 - $721: 1 |
| AO.COM | 6 | 74 | $721 - $1,441: 23 / $1 - $721: 45 |
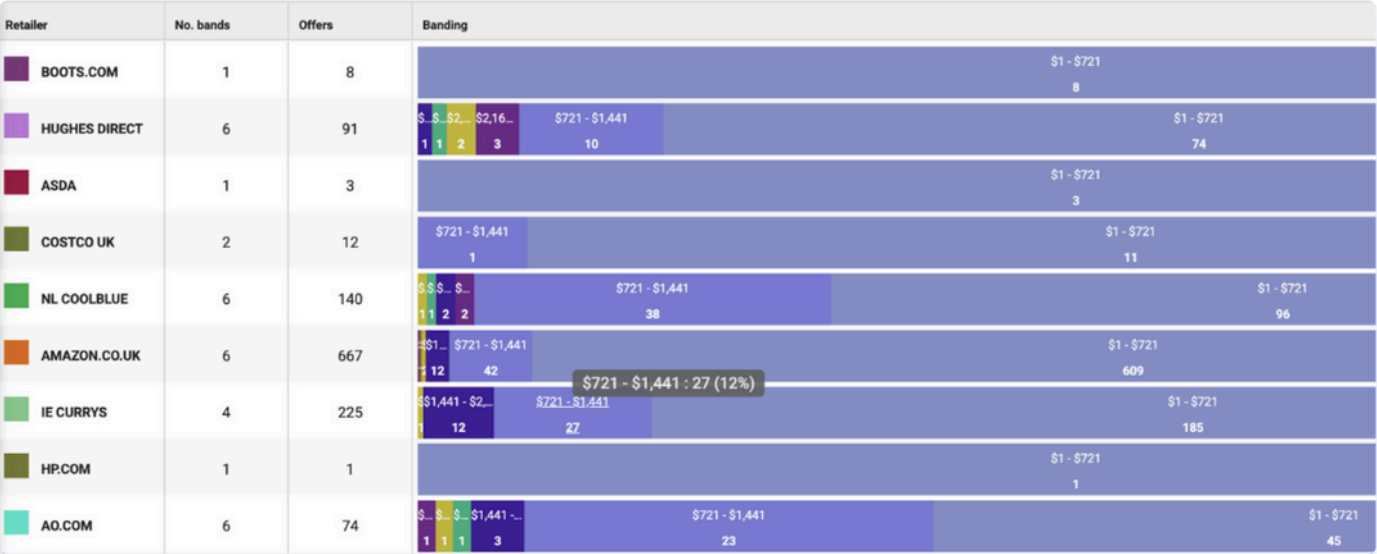
## What It Shows

The Banding report groups products into pricing "bands" based on defined thresholds, such as every $10 or $25.

It reveals the distribution of products across those price bands by retailer, helping users understand assortment depth, pricing strategies, and potential gaps in the market.

> ℹ️ **Why It Matters:**
> Banding helps you visualize how products are distributed across key price ranges, making it easier to spot assortment gaps or overcrowded segments. It's especially useful for identifying pricing clusters, assessing competitive positioning, and planning strategic adjustments to strengthen your value mix.

## ❓ QUESTIONS THIS REPORT HELPS ANSWER

| Are we priced competitively? | Are we missing products in key price points? | Do our retailers carry our full range across tiers? |
|------------------------------|----------------------------------------------|------------------------------------------------------|

# Banding

## How Brands Use This

- Brands rely heavily on the Banding report to assess how their products are positioned across the price spectrum, especially within categories or compared to key competitors.

## How Retailers Use This

- Retailers use the Banding report to see if they offer enough variety at different price points or if they're over/under-weighted in certain pricing tiers. It supports strategy refinement by showing where they may be missing entry-level, mid-range, or premium options compared to others in the market.

## Tips

- **Use to find pricing gaps in your lineup**
  Look for empty or thin price bands compared to competitors.
  If you're missing SKUs at a $20 interval where others have strong presence, you may be ceding market share.



| Band | Offers | % |
|---|---|---|
| $1,441 - $2,161 | 1 | 1.1 |
| $3,601 - $4,321 | 1 | 1.1 |
| $2,881 - $3,601 | 2 | 2.2 % |
| $2,161 - $2,881 | 3 | 3.3 % |
| $721 - $1,441 | 10 | 10.99 % |

- **Validate pricing strategy**
  If you're aiming for a premium or value-led brand approach, the Banding report helps confirm whether your assortment matches your intended strategy.

- **Segment by category or brand**
  Apply filters to compare pricing distribution across a specific category or competitor.
  This is especially useful during line reviews or to support pricing repositioning conversations with retailers.

# Average Price Report - Brand

| Brand | Retailers | Offers | Avg. price ▲ | Brand average price |
|---|---|---|---|---|
| | | | | $850.71 |
| FUJIFILM | 6 | 139 | $904.40 | FUJIFILM $904.40 |
| ASTRHORI | 1 | 4 | $944.47 | ASTRHORI $944.47 |
| 7ARTISANS | 1 | 3 | $1,031.62 | 7ARTISANS $1,031.62 |
| Market avg | 9 | 2,015 | $1,088.97 | Market avg $1,088.97 |
| ZEISS | 2 | 3 | $1,121.83 | ZEISS $1,121.83 |
| CARL ZEISS | 2 | 3 | $1,141.62 | CARL ZEISS $1,141.62 |

## What It Shows

The Average Price (By Brand) view displays the average selling price of each brand across selected retailers. It highlights how brands are positioned within the category, showing which sit above or below the market average.

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ℹ️ **Why It Matters:**
Average Price helps you understand pricing consistency and how brands are positioned within a category. It's useful for spotting outliers, identifying shifts in category pricing, and confirming whether price ranges align with expected market tiers.

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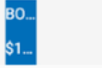
❓ **QUESTIONS THIS REPORT HELPS ANSWER**

| Which brands are priced highest or lowest in this category? | Is my brand positioned where I expect it to be in the market? | Are certain brands influencing the overall category average? |
|---|---|---|

# Average Price Report - Retailer

| Retailer | Brands | Offers | Avg. price ▲ | Retailer average price |
|---|---|---|---|---|
| ■ SAINSBURYS | 36 | 307 | $13.66 | S... $1... |
| ■ BOOTS.COM | 89 | 1,321 | $15.52 | BO... $1... |
| ■ ES ELCORTEINGLES | 44 | 507 | $21.92 | ES E... $21... |
| ■ Market avg | 1,680 | 27,823 | $46.67 | Market avg $46.67 |
| ■ US WALMART | 1,680 | 25,484 | $48 | US WALMART $48 |
| ■ AMAZON.CO.UK | 53 | 93 | $105.41 | AMAZON.CO.UK $105.41 |
| ■ COSTCO UK | 1 | 4 | $130.55 | COSTCO UK $130.55 |

## What It Shows

The Average Price (By Retailer) view displays the average selling price for each retailer across all tracked products or categories. Clicking into a retailer reveals brand-level averages, showing which brands or product types drive the overall pricing higher or lower.

> ⓘ **Why It Matters:**
> Average Price provides visibility into retailer pricing posture and how assortment mix affects overall pricing. It helps identify pricing gaps, market shifts, and patterns that may signal competitive positioning or promotional strategy changes over time.

## ❓ QUESTIONS THIS REPORT HELPS ANSWER

| | | |
|---|---|---|
| Which retailers price above or below the market average? | How does assortment mix influence average pricing? | Are pricing trends shifting across retailers or categories? |

# Average Price Report - Brand and Retailer

## How Brands Use This

- Brands primarily use the By Retailer view to validate how their products are priced across partners.

- It helps them confirm price alignment, identify outliers that may indicate execution or MAP issues, and understand how retailer strategy affects their brand's position in the market.

- They also review the By Brand view to benchmark their pricing posture against competitors in the same category.

- This perspective helps ensure their products sit appropriately within value, mainstream, or premium tiers and that their overall price position supports brand strategy.

## How Retailers Use This

- Retailers primarily use the By Brand view to monitor price balance across the brands they carry.

- It helps them confirm that national, private label, and premium brands are positioned as intended, and to identify brands that may distort overall category pricing.

- They also look at the By Retailer view to see how their overall pricing compares to the market.

- This helps them maintain their desired posture, whether value, mid-market, or premium, and track how assortment mix or promotional changes shift their average over time.

## Tips

- **Click through for details**
  Select a retailer to see brand-level averages and understand what drives pricing higher or lower.

- **Pair both views**
  Use the Brand and Retailer views together to see how assortment mix and pricing posture influence each other.

- **Track price shifts**
  Revisit the report to monitor how averages change after promotions, assortment updates, or new launches.

- **Filter with intent**
  Apply category, brand, or retailer filters to focus on a specific segment; remove filters to understand the broader market.

- **Compare with Quartiles**
  Combine with the Quartiles report to see both price magnitude (Average Price) and relative position (Quartiles).
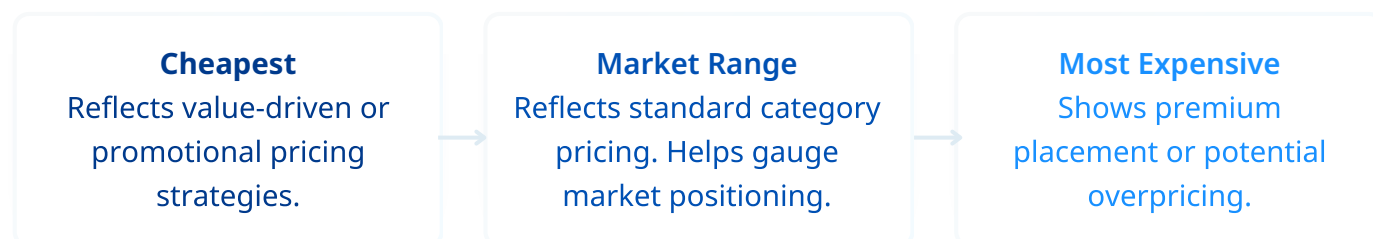
# Quartiles Report

## What It Shows

The Quartiles Report ranks all SKU prices from lowest to highest across selected retailers. It highlights where your products and competitors sit within the market's pricing range.

While the data is grouped into quartiles, the most useful insights come from the Cheapest and Most Expensive positions. This view helps identify pricing posture at a glance and spot outliers that may require attention.



| Statistics | | US WALMART | CU |
|---|---|---|---|
| Average reference count | | 951 | |
| Average competitors count per reference | | 1 | |
| Average price | | $991.31 | |
| | Cheapest | 92.85 % (883) | 6 |
| | Quartile 1 | 0.74 % (7) | 10 |
| | Quartile 2 | 0.84 % (8) | 8 |
| | Quartile 3 | 0.63 % (6) | 21 |
| | Quartile 4 | 0.32 % (3) | 18 |
| | Most expensive | 4.63 % (44) | 34 |

**Cheapest**
Reflects value-driven or promotional pricing strategies.

**Market Range**
Reflects standard category pricing. Helps gauge market positioning.

**Most Expensive**
Shows premium placement or potential overpricing.

## How Quartiles Are Calculated

For each selected product group, the system ranks all SKU-retailer price combinations from lowest to highest. This list is then divided into four equal parts (quartiles) by position—not by price range. This means:

- A retailer can appear in multiple quartiles depending on the SKU.
- SKUs with the same price may fall into different quartiles if they span a ranking threshold.
- The price difference between quartiles may vary depending on market spread.

> ⓘ **Note:**
> The Quartiles report does not show price gaps. Rather it shows position within the pricing landscape. Think of it as slicing the market into relative "tiers" of pricing behavior.

> ⓘ **Why It Matters:**
> Quartiles provide a fast way to compare pricing strategy across retailers and categories. They help identify which retailers consistently price at the top or bottom of the market and whether your products are positioned in the desired tier. This makes it easier to spot alignment, or misalignment, with your intended pricing strategy.

# Quartiles Report

## How Brands Use This

- The Quartiles report is not a primary view for brands, but it can offer useful context for understanding overall market pricing structure.

- Some brands reference it occasionally to see how their products or competitors are positioned within the broader pricing spectrum.

## How Retailers Use This

- Benchmark where their prices sit within the broader competitive set.
- Identify if their strategy leans premium, mid-range, or value.
- Detect pricing inconsistencies across their assortment.
- Compare the price spread within a category or brand they carry.
- Quickly see which products to act on in order to prioritize updates.

## Use it to:

Identify which retailers lead or lag in price positioning

Spot wide price dispersion or tight competition

Understand pricing behavior beyond just lowest or average price

## Tips

- **Think in ranges, not rankings**
  Quartiles show how prices are distributed across the market, not just who is cheapest.

  A retailer with mostly Cheapest placements signals a value-driven strategy, while Most Expensive dominance points to premium positioning, often seen in luxury or high-value categories.



QUARTILES BY QUARTILE
3 SEGMENTS NO CHARACTERISTIC 198 BRANDS [1,504 OFFERS]

| Quartile | Offers | % | Retailers |
|---|---|---|---|
| Cheapest | 955 | 63.5 % | |
| Quartile 1 | 41 | 2.73 % | US WALMART 7 / CURRYS 9 |
| Quartile 2 | 48 | 3.19 % | US WALMART 7 / CURRYS 9 |
| Quartile 3 | 64 | 4.26 % | US WALMART 7 / CURRYS 20 |
| Quartile 4 | 75 | 4.99 % | US WALM.. 3 / CURRYS 18 |
| Most expensive | 321 | 21.34 % | US WALMART 44 / CURRYS 33 |

- **Filters matter, but context matters more**
  Use filters like category, brand, or product group to narrow your focus when analyzing a specific assortment or strategy. This makes quartile comparisons more meaningful. If you're assessing overall pricing posture or market trends, try leaving filters off to see the full competitive spread.
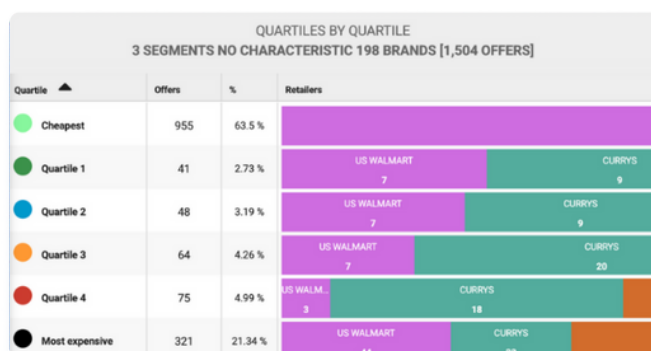
# History
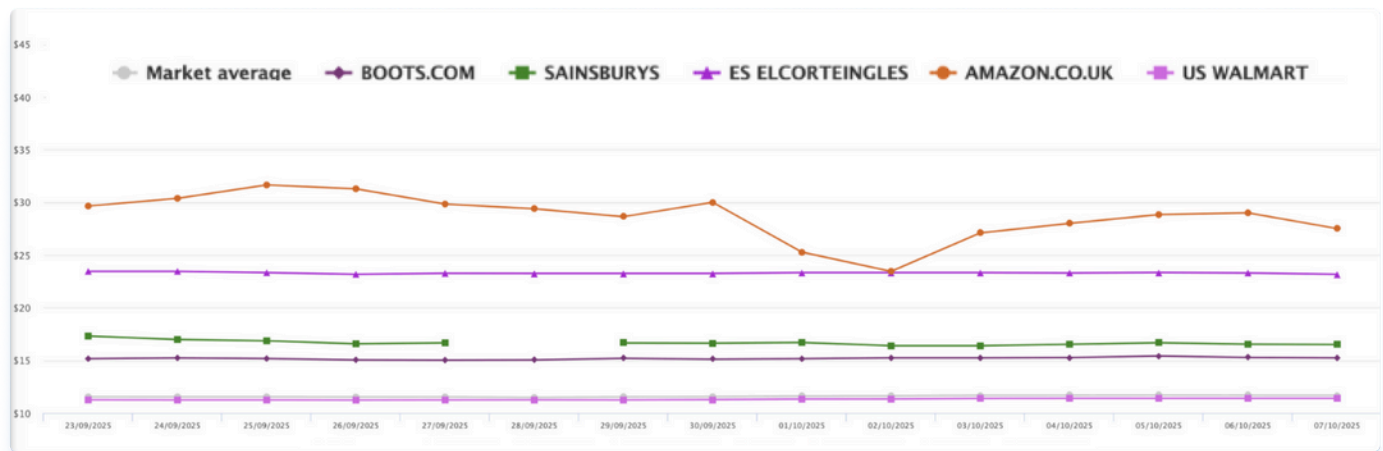


## What It Shows

The History Report allows you to view daily changes in price and availability across selected SKUs and retailers over time. It displays a time series for each SKU-retailer pair, showing exactly when pricing, availability, or promotional status changed. This view is ideal for tracking trends, spotting anomalies, or analyzing the impact of price or promo changes over time.

> ⓘ **Why It Matters:**
> Whether you're validating the timing of a promotion, investigating out-of-stock patterns, or tracking price fluctuations, this report provides the chronological context you need. It helps answer not just what changed but when, making it easier to link changes to campaigns, competitor activity, or shifts in market strategy.

## ❓ QUESTIONS THIS REPORT HELPS ANSWER

| When did a price change occur? | How long was a product out of stock? | Did a retailer participate in a promotional window? | Is there a pattern in pricing or availability shifts over time? |
|---|---|---|---|

# History

## How Brands Use This

- Brands use the History Report to confirm retailer execution, monitor campaign alignment, and analyze the duration and timing of pricing changes.

- It's also used to benchmark response times between different partners or geographies.

## How Retailers Use This

- Retailers use it to track their own pricing decisions versus the market, analyze competitor activity, and identify windows of opportunity.

- It also supports internal auditing and campaign retrospectives.

## Tips

- **Custom date ranges**
  Use filters to zoom in on specific time periods, like the days before or after a promo.

- **Historical data access**
  Most accounts can view up to 18 months of daily history directly in-platform.

- **Exporting data**
  Export up to 18 months of daily history in one download to manage file sizes and performance.

- **Spot anomalies**
  Sudden jumps in price or long gaps in availability may flag data issues or retail execution risks.

| Site | SKU | 24/09/2025 | 25/09/2025 | 26/09/2025 |
|---|---|---|---|---|
| US WALMART<br>7UP ZERO SUGAR LEMON LIME SODA BOTTLE 67.6OZ | 19276181 | $2.14 | $2.14 | $2.14 |
| US WALMART<br>7UP ZERO SUGAR LEMON LIME SODA POP 354ML 18PACK | 10448411 | $2.72 | $1.66 | $1.66 |
| US WALMART<br>7UP ZERO SUGAR LEMON LIME SODA POP 354ML 24PACK | 22210887 | $5.98 | $5.98 | $5.98 |
| US WALMART<br>7UP ZERO SUGAR LIME SODA CAN 13OZ 12PACK | 10293741 | $7.97 | $12.67 | $12.67 |
| US WALMART<br>7UP ZERO SUGAR LIME SODA CAN 6OZ 10PACK | 16777398 | $5.88 | $5.88 | $5.88 |
| US WALMART | 344286828 | $5.96 | $5.96 | $5.96 |

# Promotions Report

| Statistics | ■ BOOTS.COM | ■ AO.COM | ■ ES ELCORTEINGLES | ■ AMAZON.CO.UK |
|---|---|---|---|---|
| Number of references | 1 | 20 | 26 | 147 |
| Number of references with promo | 1 | 20 | 26 | 147 |
| Percentage of references | 100 % | 100 % | 100 % | 100 % |
| up to 10% | 100 % | 90 % | 76.92 % | 82.99 % |
| 11% to 20% | | 5 % | 11.54 % | 7.48 % |
| 21% to 30% | | 5 % | 11.54 % | 5.44 % |
| 31% to 40% | | | | 4.08 % |
| 41% to 50% | | | | |
| 51% to 75% | | | | |
| 76% and above | | | | |

## What It Shows

The Promotions Report tracks the presence and depth of promotional activity across retailers and SKUs. It shows whether an item is on promotion, the discount amount, and the day's price. You'll see side-by-side comparisons of who's promoting what and when.

> **ⓘ Why It Matters:**
> Promotional pricing plays a key role in driving traffic, influencing buyer behavior, and maintaining competitiveness. This report helps both brands and retailers stay aligned on planned campaigns and spot unexpected promotions that may undercut pricing strategies or market expectations.

## ❓ QUESTIONS THIS REPORT HELPS ANSWER

| | | |
|---|---|---|
| Which retailers are running the most frequent or deepest promotions in my category? | How do promotion levels vary across brands, retailers, or time periods? | Are unexpected discounts or promotion patterns affecting market competitiveness? |

# Promotions Report

## How Brands Use This

- Brands use the Promotions Report to ensure campaigns are executed correctly across retailers. It supports conversations about promo compliance, timing, and share-of-shelf during promotions.

- It's also useful for evaluating the competitive landscape, especially when tracking how peer brands are running discounts.

## How Retailers Use This

- Retailers use the Promotions Report to monitor competitor promo strategies and assess how their own discounts stack up.

- It helps identify opportunities to match or outpace promotions, and to align promotions with supply chain or seasonal goals.

## Tips

- **Identify brand patterns**
  Look for consistent discounting strategies across multiple SKUs within a brand.

- **Filter for relevance**
  Use brand, category, or product filters to isolate specific promo patterns. This can reveal whether a brand's full line was discounted or just select SKUs.

- **Track timing and cadence**
  Look for consistency or gaps in promotional periods. Irregular promo timing may indicate retailer execution issues or SKU-level mismatches.

- **Combine with Pricing and Coverage**
  Use the Promotions Report alongside Pricing and Coverage to see if a product is both discounted and visible, or if a promotion is being run without proper assortment or availability.

# Reviews



| | | | Rating | | | Rating | | | Rating | | | Rating | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ✓ | 🖼 | OSMO ACTION GREY | 438911071 | **7.**5 (4) | (1) 🔺 | | | | | | | | |
| ✓ | 🖼 | OSMO ACTION3 COMBO GREY | 5089373261 | N/A (0) | | | | | | | | | |
| ✓ | 🖼 | OSMO ACTION4 DIVING COMBO | | | | | | | **8.**8 (5456) | (546) 🔺 | | | |
| ✓ | 🖼 | OSMO ACTION4 FISHING COMBC | | | | | | | **8.**8 (5456) | (546) 🔺 | | | |
| ✓ | 🖼 | OSMO ACTION4 STANDARD COM | 1433298911 | **8.**6 (20) | (1) 🔺 | | | | **8.**8 (5456) | (546) 🔺 | **10.**0 (3) | | |
| ✓ | ⚪ | OSMO ACTION5 PRO ADVENTUR | | | | **9.**6 (28) | | | **8.**8 (2605) | (208) 🔺 | N/A (0) | | **9.**6 (46) |
| ✓ | ⚪ | OSMO ACTION5 PRO BLACK | | | | **9.**6 (28) | | | **8.**8 (2605) | (208) 🔺 | N/A (0) | | **9.**6 (46) |
| ✓ | ⚪ | OSMO POCKET 3 BLACK | 7771161199 | N/A (0) | | **9.**2 (244) | (13) 🔺 | | **9.**2 (6190) | (310) 🔺 | **10.**0 (7) | | **9.**2 (282) |
| ✓ | 🔧 | OSMOPLUS BLACK 12MPIXELS | | | | | | | **5.**8 (6) | (2) 🔺 | | | |

*546 bad reviews (below or equal to 4/10)*

## What It Shows

The Reviews report displays consumer-generated ratings and review counts at the SKU level across retailers. You can view the average star rating, number of reviews, and any rating trends over time for each product.

> ℹ **Why It Matters:**
> Ratings and reviews directly impact shopper perception and conversion. A low rating or lack of reviews can lead to missed sales—even if the product is in stock and well-priced. This report helps teams identify weak spots in product presentation and consumer sentiment across the digital shelf.

## ❓ QUESTIONS THIS REPORT HELPS ANSWER

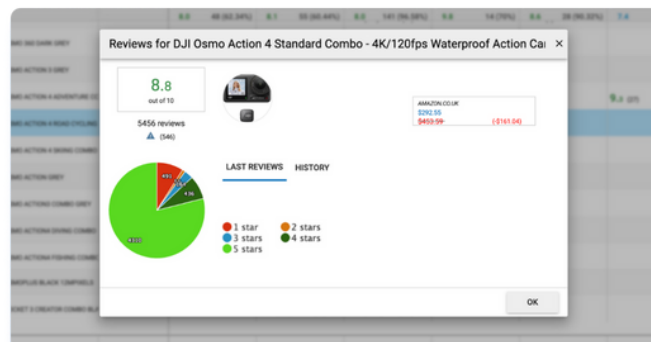| Are my products rated higher or lower than competitors across key retailers? | Which SKUs or retailers show declining ratings or low review volume? | Which products need attention due to low shopper sentiment? |
|---|---|---|

# Reviews

## How Brands Use This

- Brands use the Reviews report to monitor product health and identify where sentiment may be lagging. It's a strong input for marketing and product teams and can trigger action on review generation programs or product improvement initiatives. When paired with Coverage or Pricing reports, it can help explain underperformance on key SKUs.

## How Retailers Use This

- Retailers use this view to benchmark the consumer experience across brands and identify assortment that may be damaging customer satisfaction or loyalty.

- It can also flag listings with broken review feeds or mismatched review data across SKUs.

## Tips

- Click into any Review cell to see limited customer feedback for that SKU. The system displays up to five individual reviews, offering quick access to real-world sentiment that can reveal patterns or issues not visible in aggregate scores.



- **Watch for red flags**
  Sort by lowest-rated products or those with no reviews to surface potential issues. A sharp drop in rating may signal a recent product quality concern or fulfillment problem.

- **Compare across retailers**
  Look for mismatches in review count or rating for the same product across retailers. These often indicate data feed problems, duplicate listings, or reviews not being pulled properly.

- **Tie to volume and availability**
  Low-performing products with strong reviews might be candidates for increased support or promotion. Conversely, products with poor ratings may need to be phased out or improved before receiving more visibility.

# Visual Cues & Interpretation Tips for Market Intelligence



These tips come directly from our Customer Success team, highlighting symbols, colors, and markers that users often misinterpret, or miss altogether.

## GRAY "X" MARKERS

- **X + 0 =** Product is out of stock

- **X + [Number] =** Product will take more than 7 days to deliver

- **Where it appears:** Price Matrix and Promo Matrix views



ⓘ **Note**
  This cue helps spot items with poor availability or no stock at all

# Visual Cues & Interpretation Tips for Market Intelligence

## CLICK-THROUGH TO PDP (PRODUCT DETAIL PAGE)

- Most data cells are clickable and take you to the live retailer listing.

- Use this to confirm context: packaging, promo language, or updated availability.
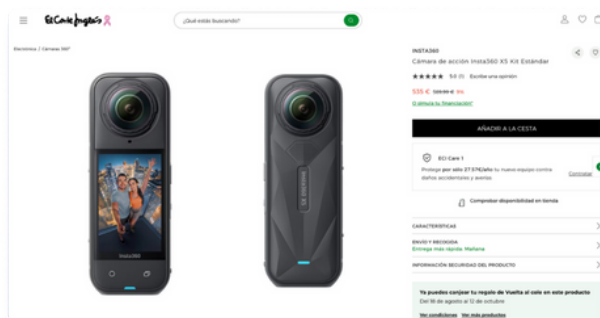


## PERCENTAGE INDICATORS

- **Blue % =** A recent price drop since the previous crawl

- **Green % with** ↑ **=** Price has increased (e.g., a promotion ended)

- **Red % =** A discount or price reduction since the last crawl

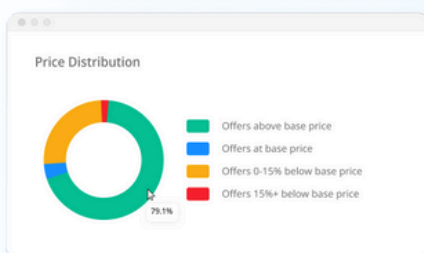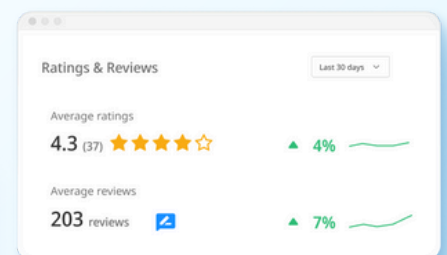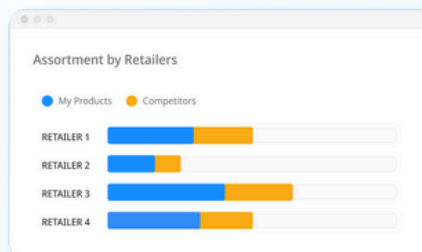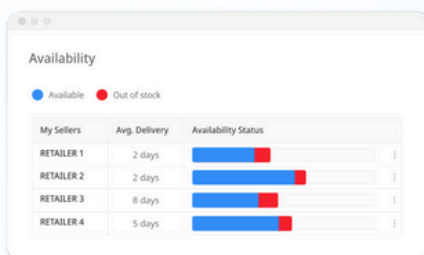- These reflect recent **crawl-to-crawl changes.**

# Wrapping Up

Thanks for spending time with the Market Intelligence Report Guide.

We hope it's helped you feel more confident navigating the platform and inspired new ways to use your data. Every report view is a tool for driving smarter strategy, and every insight you uncover brings you one step closer to your goals. Whether you're tracking prices, spotting trends, or aligning with retail partners, Market Intelligence is here to support your success.

**Have a question about these reports or
want to explore them further?**

Reach out to your Customer Success Manager for guidance.

# Thank You