## The world leading provider of data and tools for hyper-local, real-time product transparency

## DATASEMBLY FOR CPGs:

### WHO WE ARE

Datasembly empowers brands and retailers to make data-driven decisions about pricing, promotions and assortment. Datasembly provides unprecedented visibility into pricing data through our intuitive platform that is built to **solve real-world problems** and **deliver immediate insights**.

Datasembly's pricing, promotions and assortment data can also be combined with your other data sources to provide an **unprecedented analytics capability** around price elasticity, impact of promotions etc. to bring your relationship with your customer into clear focus.

Datasembly's data is collected from publicly available sources. This enables unprecedented transparency and a new level of discussion between you and your customers.

## TECHNOLOGY:

### HOW WE DO IT

Datasembly collects billions of grocery and retail pricing records each week from over 150 retailers and QSRs. This data is hyper-local, highly volatile, and notoriously difficult to collect, especially at massive scale. Our proprietary technology accomplishes this, then **transforms massive amounts of disparate data into the organized information** that powers our solution.

### WHAT WE DELIVER...RESULTS

Datasembly collects billions of grocery and retail records each week from hundreds of retailers. Our clients have seen millions in savings and new revenue.

## IMPROVE STRATEGIC REVENUE MANAGEMENT:

*Better pricing intelligence increases revenue and improves strategic decision making capabilities*

- Use hyper-local price tracking to reveal previously missed regional trends, and localized pricing & promotion experiments.
- Gain insight into retailers that do not participate in traditional syndicated data.
- Understand price deltas with key competitors on a localized level.
- Track Private Label items SKU by SKU for improved understanding of complex retailer strategies.
- Predict seasonal trends of pricing and distribution.
- Communicate more clearly with retailers regarding competitive pricing strategies.

**The best data = The best insights, recommendations & actions**

Demonstrating that store level pricing varies widely across the US

**Store level data** is available in near **real-time**. Historical data is available for over **2 years.**

Datasembly harvests **billions** of grocery and retail **records** each week from hundreds of retailers

Our clients have seen **millions in savings and new revenue.**

# REDUCE TRADE SPEND & INCREASE PROMOTIONAL COMPLIANCE:

*Real-time store level data reduces wasted and inefficient promotional and trade spend*

- Track promotions for your products and your competitors' products in near real-time enabling more efficient trade spend.
- Gain insight on whether retailers executed the agreed promotion correctly at all stores.
- Visualize, quickly, real-time competitive promotions by retailer, metro area, and promotion type.
- Enforce minimum advertised prices and other price strategies.
- Determine in real-time when additional trade spend is inefficient and unnecessary.

# SEASONAL & NEW PRODUCT LAUNCHES

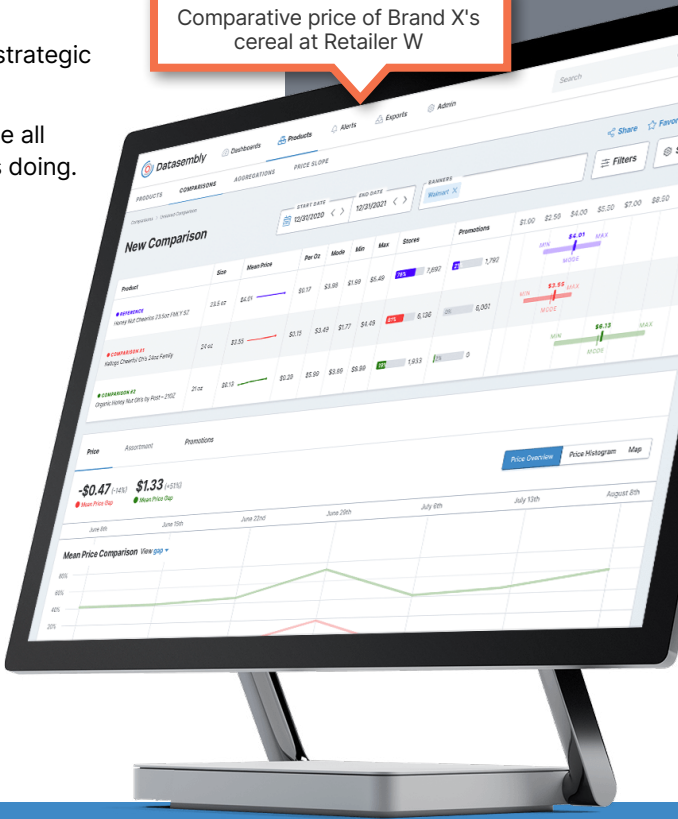*Improve strategy and execution of seasonal items, and new product launches*

- Track pricing on new product launches in real-time.
- Determine if the retailer executed the launch strategy correctly at all stores
- Track competitive items during launch and respond to changes.
- Improved understanding of the competitive landscape enables better strategic decision making.
- Communicate with your retail customers with full transparency because all datasembly data is fully shareable. Show them what the competition is doing.

# OTHER USE CASES:

*Gain powerful insight beyond pricing, and streamline processes*.

- Explore store distribution of your own products and your competitors' products. (e.g. reduced store coverage, new items, shelf changes, out of stocks)
- Acquire data to power item locators on websites.
- Save time by not driving to stores to look at prices!

**Extract intelligence** with ease...

**No Querying, No Excel, No Manual**

Comparative price of Brand X's cereal at Retailer W

Datasembly