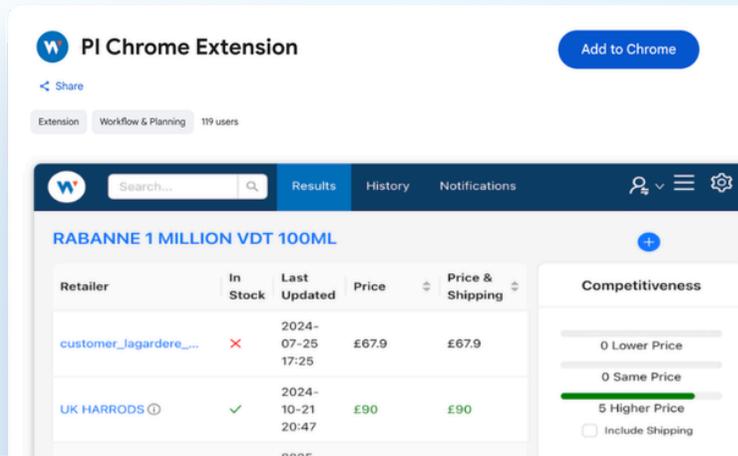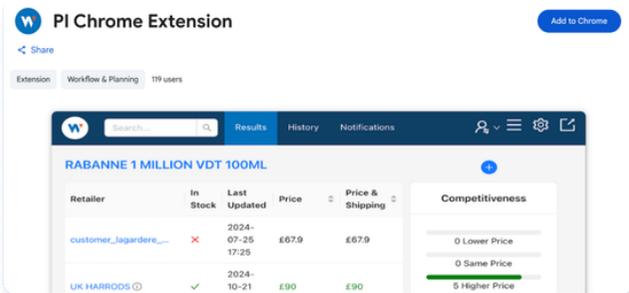# PI Chrome Extension

Check competitive pricing instantly without opening Price Intelligence.

Use the PI Chrome Extension to view competitive pricing in real time as you browse. It allows you to quickly reference tracked SKUs and validate pricing decisions without navigating away from your workflow.

1. Install the Chrome Extension

- Open the PI Chrome Extentsion using Google.
- Click Add to Chrome.
- Confirm the installation when prompted.
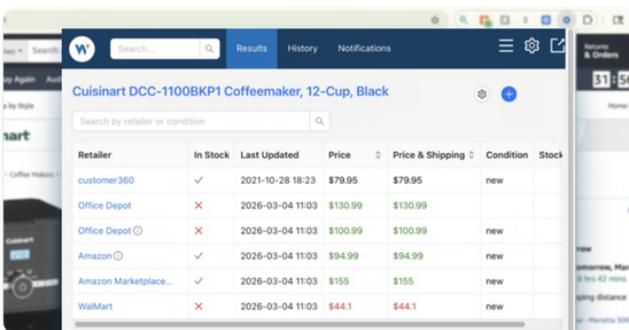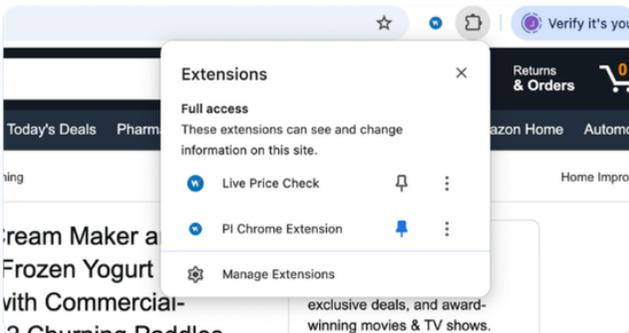
2. Pin the Extension to Your Browser

- In Chrome, click the Extensions (puzzle piece) icon in the toolbar.
- Locate PI Chrome Extension in the list.
- Click the Pin icon so the extension remains visible for quick access.

3. Sign In

- Click the PI Chrome Extension icon in your browser toolbar.
- Log in using your Price Intelligence username and password.
- Accept the Terms of Use to complete setup.

4. Start Using the Extension

- Navigate to a supported retailer product page
- Or, Enter a SKU directly into the extension search field.
- The extension will display available competitive pricing data for your tracked items.

Common Use Cases

Spot-Check Pricing
Quickly verify how an item is priced across competitors while browsing retailer sites.

Look Up SKUs Without Reports
Enter a SKU to retrieve pricing data instantly for ad hoc questions or internal discussions.

Validate Market Position
Confirm competitive context when reviewing pricing decisions, promotions, or assortment changes.

Give it a try! Check competitive pricing instantly with the PI Chrome Extension.