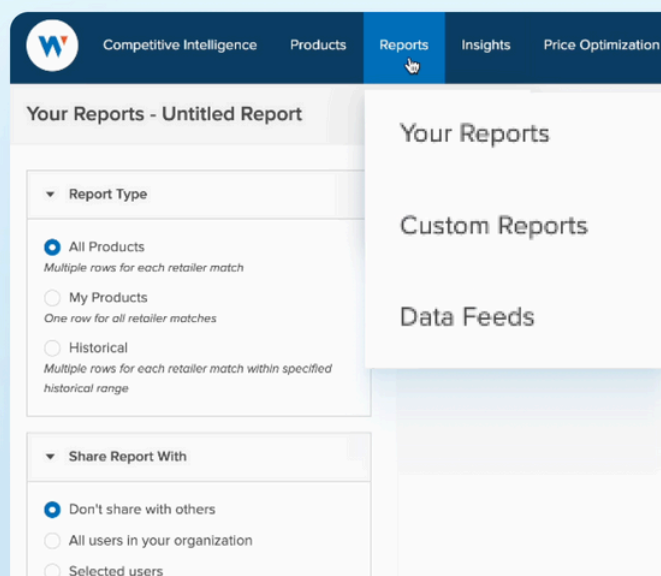# The Price Intelligence Reporting Handbook

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Introduction:
What Is Report Builder and Why It Matters

Report Builder is your window into the most powerful part of the Price Intelligence platform: your data. It lets you customize, filter, and export reports that answer the questions that matter most to your business, from competitive pricing to availability, seller activity, and MAP compliance.

Whether you're running a weekly executive report, spot-checking hero SKUs, or preparing for a line review, Report Builder helps you:

Drill into the fields that matter most to your team.

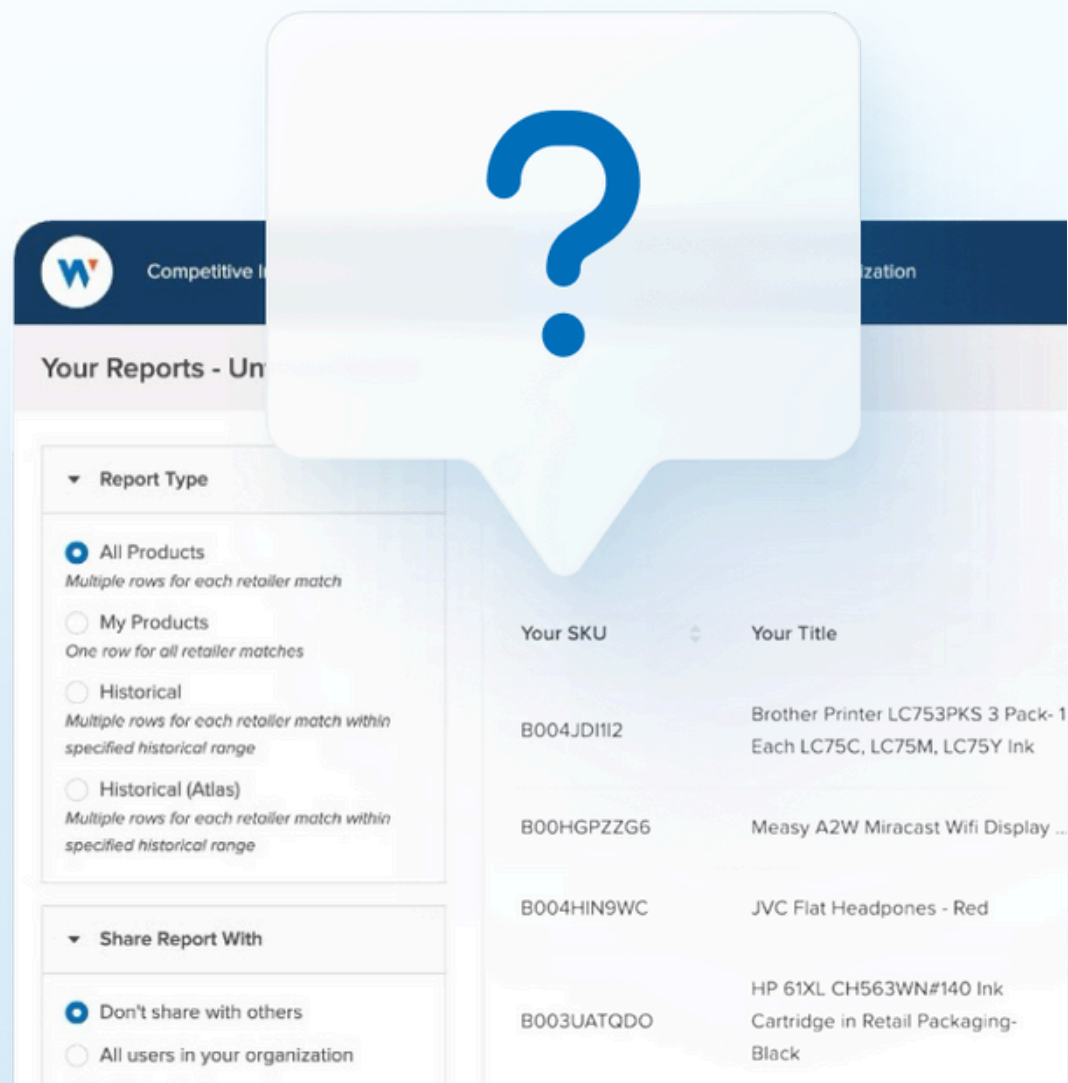Compare your pricing strategy against key competitors.

Export structured data for internal reporting and analysis.

The possibilities are extensive, but they don't need to feel overwhelming.
That's where this guide comes in.

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What to Know
Before You Build

What to Know Before You Build

When it comes to building effective reports in Price Intelligence, some patterns emerge. Over time, we've seen customers gravitate toward a core set of fields and use cases, especially when just getting started.

Use this section to:

- ✅ Understand which fields power the most impactful reports.
- ✅ Learn the basics of MAP and zone-based reporting.
- ✅ Know when to ask your Customer Success Manager for help.

Most Common Report Categories

Customers often start with a mix of these three categories. They offer the fastest path to actionable insight:

Pricing
The foundation for competitive benchmarking and promotional strategy.

Common fields:

- Price
- Your Price
- Regular Price

Core Product Identifiers
Critical for syncing internal data with retailer feeds.

Look for:

- Your SKU
- Retailer
- Title

MAP & Compliance
Popular among brands focused on pricing governance.

Frequently used:

- MAP
- MAP Violation
- Your MAP

Note: If you haven't provided a MAP price, these fields won't populate. MAP flags require your input.

What to Know Before You Build

About Zone-Based Reporting

Zone-based reporting allows you to analyze pricing by geographic region, like zip codes or internal market zones. This is especially useful when tracking regional price variation, aligning local strategy, or monitoring in-market execution.

Key Things to Know

⚙️	💲	📍
Zone-based reporting must be configured in advance; it's not included in all accounts by default.	Available fields may differ from other report types (e.g., *All Products, My Products)*.	Your account must include zone or zip code capture at crawl time to access this functionality.

Reach Out to Your Customer Success Manager

Some fields and features vary based on your configuration. If something seems off or missing, your Customer Success Manager (CSM) is the best person to guide you.

Your CSM can help

- ✓ Clarify which fields are available in your setup.

- ✓ Explain differences between report types.

- ✓ Troubleshoot missing or inactive fields.

- ✓ Add or update MAP pricing for accurate violation flags.

- ✓ Walk you through building and scheduling reports.

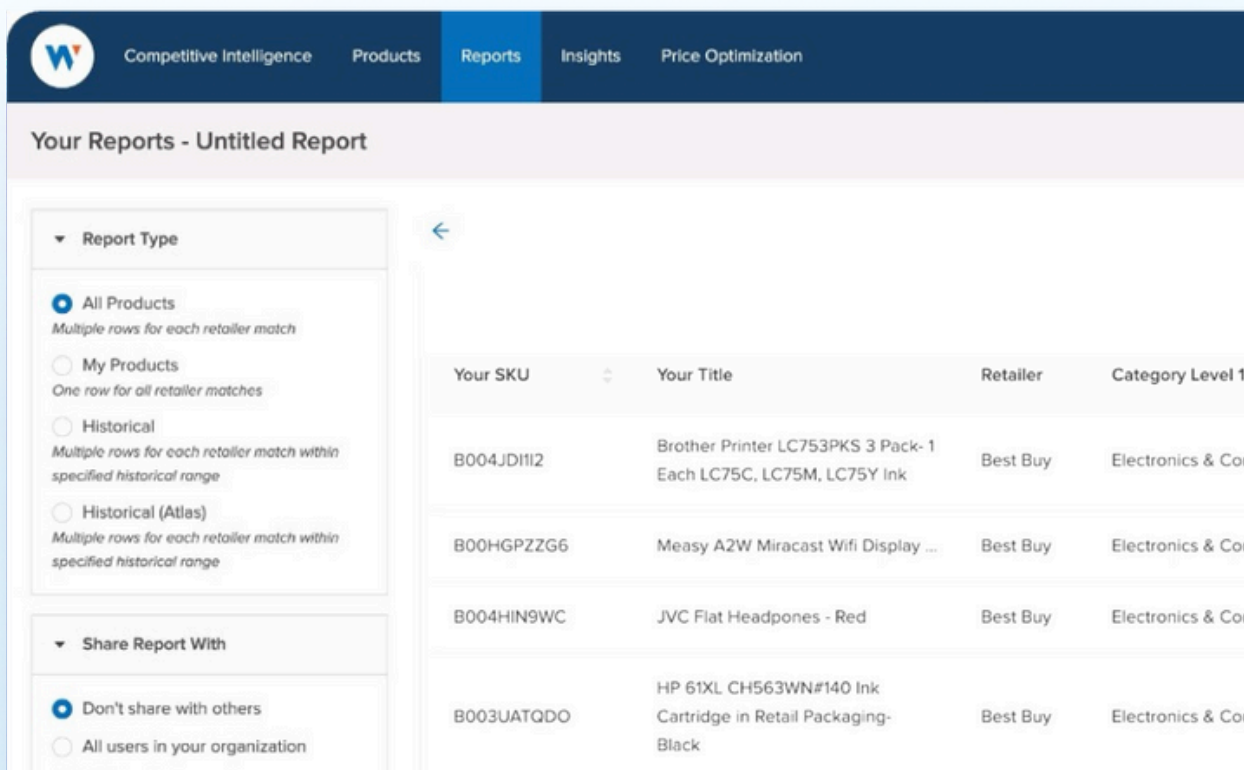- ✓ Explore whether zone-based reporting is right for your business.

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The Top 50 Fields Customers Use Most

Now that you've seen which categories drive the most value, here are the 50 most-used fields across all Price Intelligence customers.

These fields are pulled from actual customer usage and support a wide range of reporting needs, from pricing analysis to promotional monitoring and product alignment.

This list can help you:

- ✓ Identify go-to fields for common report types.
- ✓ Learn what each field represents.
- ✓ Choose the right mix to support your business goals.

The Top 50 Fields Customers Use Most

Core Product Identifiers

- **Your SKU**
  A unique identifier assigned to a product by your organization.

- **Title**
  The name or title of the product from the data feed.

- **Your Title**
  The name or title given to a product by the retailer.

- **Retailer**
  The name of the store or seller offering the product.

- **Retailer Name**
  The name of the retailer as listed in the system.

- **Market/Seller**
  Identifies the specific seller or third-party marketplace.

- **UPC**
  Universal Product Code used to identify the product.

- **URL**
  The link to the product detail page on the retailer's website.

- **Image**
  Link or preview of the product image.

Miscellaneous & Derived

- **% of SKUs**
  Percentage of products meeting a specific condition.

The Top 50 Fields Customers Use Most

Pricing Fields

- **Price**
  The current selling price / last crawled price of the product.

- **Regular Price**
  The typical or original price of the product.

- **Your Price**
  Your organization's price for the product.

- **Your Price Shipping**
  Your price inclusive of shipping.

- **Retailer Price**
  The price listed by the retailer.

- **Statistical Price**
  The average or statistically weighted price of the product.

- **Previous Price**
  The product's price prior to the most recent crawl.

- **Minimum Competitor Price**
  The lowest competitor price currently detected.

- **Custom/Calculated**
  A field derived from logic or customer-specific formulas.

- **Is Price Change**
  True/False based on what changed price from the most recent crawl.

The Top 50 Fields Customers Use Most

MAP & Compliance*

- **MAP**
  Minimum Advertised Price set by the brand.

- **Your MAP**
  Your company's set MAP for the product.

- **MAP Violation**
  Flags whether a price violates the MAP.

- **Map Deviation**
  Amount by which the price deviates from MAP.

- **$ Delta vs Your Price**
  Dollar difference between your price and a competitor's.

- **% Delta vs Your Price**
  Percent difference between competitor price and your price.

Note: If you haven't provided a MAP price, these fields won't populate. MAP flags require your input.

Category & Classification

- **Brand**
  The name of the manufacturer or company that makes the product.

- **Category Level 1**
  The highest level of classification for a product.

- **Category Level 2**
  A sub-category under Category Level 1.

- **Category Level 3**
  A deeper classification tier beyond Category Level 2.

- **Retailer Size**
  Classification of retailer by size or market tier.

- **Relation**
  Shows the match type between products (e.g., direct or similar).

The Top 50 Fields Customers Use Most
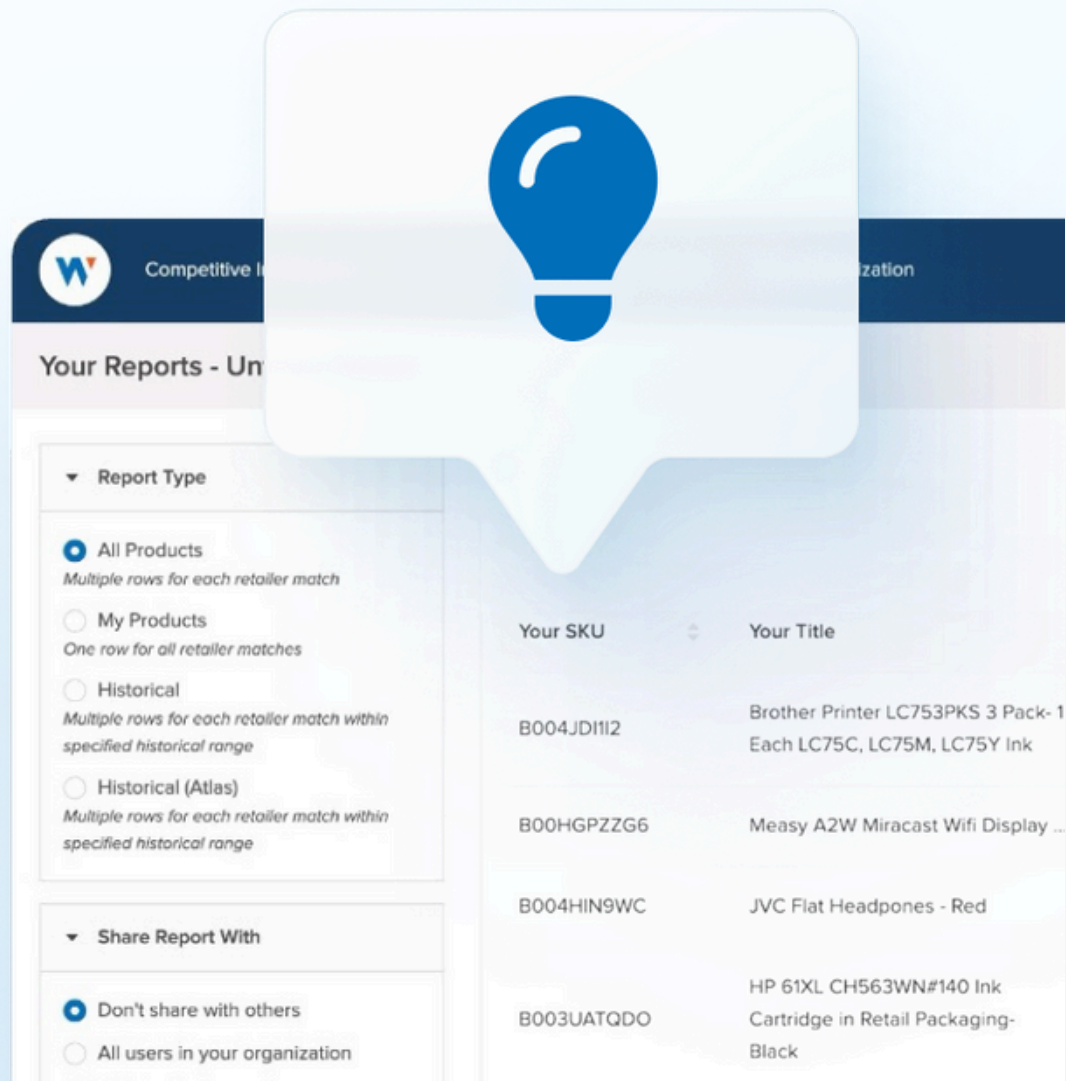
Assortment & Availability

- **Availability**
  Indicates whether the product is currently in stock.

- **Availability Date**
  The date when the product became available.

- **Shipping**
  Indicates if shipping is available or included for the product.

- **Cart**
  Indicates if the product is only viewable in-cart.

- **Pack Size**
  Number of items or units in the product's package.

- **Your Pack Size**
  Pack size according to your internal data.

- **Condition**
  Indicates whether the item is new, refurbished, etc.

- **Authorized Seller**
  Indicates whether the retailer is an authorized seller.

- **Is Price Change**
  True/False based on what changed price from the most recent crawl.

Time-Based Metrics

- **Crawl Date**
  The date the product data was collected.

- **14 Day Minimum Price**
  Lowest recorded price over the past 14 days.

- **30 Day Minimum Price**
  Lowest recorded price over the past 30 days.

- **60 Day Minimum Price**
  Lowest recorded price over the past 60 days.

Tips from the Wiser Team

Tips from the Wiser Team

Here are a few practical suggestions from the Price Intelligence team to help you get more out of your reports:

Use Product Lists

- Start by creating a Product List of your most important SKUs or brands.

- Use this list in Report Builder to validate assumptions or narrow your focus.

Start with Templates

- The Top Price Changes and MAP Violations reports are prebuilt and ready to go. These out-of-the-box templates are a great starting point.

- Once configured, they'll deliver key metrics with fields already selected.

Schedule Reports and Alerts

- Automate delivery of key reports directly to your inbox.

- Choose daily, weekly, or custom intervals for the metrics you track most.

Control Access

- Use report sharing features to either keep reports private or make them available to teammates as needed.

These small actions can help you streamline reporting and get insights faster. Taken together, they'll get you well on your way to proficiency in using Price Intelligence Reports.
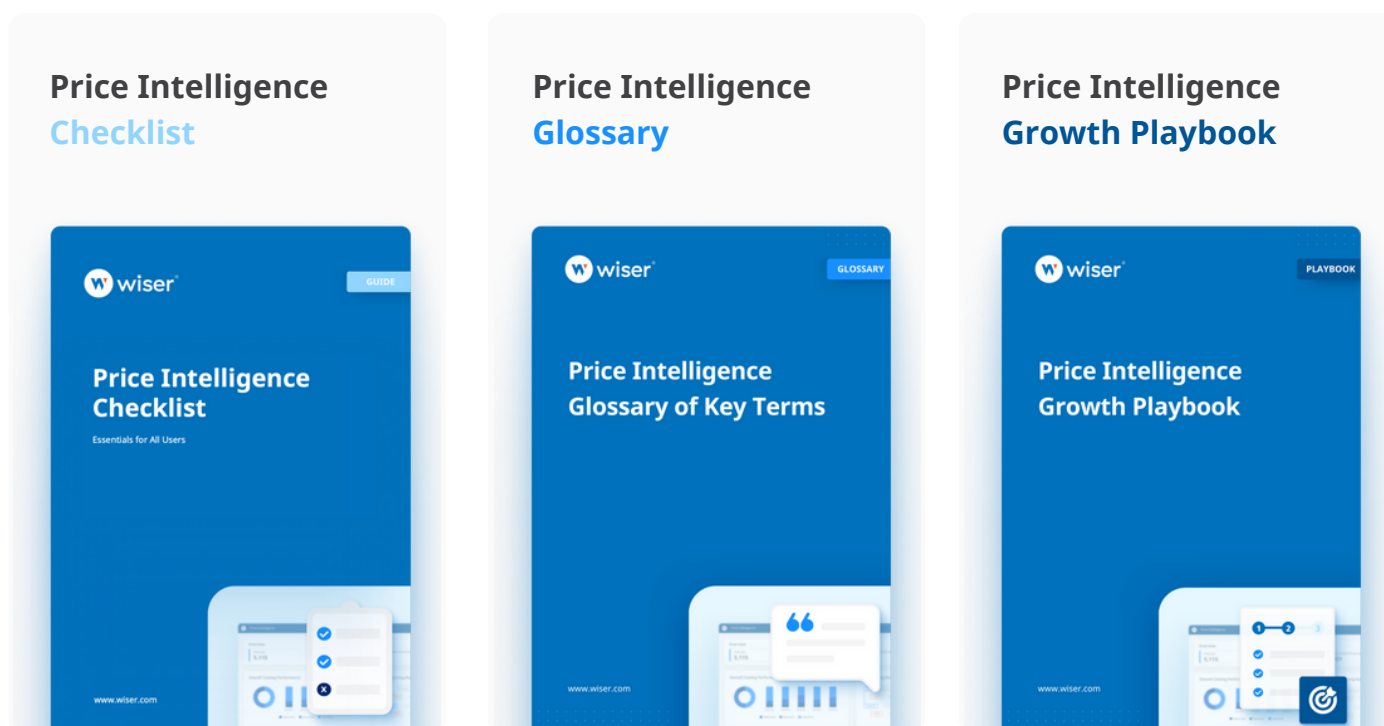
Looking Ahead

The Report Builder is more than a tool. It's the engine that fuels faster decisions, smarter pricing strategy, and sharper competitive insight. The more familiar you are with field behavior, report types, and scheduling options, the more confident you'll be in the insights you uncover.

> **? Need support?**
>
> Your Customer Success Manager is your best resource for help configuring reports, understanding field availability, or enabling advanced features like zone-based pricing.

To deepen your understanding,
you can also explore additional tools for Price Intelligence

Price Intelligence Checklist

Price Intelligence Glossary

Price Intelligence Growth Playbook

Thank You