

# 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.

Market: **CINCINNATI, OH**

Average Pricing:	EGGS	MILK	BUTTER
	<b>\$1.90</b>	<b>\$2.42</b>	<b>\$4.02</b>

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

PRICES	EGGS	MILK	BUTTER
	<b>\$1.79</b>	<b>\$2.35</b>	<b>\$3.95</b>

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

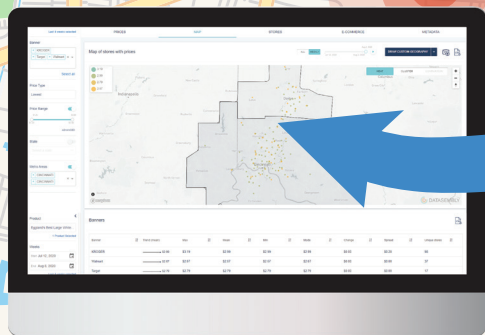
PRICES	EGGS	MILK	BUTTER
	<b>\$1.75</b>	<b>\$2.30</b>	<b>\$3.94</b>

**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.

PRICES	EGGS	MILK	BUTTER
	<b>\$1.85</b>	<b>\$2.54</b>	<b>\$3.90</b>

**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 real-time pricing 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](mailto:info@datasembly.com) or 833-328-2736 today.



## Datasembly

[www.datasembly.com](http://www.datasembly.com)

Note: Prices on these items tend to fluctuate weekly, and sometimes daily, so these averaged numbers do not reflect what's happening in stores today.