

SHAREABLE, HYPER-LOCAL DATA Powers Effective Price Increase Management

INFLATION. LABOR SHORTAGES. SUPPLY CHAIN ISSUES.

All are sparking an increase in consumer goods prices, forcing CPGs and retailers alike to ask difficult questions and make hard decisions.



Leveraging *shareable, hyper-local, real-time* data yields the best answers to these questions—and is the most effective way to manage price increases.

Pricing winners that adopt best practices in devising a pricing strategy can...¹

...**Increase unit prices** by 1.2 percentage points more than the category average

AND

...**Gain market share** by growing sales almost a full percentage point more than their competitors

...and using **shareable, hyper-local, real-time data** is a best pricing practice for every CPG and retailer.

SHARING Sparks Success

For CPGs...

sharing price data with retailers means faster, lasting implementation of price increases

+

Decreases in unnecessary trade spend requested by and allotted to retail accounts

+

Improved ability to work with retailers on assortment changes

+

Easier tracking and taking of price increases

+

Assurance that new product launches go to plan in store-by-store fashion



For Retailers...

real-time competitive data means faster implementation of impactful price changes

+

Improved ability to work with manufacturer partners

+

Easier execution of pricing and promotional strategies

+

Ability to monitor KVIs hyper-locally and nationally

+

Enhanced store assortments

REAL-TIME DATA, Real Results

Here's how leveraging shareable, real-time, hyper-local pricing intelligence to make decisions about price increases yields tangible results.²

REAL-LIFE EXAMPLE:

Detergent manufacturer

Needs information on price increase initiatives by competitors at major retailers' stores nationwide.

Use of real-time, hyper-local data delivers:

- ➔ **Visibility** of price-related activities down to store level, showing that competitor increased price on manufacturer's brand at 80 of 1,000s of supermarkets nationwide
- ➔ Data shared with retail partner, demonstrating that competitors have moved on price—so it too can **act on price increases** at specific stores throughout the U.S.—**20 weeks earlier** than would be possible with syndicated, "averaged" data



REAL-LIFE EXAMPLE:

Major supermarket chain in a busy metropolitan area

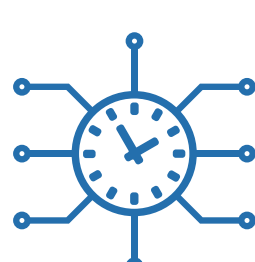
Use of real-time, hyper-local, competitive data reveals that local competitor has raised prices on KVIs in several categories. Having this data in real-time helps the retailer:

- ➔ Determine **when and how much** to boost KVI prices
- ➔ **Increase margins** and own a sharper long-term competitive edge

The Datasembly ADVANTAGE



Datasembly provides CPGs and retailers with shareable, real-time, hyper-local data collected from public sources, such as websites and mobile apps



Real-time pricing and promotions (~2 billion daily)
+ Information from > **180 retailers**
+ Pricing information from **every store weekly** (130K stores)



Unrivaled pricing intelligence that's shareable across retail customers

Harnessing Datasembly's shareable pricing intelligence to navigate changes ahead:

MORE CHANGES Ahead

Transparency and **real-time data** are the best ways to prepare for coming industry changes.

That's why **3 out of the Top 10 CPGs** and **2 of the Top 5 Retailers** already use Datasembly.

Interested in seeing your data?

Call 1-833-328-2736 or visit datasembly.com today.



Datasembly

www.datasembly.com



Sources: 1 Nielsen/McKinsey/GBA; 2 Datasembly