Intelligence Node

HERSHEY'S®

Retail Profitability Redefined

Hershey's Chocolate Syrup
Product Journey

ABOUT INTELLIGENCE NODE

Create a Winning eCommerce Business

Intelligence Node helps eCommerce businesses convert shoppers into buyers with real-time price, assortment, and search analytic insights.

Our proprietary AI-driven algorithms offer the most accurate product matching and the fastest data refresh rates in the industry.

Leading as a premier independent data powerhouse, Intelligence Node has created the world's largest pricing dataset with unmatched accuracy - feeding the growth of more than $600 billion in retail revenue globally.

We help you convert shoppers into buyers by helping you compete and win in the following key areas:

Price	Assortment	Search visibility	Minimum Advertised Price compliance

WHY INTELLIGENCE NODE?

Best-In Class, Award-Winning AI Capabilities

Intelligence Node's pricing and competitive analytics platform reveals actionable data insights enabling dramatic margin growth and a rapid ROI.

We offer the most accurate AI-based product matching, the fastest real-time refresh rates, no technology integration, and much more.
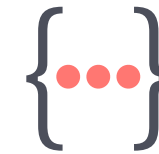
Best-in-Class Product Matching
99%

Fastest Data Refresh Rate
10-second

Setup Integration in
Less than 1 day

Broadest Multi-currency Multilingual Setup
100+ languages

SERP & SEO Insights to rank on
1st page

Largest AI-driven Retail Dataset, Globally
1 billion +

CONTENTS

◆ Discovering and mapping exact and similar products

◆ Leveraging patent-ready technology

◆ Monitoring pricing and visibility trends

The following slides cover the journey of a single product from discovery to real-time price optimization.

The same can be replaced across any **product**, across any retail **category** and any **geography/retailer**.

PRODUCT IN CONSIDERATION: HERSHEY'S GENUINE CHOCOLATE SYRUP

Description: Hershey's Chocolate Syrup, 680 g (24 Oz) Container

Details :

Perfect for ice cream, desserts, beverages, and more

Genuine chocolate flavor

A kosher syrup

Item Weight: 1.6 lbs

Shipping Weight: 1.8 lbs

Weight: 680 Gms

Product Dimensions: 21.6 × 10.2 × 5 cm

Average Customer Review: ★ ★ ★ ★ ★

Amazon Best Sellers Rank: #34,112 in Grocery & Gourmet Food

amazon.com   Selling Price : **$7.45**

INTELLIGENCE NODE PRODUCT JOURNEY

VISIBILITY	PRICE	DISCOUNT	ATTRIBUTES
Discover and compare exact and similar product across the globe	Update and review prices basis real-time price comparisons and insights across platforms	Leverage competitor movements to generate smart prices and offer discounts	Analyze SKUs on an attribute level to identify demand patterns

DISCOVER AND MAP EXACT AND SIMILAR PRODUCTS

EXACT MATCH ACROSS RETAILERS, CATEGORIES, AND CATALOG LANGUAGES

PRODUCT COVERAGE ACROSS THE GLOBE

Get a 360 degree view of product matches across the globe, in real-time
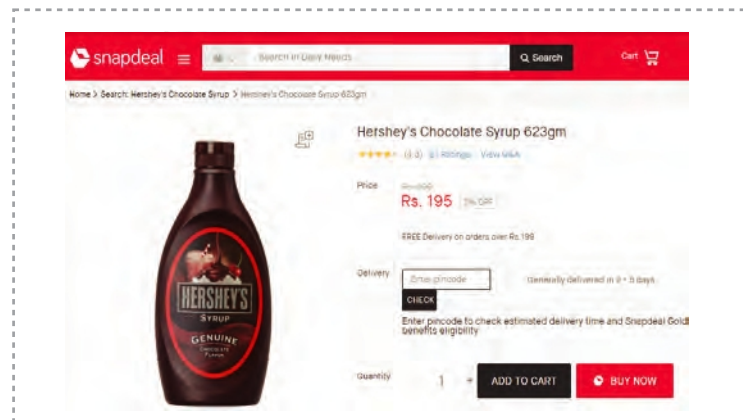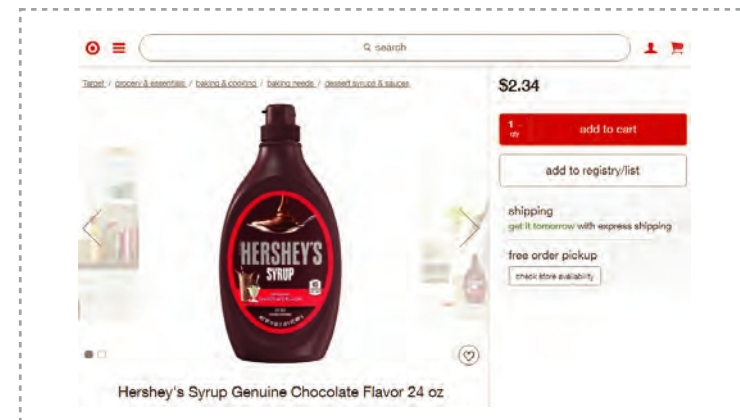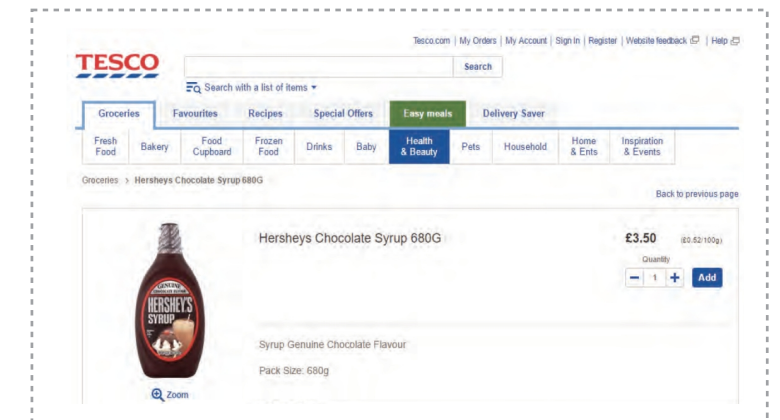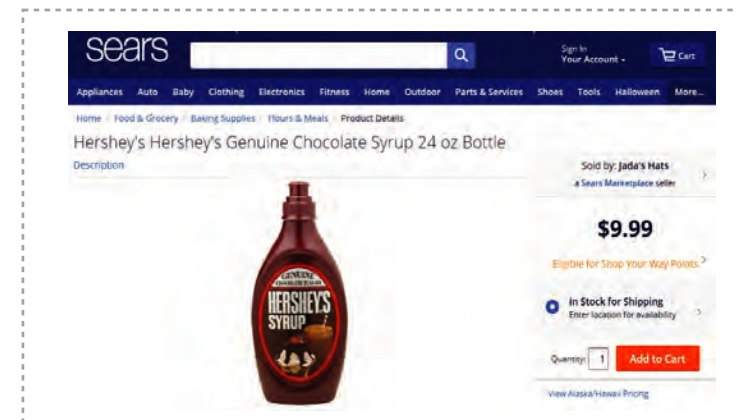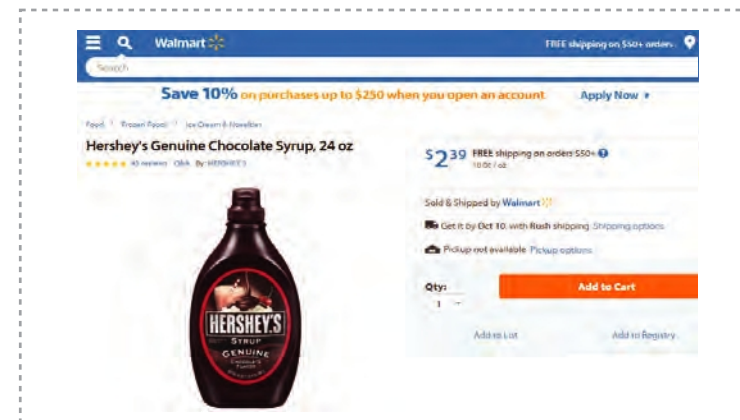
SIMILAR MATCHES

	Product in consideration	Similar product	Similar product
Packaging	20-25 Oz	20-25 Oz	20-25 Oz
Sugar content	50%	50%	50%
Fat content (Trace)	Yes	Yes	Yes
Organic	No	No	Yes
Gluten content	Yes	Yes	No

Our patented Similarity Engine and Machine Learning image analytics crawl sites across the globe and enable you to monitor similar products and track down competition.

USING PATENT-READY TECHNOLOGY

WE CRAWL INTELLIGENTLY!

Case Study: Smart crawling

February

Intelligence Node deploys new crawling framework by implementing Machine Learning and in-house developed smart algorithms that predict website blocking patterns

June

Amazon changed/improved its anti-scraping technology

July

Intelligence Node receives requests from competitive companies to assist with Amazon

OUR TECHNOLOGY ENABLES ACCESS TO THE WHOLE E-COMMERCE WORLD

Multilingual platform currently supports twenty-nine languages from geographies, which together cover 95% of the world's gross domestic product (GDP)

Using our crawling technology, we are able to listen to data not only on the web but also on mobile platforms
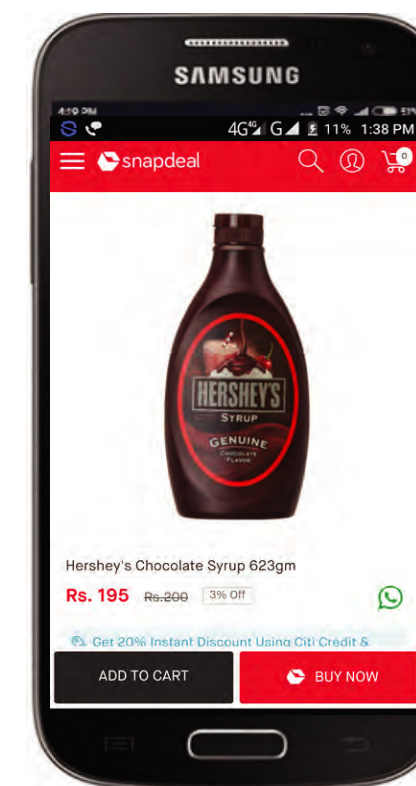
... TO HELP CLIENTS MONITOR PRICING AND VISIBILITY TRENDS TO OPTIMIZE PRICING

PRICES IN LOCAL CURRENCIES

Compete with local players effectively with price comparison across local currencies
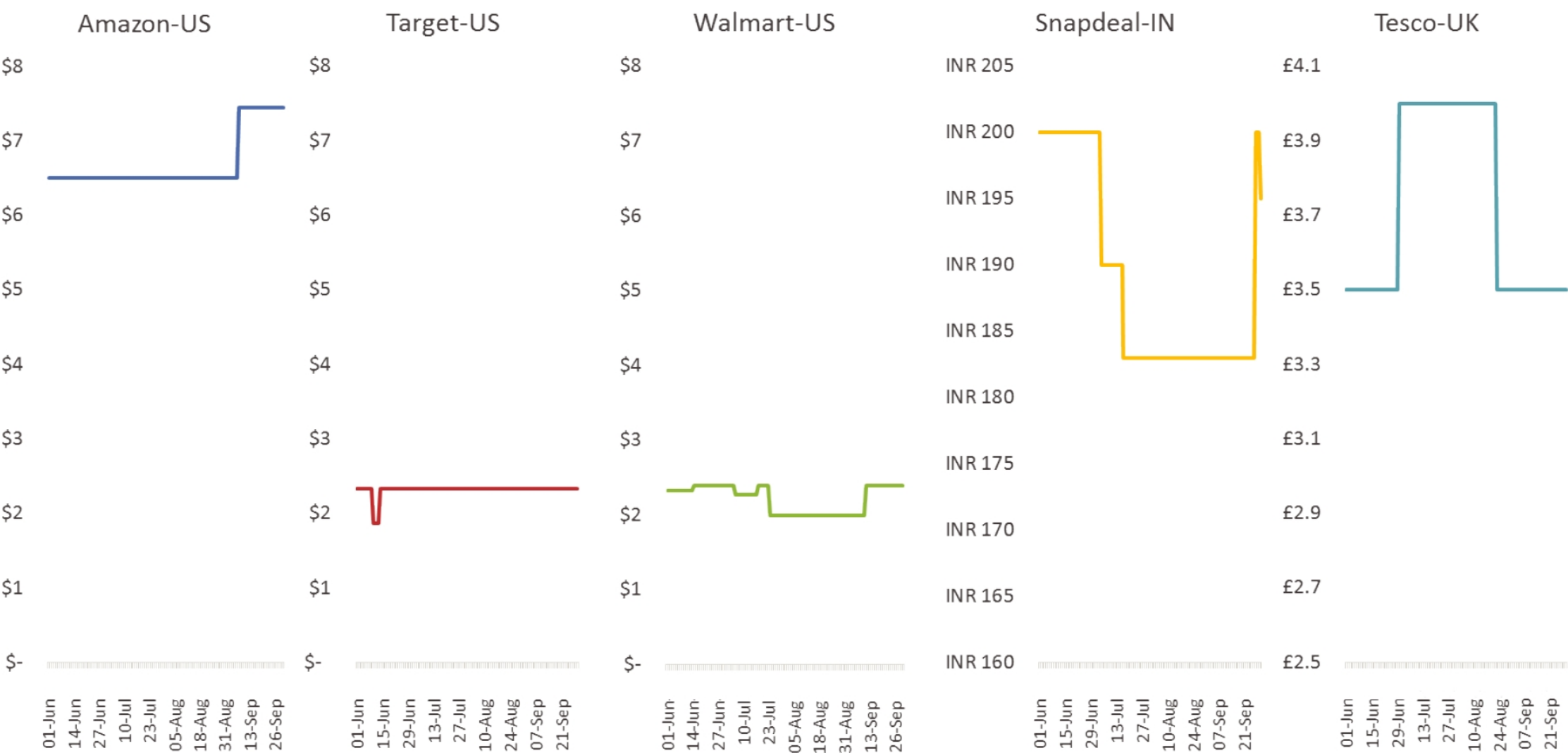
Compete with local players effectively with price comparison across local currencies

OR A SINGLE CURRENCY VIEW (USD)
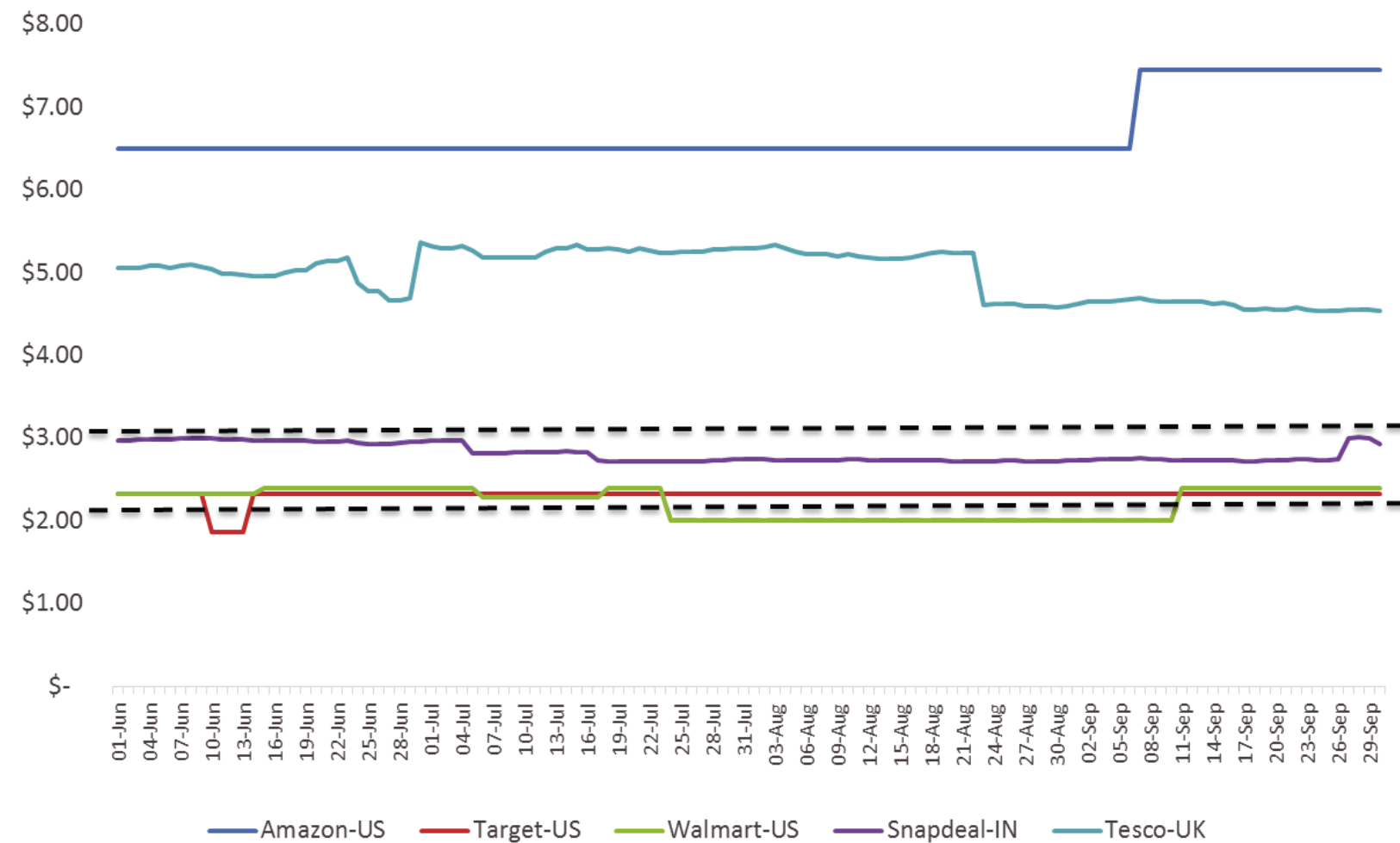
- What is the best price/strategy
- Maximum margin/sales price USD 4.0
- Liquidation: USD 1.9

Legend: Amazon-US, Target-US, Walmart-US, Snapdeal-IN, Tesco-UK

AMAZON'S (US) STRATEGY
- Hershey's Genuine Chocolate Syrup
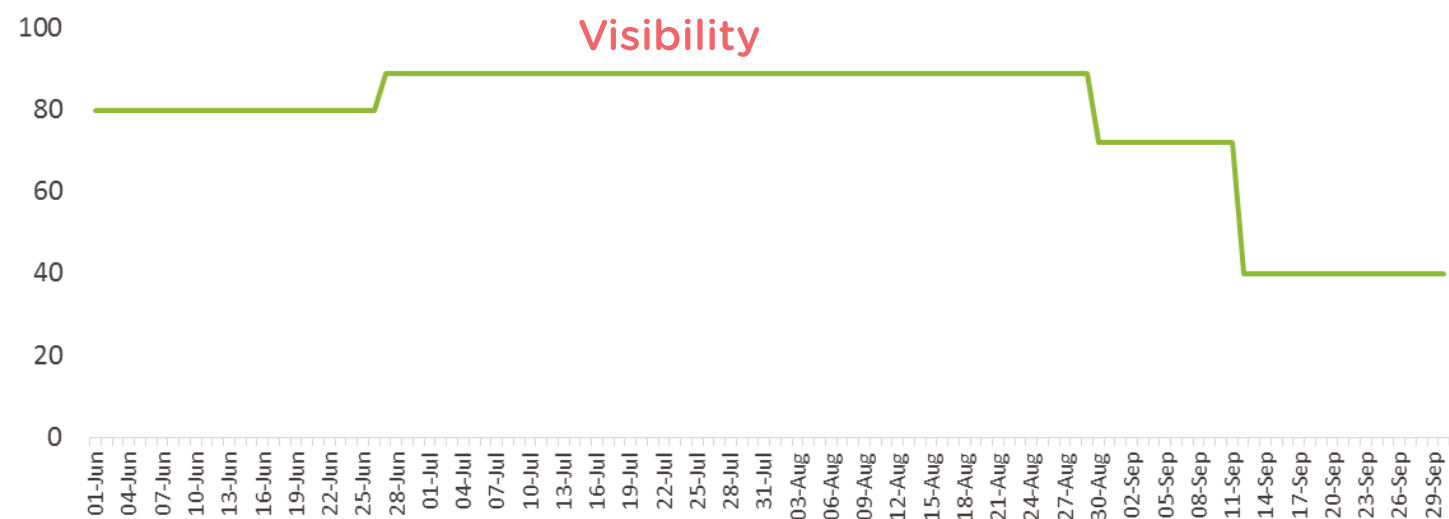
- Slight increment in price during second week of September

- Since September, visibility is in downward trend

TARGET'S (US) STRATEGY
- Hershey's Genuine Chocolate Syrup

Price

Visibility

➤ Price is stable at $2.3

➤ Visibility has been in upward trend and its stable since July end
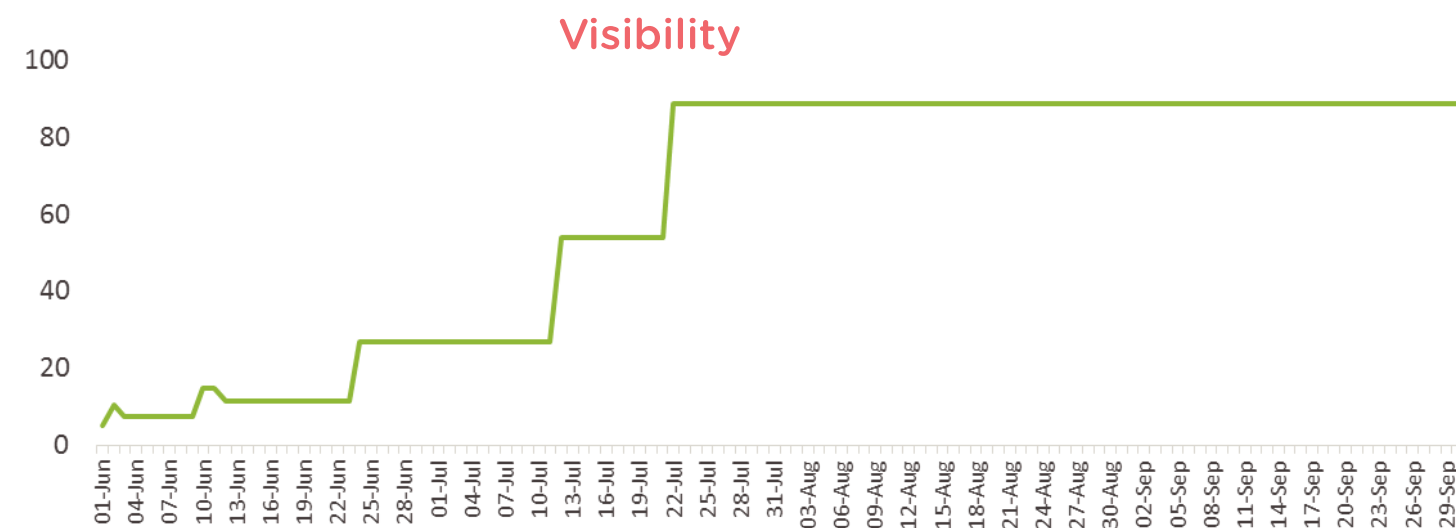
WALMART'S (US) STRATEGY
- Hershey's Genuine Chocolate Syrup
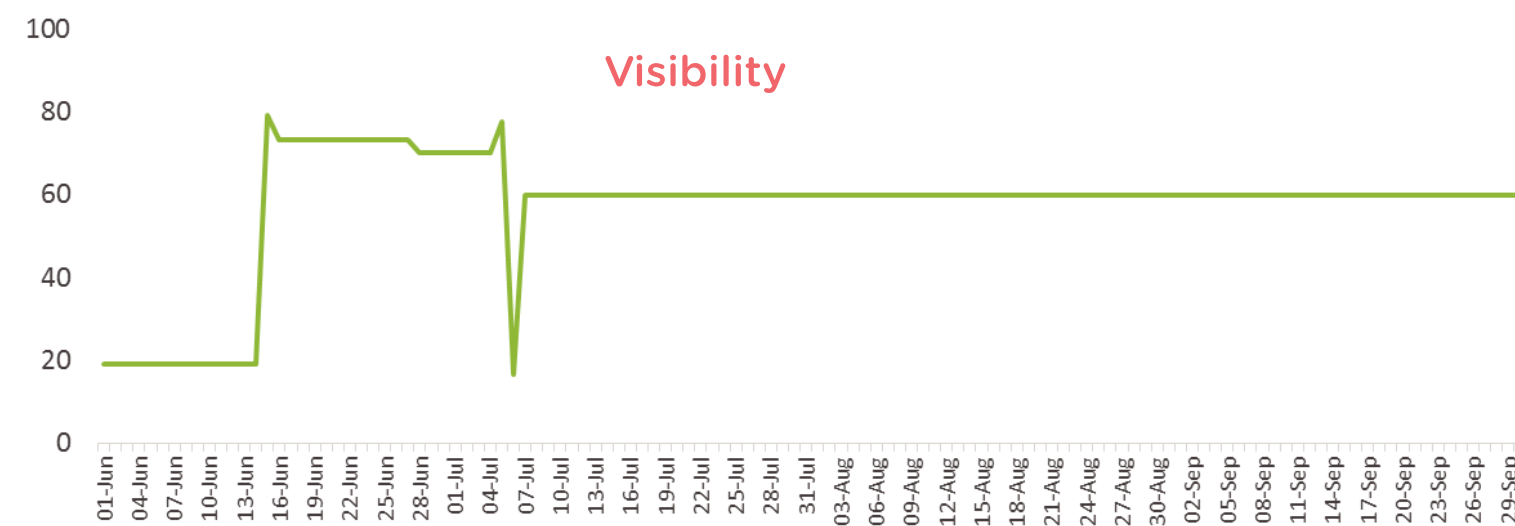
- **⊙** Tweak in price by changing the product's visibility

- **⊙** Product performance is being tested with different strategies:

  - › Constant price and dynamic visibility
  - › Constant price and constant visibility

SNAPDEAL'S (IN) STRATEGY
Hershey's Genuine Chocolate Syrup

- Price is varying amid low discount on the product

- Visibility is fluctuating and its following upward trend

TESCO'S (UK) STRATEGY
Hershey's Genuine Chocolate Syrup

Price

Visibility

- Price is stable after offering discount of £0.5

- Drop in visibility of the product during no discount period

FMCG – RETAILERS do not publicize discount or competitive position... Just selling price

Amazon

Target
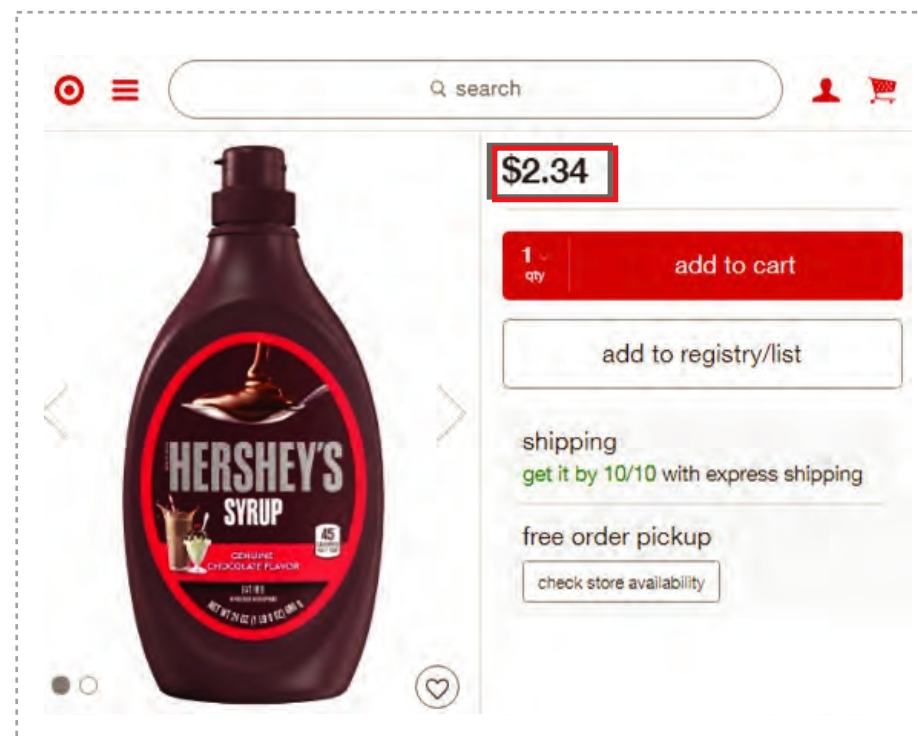
Walmart
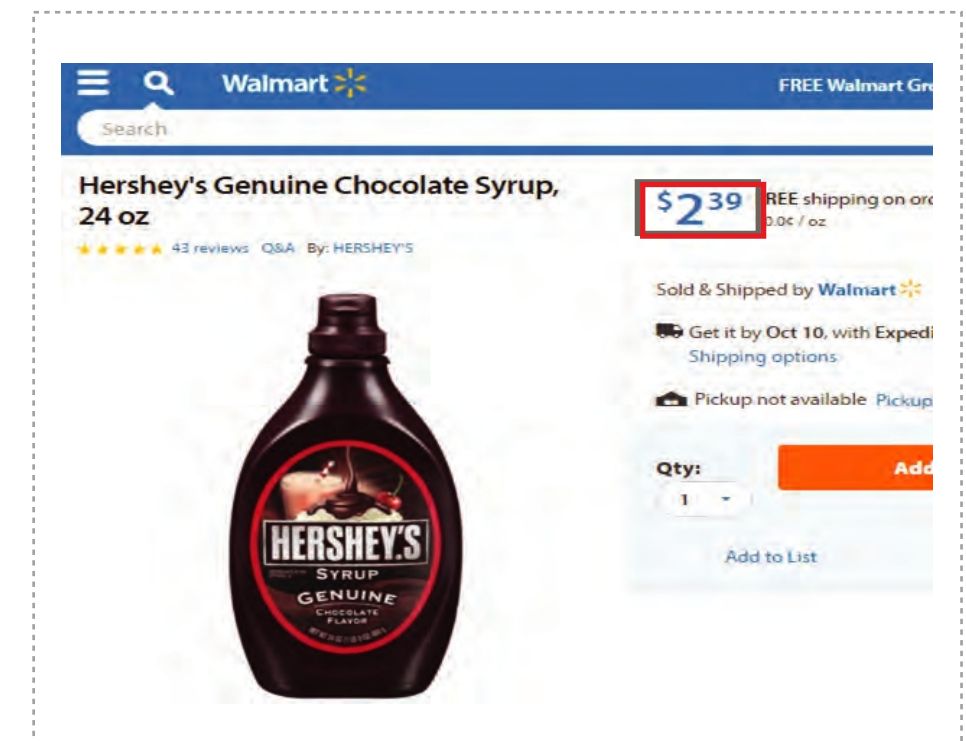
What's Next?

PRICING BASED ON COMPETITIVE MOVEMENTS

Set custom pricing rules

Generate smart price

PERFORM STORE LEVEL ANALYTICS

Identify products at a group or store level that are candidates for price change or have cross-sell/upsell potential with other related products.

Price stretch/elasticity

- Identify the best price (by SKU) to maximize revenue, and quantify the impact of mispriced products

Catalog & Inventory

- Forecast demands by SKU and calculate the optimum quantity of inventory (demand based) that should have been in place
- Identify gaps during the period and quantify lost sales

Product Bundling

- Identify bundling opportunities and efficiencies
- Measure the impact of implementing smart bundling strategies and quantify lost revenue

Basket Dynamics

- Identify the products which are going into the consumer's basket to define strategies and estimate basket level discount provided you add a certain product to the basket

Book a demo now and experience real-time, data driven eCommerce insights across your retail and competitor landscape.

Contact Us

www.intelligencenode.com

contact@intelligencenode.com