Yesterday's News

VS.

Real-Time Pricing

A billion reasons why...

Every year, **billions** of dollars are wasted as retailers base pricing and promotional strategies on sampled, infrequent, averaged, incomplete and incorrect data.

Datasembly collects **over one billion product records daily** from over 100,000 store locations, providing retailers with real-time, hyper-local data that can be used to make actionable decisions.

A HYPER-LOCAL SUCCESS STORY:

With the click of a button, find out the price of KVIs at the store across the street every day.

Average EGGS MILK BUTTER Pricing: \$1.90 \$2.42 \$4.02

Store W uses their syndicated data with its average prices and adjusts prices in an attempt to be competitive.

EGGS | MILK | BUTTER | \$1.79 | \$2.35 | \$3.95

Store X sends auditors sample prices on selected categories at local competitors and changes its pricing to what it believes will be more appealing.

EGGS | MILK | BUTTER | \$1.75 | \$2.30 | \$3.94

Store Y knows the price of all KVIs at competitors in their trade area. They can choose if they want to compete with the lowest neighboring stores, or if it is safe to raise prices as their costs rise.

EGGS | MILK | BUTTER | \$1.85 | \$2.54 | \$3.90

Store Y uses Datasembly's real-time, hyper-local data to look at KVIs at the competitors nearest each of their stores, and prices items accordingly. They don't price them too high compared to competitors, or too low as costs rise.

By using <u>real-time pricing</u> in that hyper-local trade area, Store Y **increases its profit margin** and likelihood of **attracting new, existing, and loyal customers**.

Learn more about real-time pricing, promotions and availability data. Contact us at info@datasembly.com or 833-328-2736 today.

