

HERSHEY'S

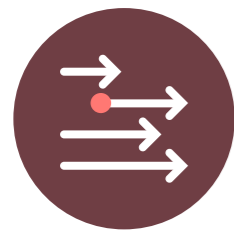
Retail Profitability Redefined

Hershey's Chocolate Syrup Product Journey



About **Intelligence Node**

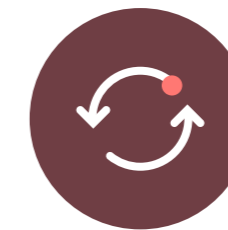
Global AI-based Retail Analytics that helps Convert Shoppers into Buyers



**Competitive Intelligence
Insights**



**AI-driven
Dynamic Pricing**



**Product Assortment
& Detail Optimization**



**Visibility on Search
and Marketplaces**



**Brand Compliance
& MAP Monitoring**



**Advanced Analytics
& Reporting**



**Largest Dataset,
Globally**



**99% Accurate
Product Match**



**Fastest Data
Refresh Rate**



**1st Page SERP
Performance**

Why Us?

- Map exact & similar products with **99% accuracy**
- Monitor competitor prices and get **smart price recommendations**
- Optimize your prices in real-time with **10-second data refresh rates**
- Get started in less than a day with our **plug & play capabilities**

Why Now?

63%

of shopping journeys start online **Most consumers search for products online**

75%

of people shop online at least once a month **Buying habits have changed post-pandemic**

88%

of consumer compare prices while shopping **Shoppers compare prices in-store & online**

Introduction

Intelligence Node's proprietary platform can help retailers and brands benchmark and improve their pricing, assortment, and online search performance in order to convert more shoppers into buyers.

This document outlines several **specific use cases** of how we help you access global eCommerce competitive data across myriad parameters for a food & grocery SKU:

1. **Competitive Intelligence (price, promo, inventory, etc.)**
2. **Dynamic Pricing**
3. **Marketplace Repricers (3P Sellers)**
4. **Product Matching (Exact & Similar)**
5. **Assortment Insights**
6. **Market-Share and Sales Velocity / OOS Predictor**
7. **SERP Tracking / Product SEO**
8. **Product Copy Review**



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





Product Matching

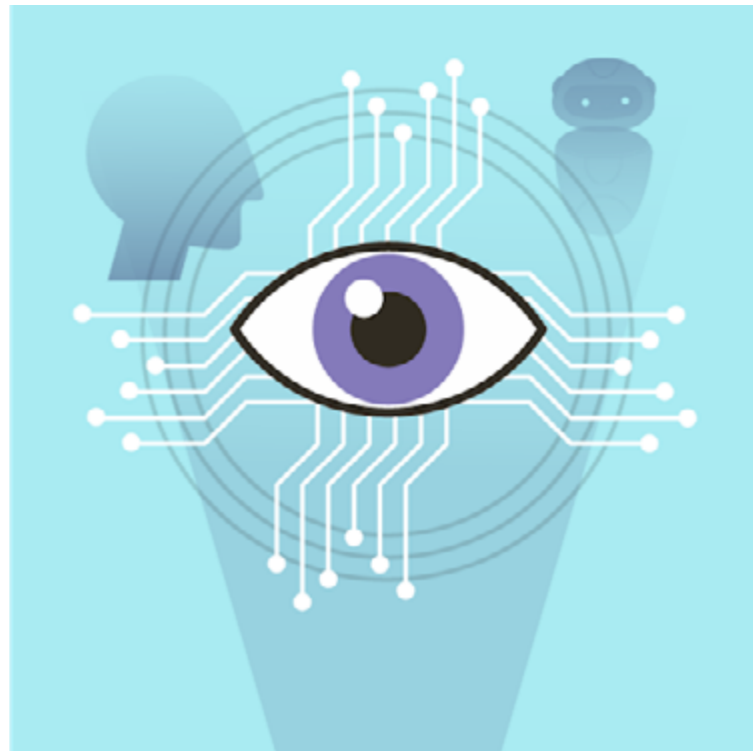
Search & Compare
Similar and Exact
Match Products with
99% Accuracy



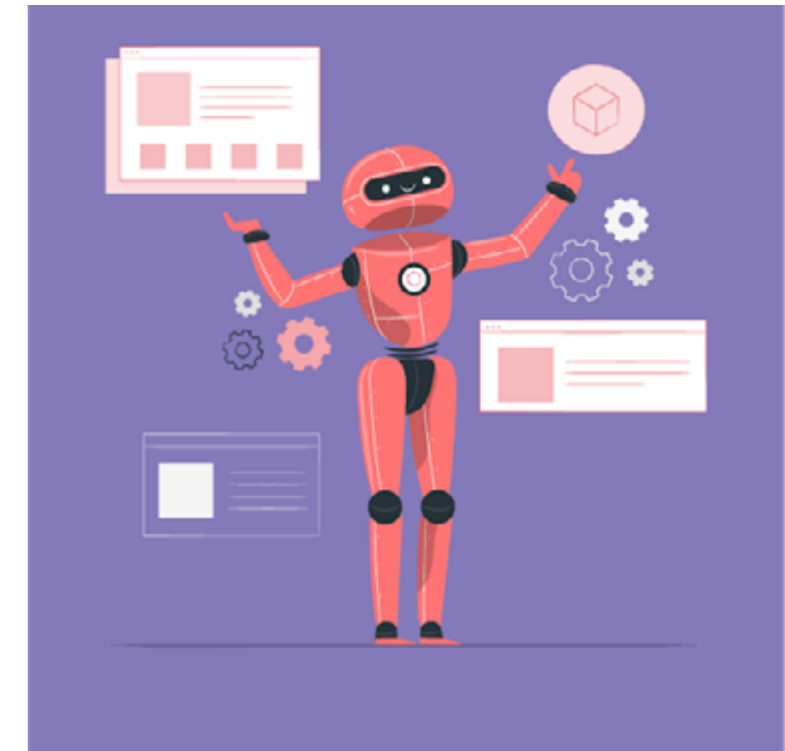
Identify competitor matches accurately with our **AI-driven, comprehensive matching** approach



Attribute Identification



Computer Vision



Rule Configuration

= **99%** Accuracy

Retail Profitability Redefined

Identify exact-matches across different retailers, categories, and languages

Match your product with similar products (similar product attributes but difference in brand, size, colour, etc.) sold by your competitors.






Get global product coverage with a consolidated view in a single unified dashboard

Exact match results for Hershey's Chocolate Syrup' mapped across global marketplaces and websites by Intelligence Node

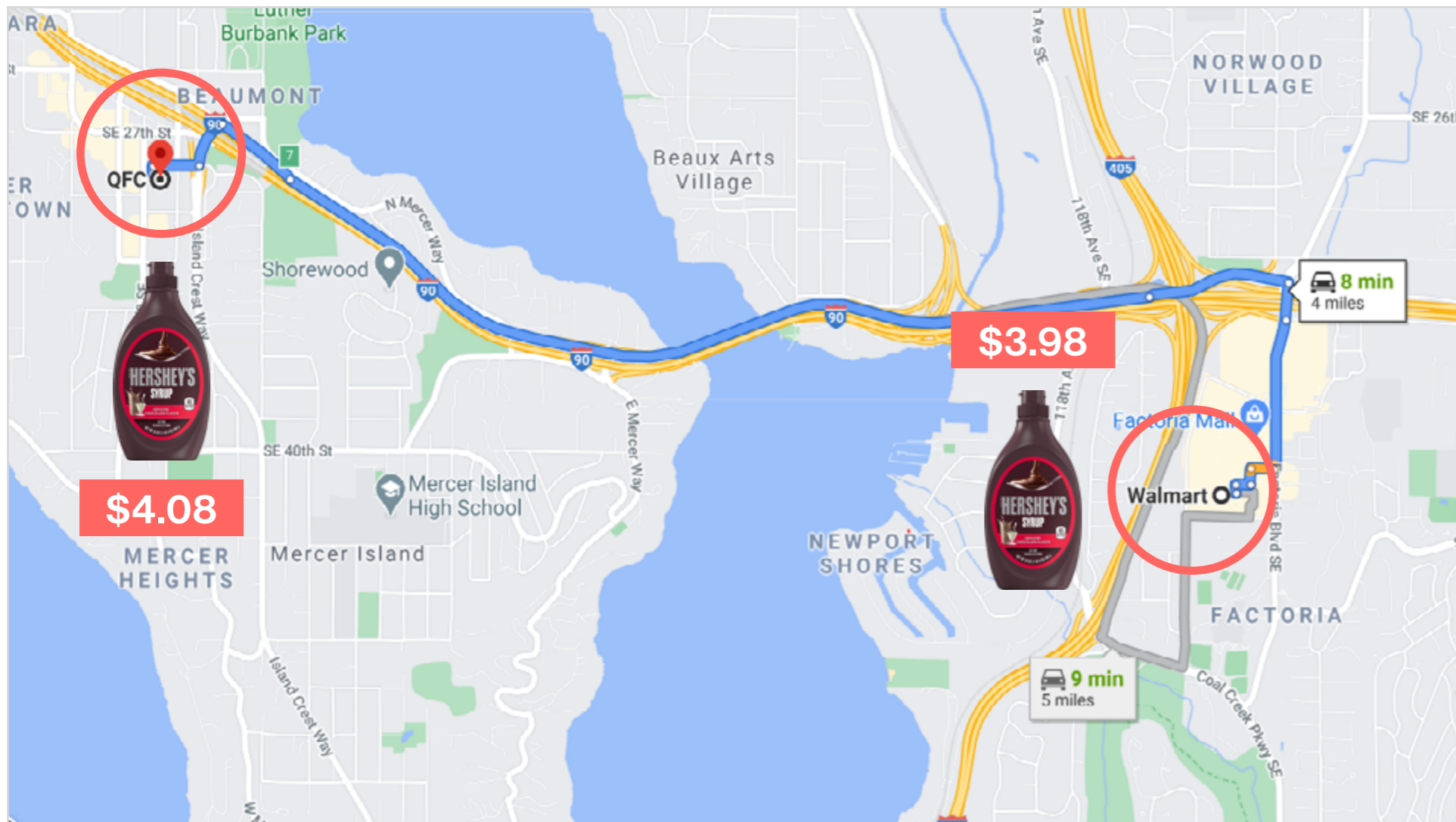


Leverage our **patented Similarity Engine** to track and monitor similar competitor products

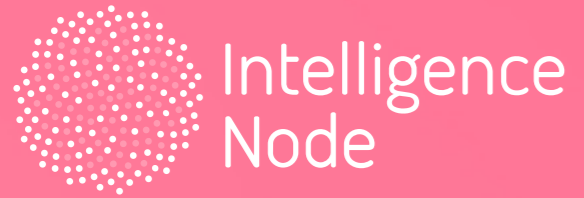
	Product in consideration	Similar product	Similar product
			
Packaging	20-25 Oz	20-25 Oz	20-25 Oz
Sugar content	50%	50%	50%
Fat content (Trace)	Yes	Yes	Yes
Organic	No	No	Yes
Gluten content	Yes	Yes	No

Match your product with similar products (similar product attributes but difference in brand, size, colour, etc.) sold by your competitors.

And perform comprehensive analytics to identify products at a zipcode level that are candidates for price change



Track the product at a **zip-code level** to identify pricing gaps **with your closest competitors**

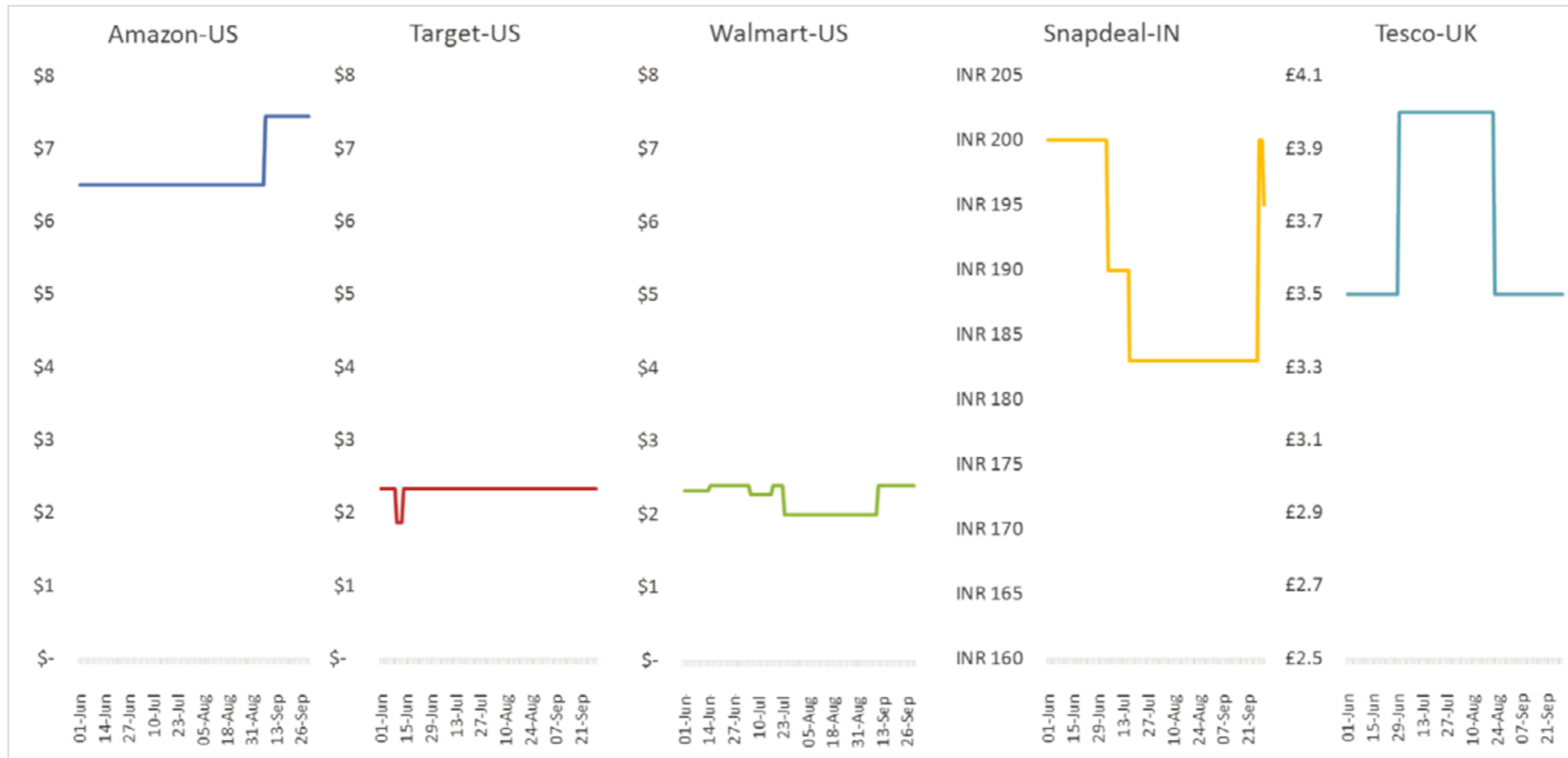


Competitive Intelligence (price, promo, inventory, etc.)

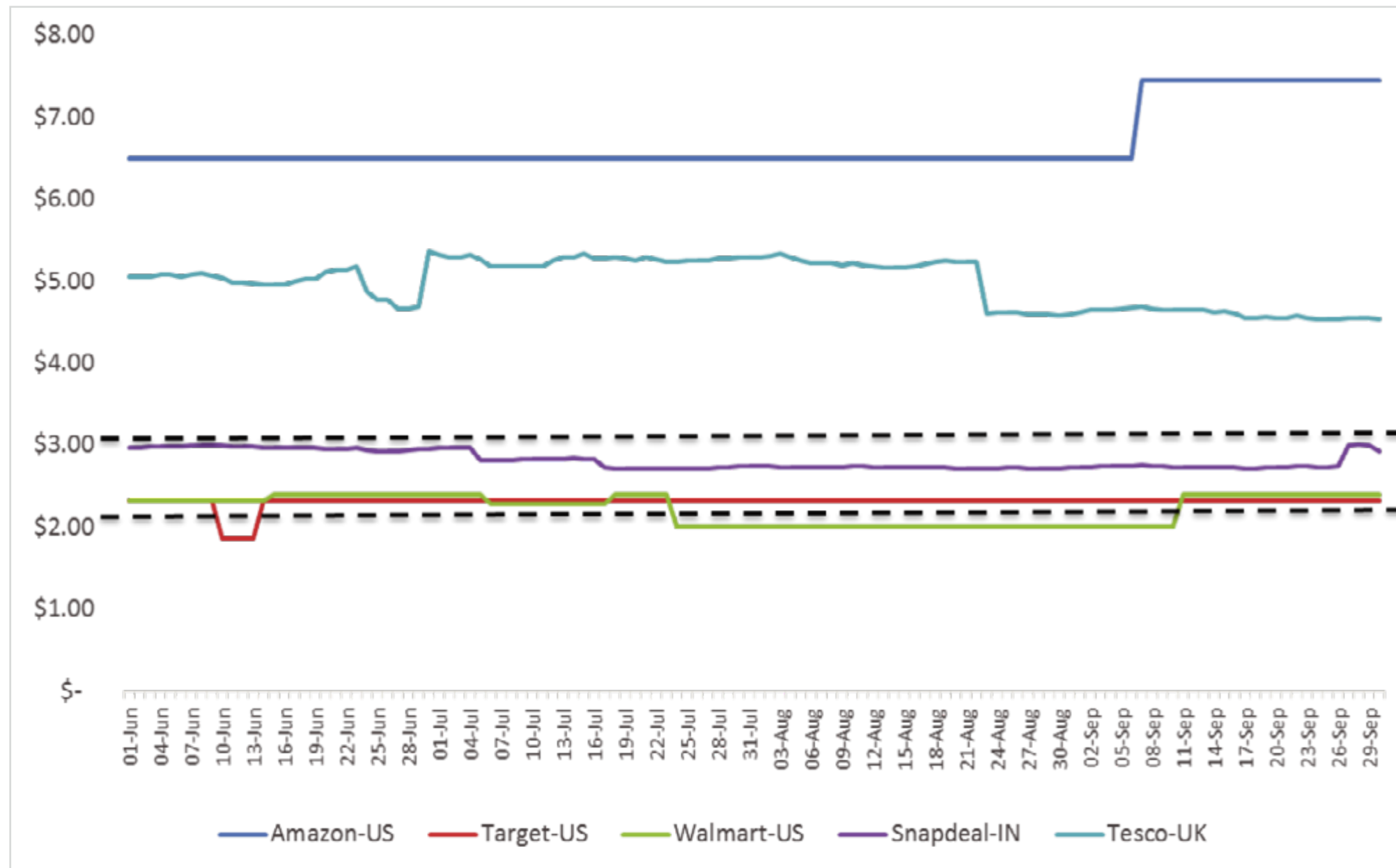
Use Proprietary Machine Learning Algorithms to Compare & Review Prices & Promotions



Compete with global players effectively with price comparison across local currencies

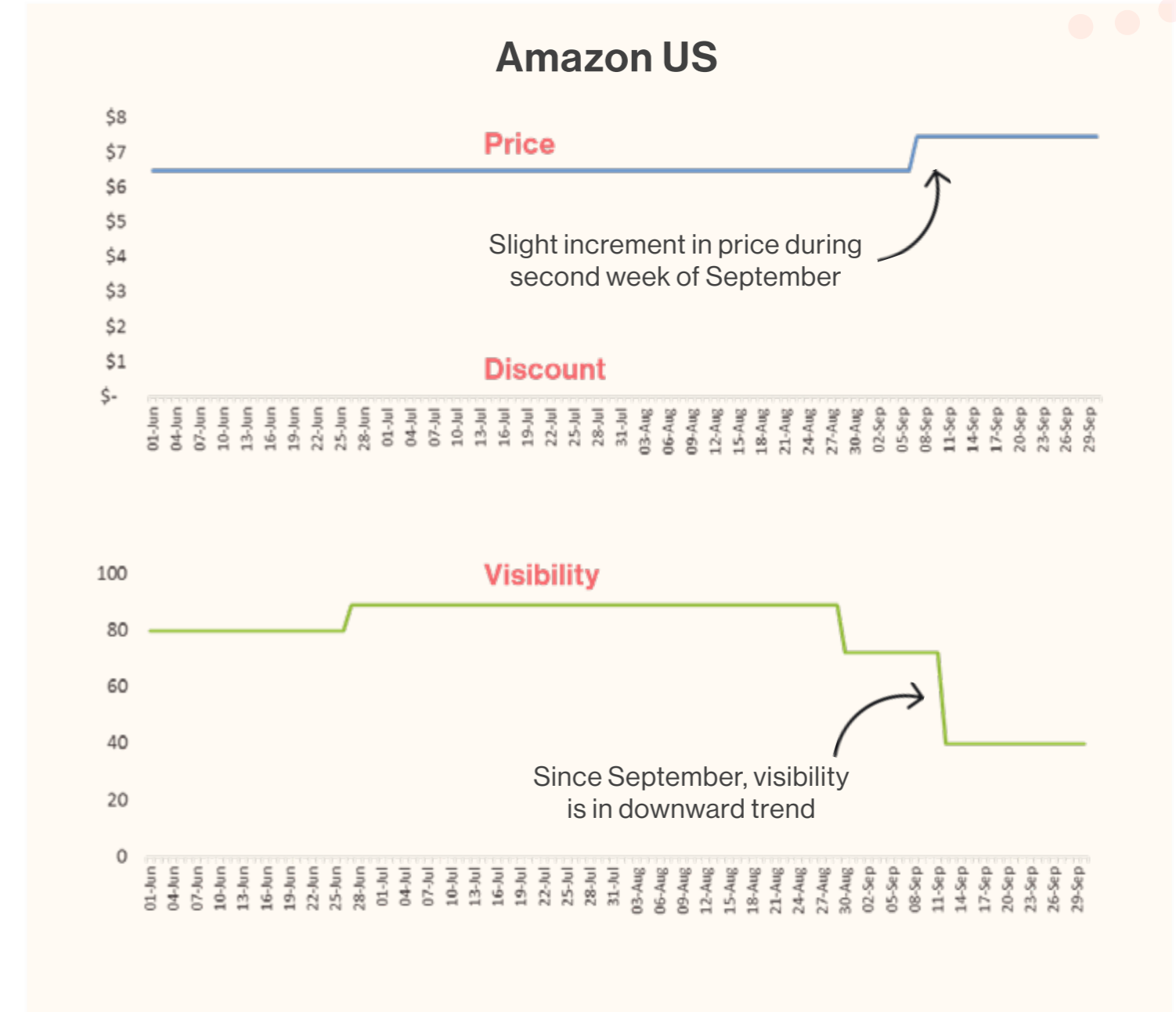
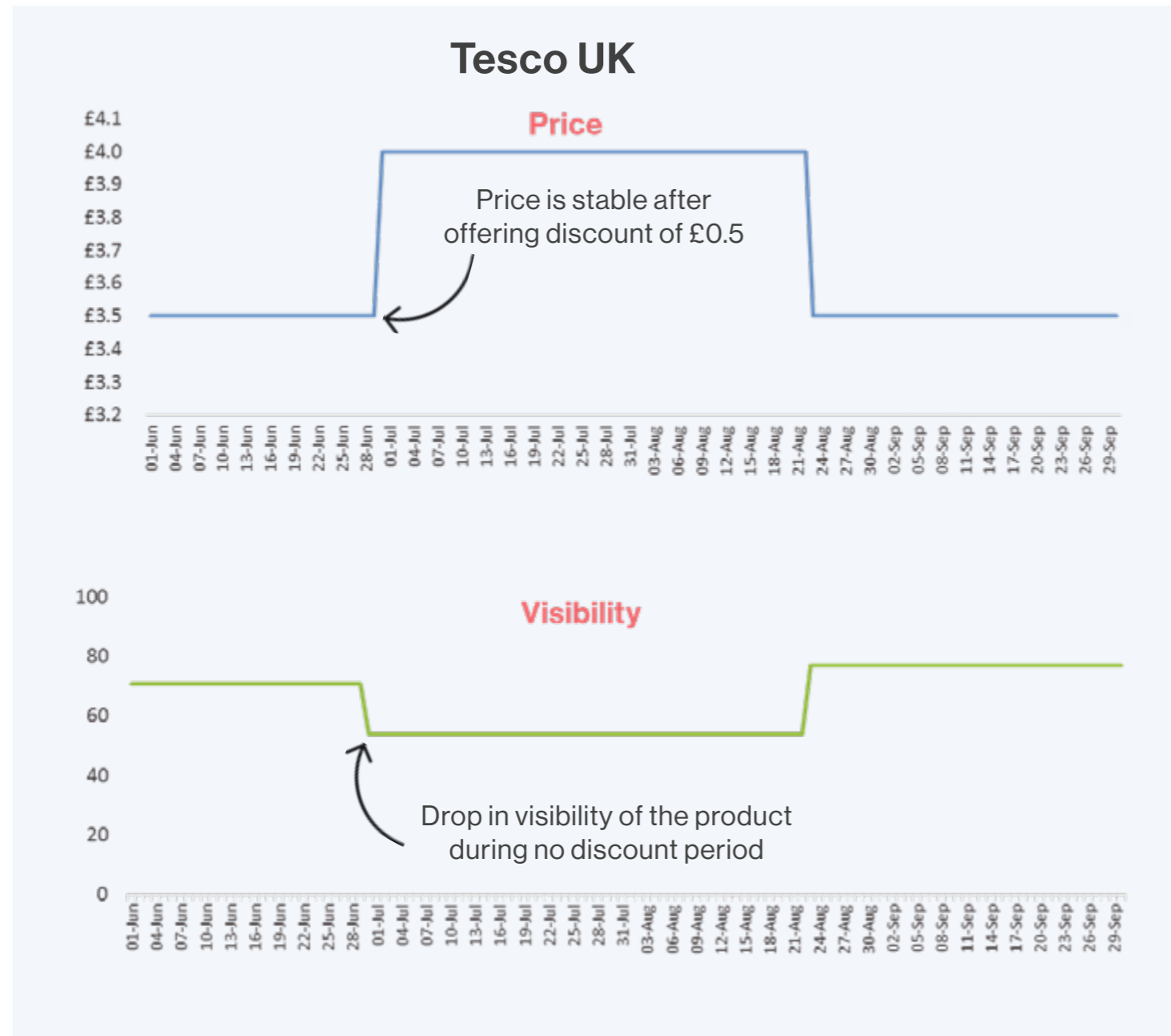


Or get a **single currency view** for products sold on global marketplaces



- What is the best price/strategy
- Maximum margin/sales price: **USD 4.0**
- Liquidation: **USD 1.9**

And review your competitors Price Strategy - **For** Hershey's Genuine Chocolate Syrup



And track competitors' promotion strategies

We can capture promotional and subscription offers, and **identify the products/categories that have the highest affinity for them**



HERSHEY'S Chocolate Syrup 24 oz (Pack of 2)
Visit the [HERSHEY'S Store](#)
★★★★★ 1,008 ratings | 21 answered questions
Amazon's Choice for "hershey chocolate syrup"

Price: **\$11.11** (\$0.46 / Ounce) Get **Fast, Free Shipping** with Amazon Prime

Get \$50 off instantly: Pay \$0.00 ~~\$11.11~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **1.5 Pound (Pack of 2)**

1.5 Pound (Pack of 2) \$11.11 (\$0.46 / Ounce)	87.9 Fl Oz (Pack of 1) --
---	------------------------------

- Hersheys Chocolate Syrup 2 bottles of 24oz

New (21) from **\$11.11** & FREE Shipping on orders over \$25.00

Sponsored

Torani Sauce 3 Pack Chocolate, Caramel, White Chocolate 16.5 Oz with New Packaging
★★★★★ 1,657 | \$20.21 **prime**
[Shop now](#)

One-time purchase:
\$11.11
FREE delivery: **Sunday, May 23** on orders over \$25.00 shipped by Amazon.
Ships from: Amazon
Sold by: Blue Monster LLC

Subscribe & Save:
\$11.11 (\$0.46 / Ounce)

Save up to 5% on auto-deliveries. [Learn more](#)
Get it Sunday, May 23

In Stock.

Qty: 1 ▾

Deliver every:
2 months (Most common) ▾

Set Up Now

Auto-deliveries sold by Blue Monster LLC and Fulfilled by Amazon



Dynamic Pricing

**Access Accurate AI-driven
Dynamic Pricing to Optimize
Prices in Real-time**



Review & optimize pricing based on competitive movements

With Intelligence Node's dynamic pricing module you can **create custom pricing rules** across all your products or any individual product.

Intelligence Node **generates smart price recommendations** based on pricing rules and competitor price movements.

The screenshot shows the 'CREATE RULE' interface in the Incompetitor tool. The 'Apply rules to' section is set to 'Grocery'. The 'Target Price to be' section has 'Above-Below' selected. The 'Above' rule is configured with 'MINIMUM' set to 'CADBURY' and a value of '25'. The 'Below' rule is configured with 'MINIMUM' set to 'HOTTRIX' and a value of '35'. The 'Apply Conditions' checkbox is checked. The 'Apply' button is visible at the bottom right.

The screenshot shows the 'Rule Smart Price' interface in the Incompetitor tool. It displays a table of smart price recommendations for Hershey's products. The table includes columns for Items, Status, Brand, Host, Actual Price, Smart Price, and Last Smart Price Statistics.

Items	Status	Brand	Host	Actual Price	Smart Price	Last Smart Price Statistics
	Overpriced	Hershey's	Target	2.34 USD 4.1 USD Max 3.0 USD Min	2.28 USD	Last Smart Price Update: 3.4 USD Last Time Rule Was Changed: 26/09/16
	Inline	Hershey's	Amazon (US)	2.28 USD 2.7 USD Max 2.1 USD Min	2.28 USD	Last Smart Price Update: 2.43 USD Last Time Rule Was Changed: 12/10/16
	Overpriced	Hershey's	Walmart	2.39 USD 2.9 USD Max 1.76 USD Min	2.28 USD	Last Smart Price Update: 2.4 USD Last Time Rule Was Changed: 12/09/16

E.g.: For a single SKU or multiple/all SKUs, you can pre-determine the price range, above or below which you would not want to price your product.

Reprice Your Products on Marketplace/ 3P repricing

Reprice your products **against the buybox (default)** as well as **non-buybox** sellers on marketplaces

HERSHEY'S Chocolate Syrup 24 oz (Pack of 2)
Visit the [HERSHEY'S Store](#)
★★★★★ 1,225 ratings | 21 answered questions
Amazon's Choice for "hershey chocolate syrup"

Price: **\$10.97** (\$0.46 / Ounce) Get **Fast, Free Shipping** with Amazon Prime

Get \$50 off instantly: Pay \$0.00 ~~\$10.97~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **1.5 Pound (Pack of 2)**
1.5 Pound (Pack of 2) \$10.97 (\$0.46 / Ounce)
87.9 Fl Oz (Pack of 1) --

- Hersheys Chocolate Syrup 2 bottles of 24oz

New (19) from **\$10.95** FREE Shipping on orders over \$25.00 shipped by Amazon.

Consider this Amazon's Choice product that delivers quickly

Amazon's Choice
Hershey's Simply 5 Syrup 5 Simple Ingredients Genuine Chocolate Flavor 48 Oz (3 Lbs) Bottle
\$14.23
★★★★★ (241)

One-time purchase: \$10.97
Get **Fast, Free Shipping** with Amazon Prime
FREE delivery: **Thursday, June 10** on orders over \$25.00 shipped by Amazon. [Details](#)
Fastest delivery: **Wednesday, June 2** [Details](#)
Deliver to Logan 84321
Only 1 left in stock - order soon.
[Add to Cart](#)
[Buy Now](#)
Secure transaction
Ships from Amazon
Sold by Blue Monster LLC
Return policy: This item is **non-returnable**

18 other options
sorted by price + delivery: low to high [Filter](#)

New \$10.95 (\$0.46 / Ounce)
Get **Fast, Free Shipping** with **Amazon Prime**
FREE delivery: **Thursday, June 3** on orders over \$25.00 shipped by Amazon. [Details](#)
[... More](#)
[Add to Cart](#)

Ships from Amazon.com
Sold by **ShippedFast**
★★★★★ (215055 ratings)
98% positive over last 12 months



Assortment Insights

Get Real-time Merchandising & Inventory Insights



Track similar private label products of your competitors



Amazon Brand - Happy Belly Chocolate Syrup, 48 oz (Previously Solimo)

Visit the Happy Belly Store

★★★★★ 570 ratings | 6 answered questions

Amazon's Choice for "happy belly chocolate syrup"

Price: **\$4.99** (\$0.10 / Ounce) Get Fast, Free Shipping with Amazon Prime

Get \$50 off instantly: Pay \$0.00 ~~\$4.99~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

- This product was previously a Solimo product. Now it's part of the Happy Belly brand, the product is exactly the same size and quality
- One 48 ounce bottle of Happy Belly Chocolate Flavored Syrup
- Made with real cocoa
- If you like Hershey's Chocolate Syrup, we invite you to try Happy Belly Chocolate Syrup
- Satisfaction Guarantee: We're proud of our products. If you aren't satisfied, we'll refund you for any reason within a year of purchase. 1-877-485-0385

\$4.99

Get Fast, Free Shipping with Amazon Prime

FREE delivery: **Tuesday, June 8** on orders over \$25.00 shipped by Amazon. [Details](#)

Fastest delivery: **Friday, June 4** Order within 21 hrs and 8 mins [Details](#)

[Deliver to Logan 84321](#)

In Stock.

Qty: 1

[Add to Cart](#)

[Buy Now](#)

[Secure transaction](#)


Ships from Amazon.com
Sold by Amazon.com

Return policy: This item is non-returnable

prime

Enjoy fast, FREE delivery, exclusive deals and award-

Plan the right assortment in advance for easy inventory replenishment



Hershey's Syrup, Chocolate (48 oz. bottle, 2 ct.) (pack of 2)
Brand: Hershey
★★★★★ 7 ratings

Price: **\$22.38** (\$0.23 / Ounce)


Get \$50 off instantly: Pay \$0.00 ~~\$22.38~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

- Great for desserts.

New (8) from **\$22.38** & **FREE Shipping**

Consider this Amazon's Choice product that delivers quickly

Amazon's Choice

 **Hersheys Syrup Variety Pack Bundle of 3 Flavors- Chocolate, Caramel and Strawberry**
\$14.77
★★★★★ (324)

\$22.38


FREE delivery: **June 9 - 16**


Fastest delivery: **Friday, June 4**

📍 Deliver to Logan 84321

Only 7 left in stock - order soon.

Qty: 1 ▾

 **Add to Cart**

 **Buy Now**

🔒 **Secure transaction**

Ships from Qwik Goods
Sold by Qwik Goods

Return policy: This item is non-returnable ▾

Add to List

New (8) from

And for **re-allocation of inventory** wherever it is running low

While the Hershey's syrup is almost out-of-stock on Amazon, it is available on Walmart and some inventory can be reallocated to Amazon

The image displays two side-by-side screenshots of product listings for Hershey's Syrup, Chocolate (48 oz. bottle, 2 ct.) (pack of 2). A red arrow points from the 'Only 7 left in stock - order soon.' warning on the Amazon listing to the 'Add to cart' button on the Walmart listing.

Amazon Listing (Left):

- Product:** Hershey's Syrup, Chocolate (48 oz. bottle, 2 ct.) (pack of 2)
- Brand:** Hershey
- Rating:** ★★★★★ (7 ratings)
- Price:** \$22.38 (\$0.23 / Ounce)
- Offer:** Get \$50 off instantly: Pay \$0.00 \$22.38 upon approval for the Amazon Rewards Visa Card. No annual fee.
- Feature:** Great for desserts.
- Shipping:** New (8) from \$22.38 & FREE Shipping
- Amazon's Choice:** Consider this Amazon's Choice product that delivers quickly
- Related Product:** Hersheys Syrup Variety Pack Bundle of 3 Flavors- Chocolate, Caramel and Strawberry \$14.77 (★★★★★ (324))
- Price:** \$22.38
- Delivery:** FREE delivery: June 9 - 16. Fastest delivery: Friday, June 4.
- Stock:** Only 7 left in stock - order soon.
- Buttons:** Add to Cart, Buy Now
- Secure transaction:** Ships from Qwik Goods, Sold by Qwik Goods.
- Return policy:** This item is non-returnable.
- Buttons:** Add to List


Walmart Listing (Right):


- Product:** Product of Hershey's Chocolate Syrup 48 oz. 2 Ct.
- Rating:** ★★★★★ (5.0) 1 ratings, 7 comments
- Price:** \$12.17
- Quantity:** Qty: 12 (dropdown), Add to cart
- Delivery:** Free delivery. Arrives by Wednesday, Jun 16. Pickup not available.
- More delivery & pickup options:**
- Pro seller:** Sold & shipped by QualityTools. Return policy.
- Buttons:** Add to list, Add to registry

Track product inventory & sales on competitor websites daily

We can **capture and track change in inventory levels**, which can be used as a **proxy for estimating product sales**

Shopping Cart

 This seller has only 24 of these available. To see if more are available from another seller, go to the [product detail page](#).



HERSHEY'S Chocolate Syrup 24 oz (Pack of 2)

by HERSHEY'S

In Stock

Eligible for FREE Shipping

☐ This is a gift [Learn more](#)

Size: 1.5 Pound (Pack of 2)

| [Delete](#) | [Save for later](#)

\$11.13

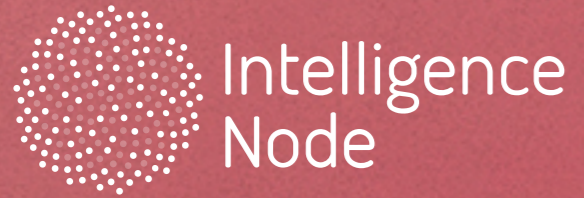
Single Product Journey - Hershey's Chocolate Syrup

24

Predict market share, stock-outs and sales velocity

With our **trend forecasting model**, we can use daily tracking of the **Hershey's Chocolate Syrup** to predict when the product will go **out-of-stock** as well as determine **sales velocity** and **market share**





SERP / SEO insights

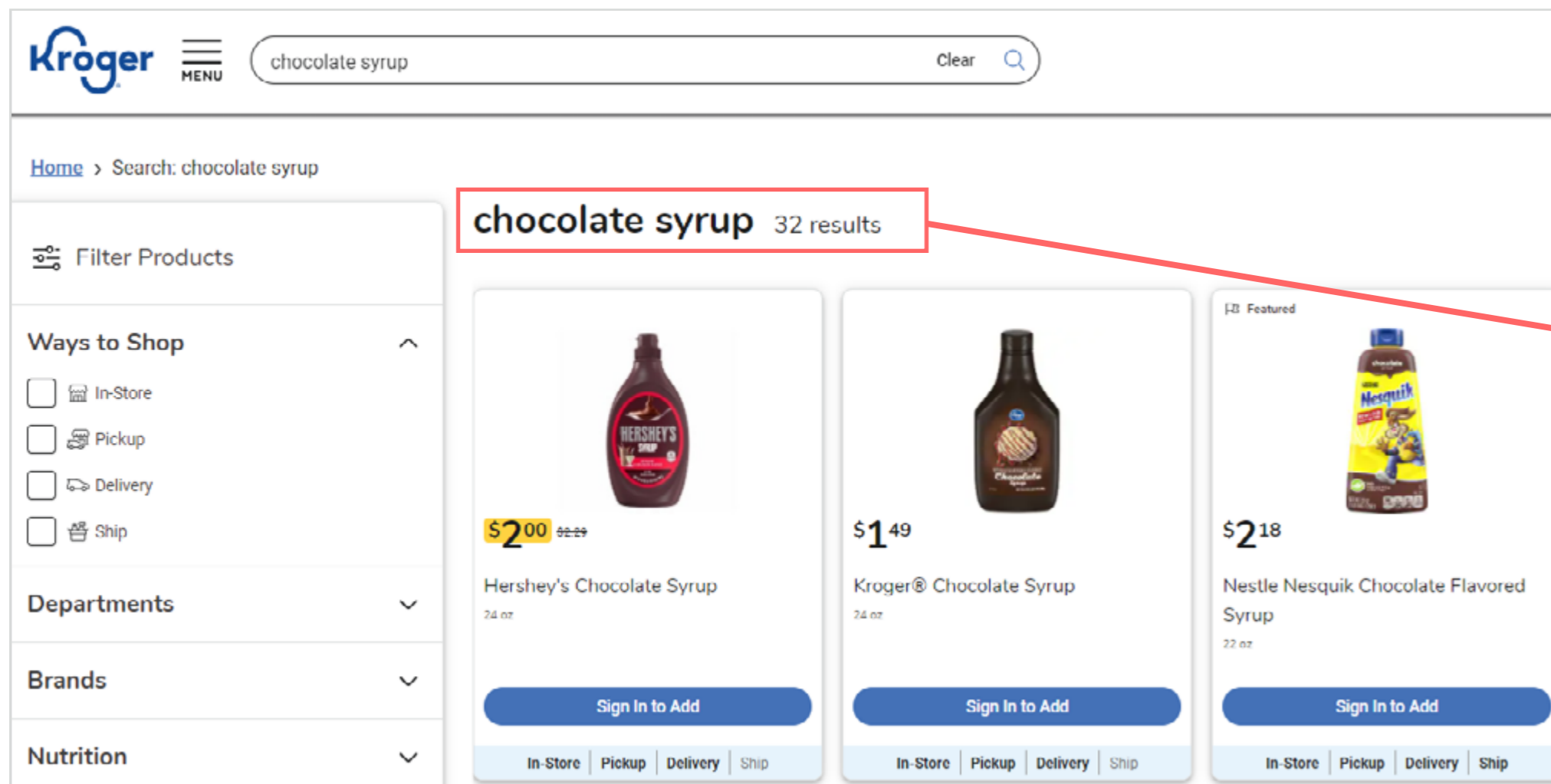
Improve visibility by
ranking on first page of
search results & digital
shelves



Measure visibility on Google and other search engines/websites

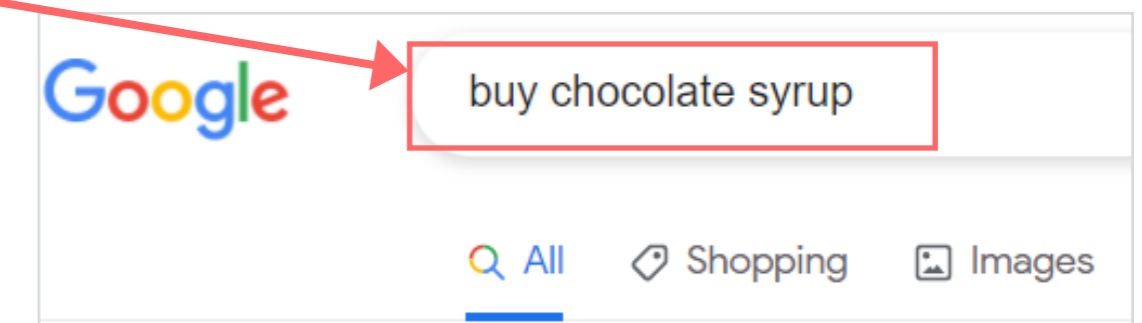
Step 1 - Identifying the most relevant keywords

Can be sourced from any website's category and website navigation



Step 2 - Analyzing the “share of digital shelf” for specific keywords

“Share of digital shelf” is the percentage of visibility a brand gets from a keyword inquiry. For example, when someone searches for “buy chocolate syrup” on Google, what percentage of the time does “Hershey’s” appear as a return on that search?









Track share of digital shelf for the keyword 'buy chocolate syrup'

Customers tend to purchase through websites that rank top-of-the page and **Hershey's features in both organic results and paid ads**

Ads /
Sponsored

Ads · Shop buy chocolate syrup

 Manama - Chocolate... ₹270 Bakewala.c...	 Hershey'S Chocolate... ₹292 Flipkart Free delivery	 Malas - Chocolate... ₹257 Bakewala.c...
 Hershey's Chocolate... ₹295 ChocoKick...	 Manama - Irish Coffee... ₹295 Bakewala.c...	 Hershey's Chocolate... ₹330 MySnack

Organic
search

Google

buy chocolate syrup

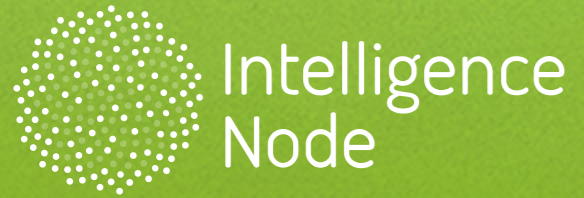
All Shopping Images Videos News More Settings

About 137,000,000 results (0.77 seconds)

<https://www.amazon.com/HERSHEYS-Chocolate-Syrup-24-Ounce> : **Hershey's Chocolate Syrup, 24 Ounce ... - Amazon.com**
Amazon.com : Hershey's Chocolate Syrup, 24 Ounce : Grocery & Gourmet Food. ... What other items do customers buy after viewing this item? Page 1 of 2 Start ...
★★★★★ Rating: 4.8 · 12,013 reviews

People also ask

- What is the best chocolate syrup?
- Can you still buy Hershey's syrup in a can?
- Is Hershey's chocolate syrup considered chocolate?
- Where is Hershey's syrup in grocery store?



Product Copy Review

Review, Revise, and Optimize Your Product Description for Higher Conversions



Track miscategorization of products

Hershey's chocolate syrup is incorrectly categorized under **Beverages>Coffee**

Kroger MENU Search Products

[Home](#) > [Beverages](#) > [Coffee](#) > Hershey's Chocolate Syrup

Hershey's Chocolate Syrup

24 oz UPC: 0003400000312

Purchase Options Located in Aisle 10

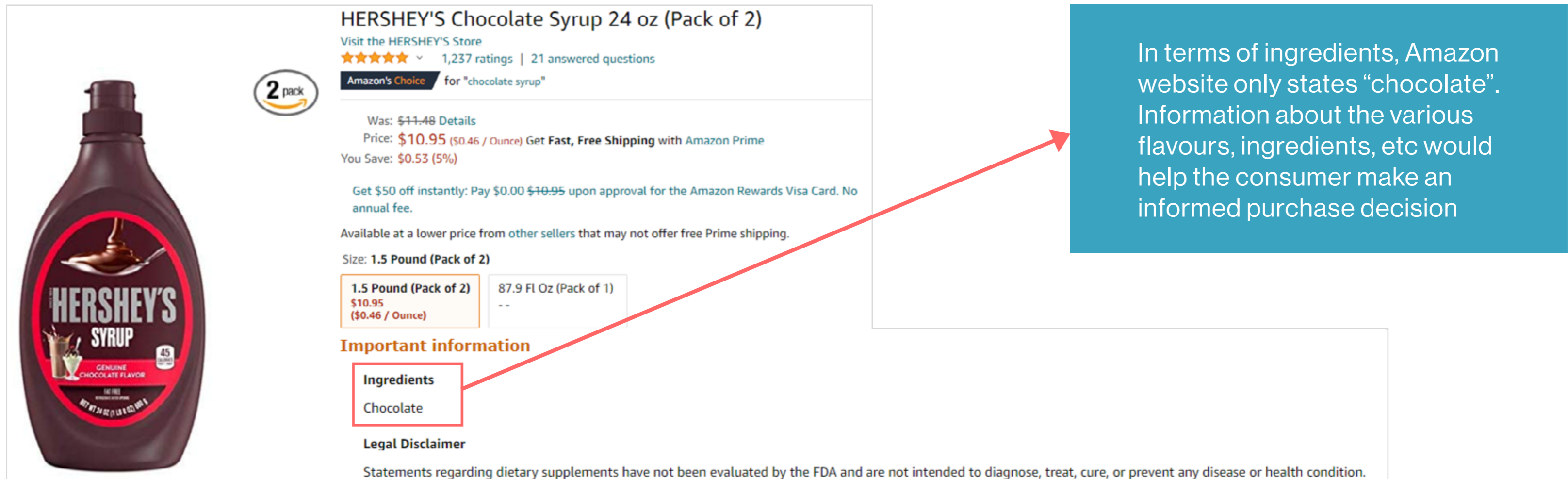
- ☒ Pickup [SNAP EBT Eligible](#) **\$2.00** ~~\$2.29~~ 2 For \$4.00
- ☐ Delivery **\$2.00** ~~\$2.29~~ 2 For \$4.00
- ☐ Ship Unavailable

☐ **Clip Coupon** Save \$1.50 on 2 Reese's, York, Kit Kat Minis, Pieces or Hershey's Syrup [More Details](#)

[Sign In to Add](#)

Track product description quality & attribute coverage

Missing or very limited product information makes it difficult to understand product features and functionalities and might lead to **loss of sales**



HERSHEY'S Chocolate Syrup 24 oz (Pack of 2)
Visit the [HERSHEY'S Store](#)
★★★★★ 1,237 ratings | 21 answered questions
Amazon's Choice for "chocolate syrup"

Was: \$11.48 Details
Price: **\$10.95** (\$0.46 / Ounce) Get **Fast, Free Shipping** with Amazon Prime
You Save: \$0.53 (5%)

Get \$50 off instantly: Pay \$0.00 ~~\$10.95~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Size: **1.5 Pound (Pack of 2)**

1.5 Pound (Pack of 2) \$10.95 (\$0.46 / Ounce)	87.9 Fl Oz (Pack of 1) --
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Important information

Ingredients
Chocolate

Legal Disclaimer
Statements regarding dietary supplements have not been evaluated by the FDA and are not intended to diagnose, treat, cure, or prevent any disease or health condition.

In terms of ingredients, Amazon website only states "chocolate". Information about the various flavours, ingredients, etc would help the consumer make an informed purchase decision

Track the number of product images across websites

Having only one product image usually does not depict the features/value add of a product extensively and might lead to loss of sales

Grocery & Gourmet Food > Pantry Staples > Cooking & Baking > Dessert Syrups & Sauces > Chocolate



HERSHEY'S Chocolate Syrup 24 oz (Pack of 2)
Visit the [HERSHEY'S Store](#)
★★★★★ 1,237 ratings | 21 answered questions
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- Hersheys Chocolate Syrup 2 bottles of 24oz

New (23) from **\$10.95** FREE Shipping on orders over \$25.00 shipped by Amazon.

Consider this Amazon's Choice product that delivers quickly
Amazon's Choice
Hersheys Syrup Variety Pack Bundle of 3 Flavors- Chocolate, Caramel and Strawberry

Generate a product improvement score

Intelligence Node generates a product improvement score on a scale of 0 to 4:

- 0 = no improvements suggested (best quality)
- 1..2..3
- 4 = major flaws with product copy (worst quality)

This score has been generated using 4 parameters:

Parameters	Definitions	UPC: 0006414428243	Example score calculations	
1) Attribute coverage	Number of attribute details available, out of the total number of attributes for the product (category specific). Attribute coverage < 50% results in “failed” coverage (score =1)	 Only 1 product image	17% (assume)	Failed = 1
2) Image count	Image count < 3 results in “failed” coverage (score =1)		1	Failed = 1
3) Image quality	Image quality < median results in “failed” coverage (score =1). The highest image pixel count for every product has been considered in calculating the median of image quality		assume 226000 (median = 395875)	Failed = 1
4) Length of product info	Length of product info < results in “failed” coverage (score =1). The total character count of the product info has been considered for calculating the median of the length		assume 409 (median = 626)	Failed = 1
Total			4	



Consuming the Data

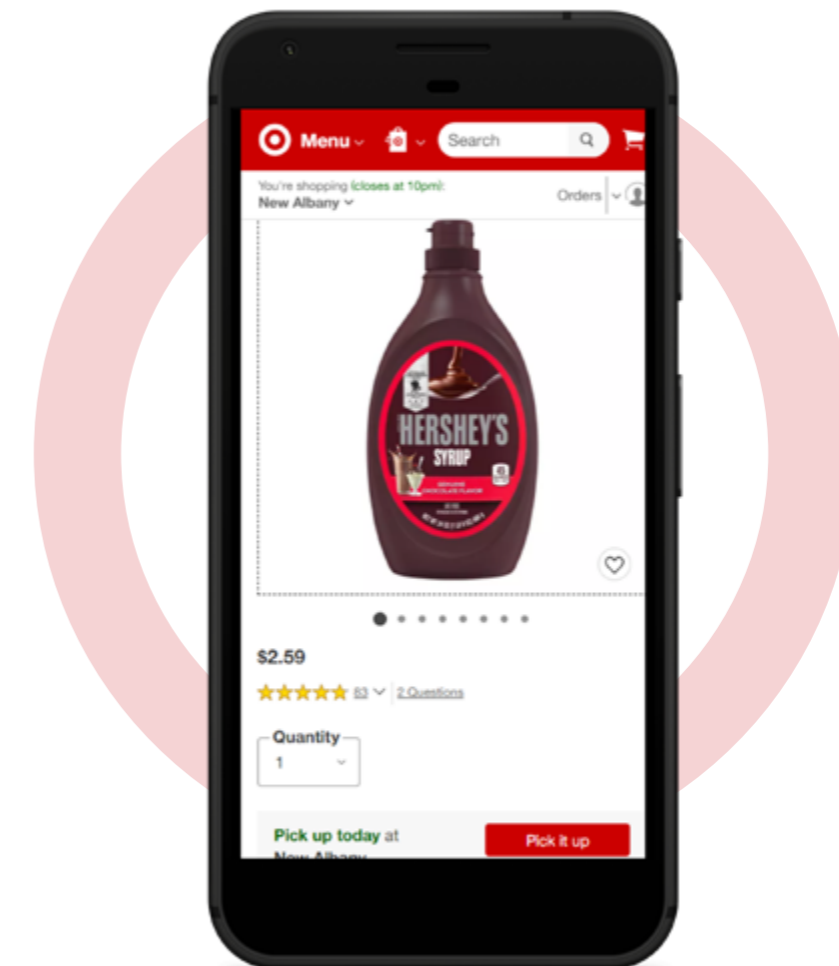
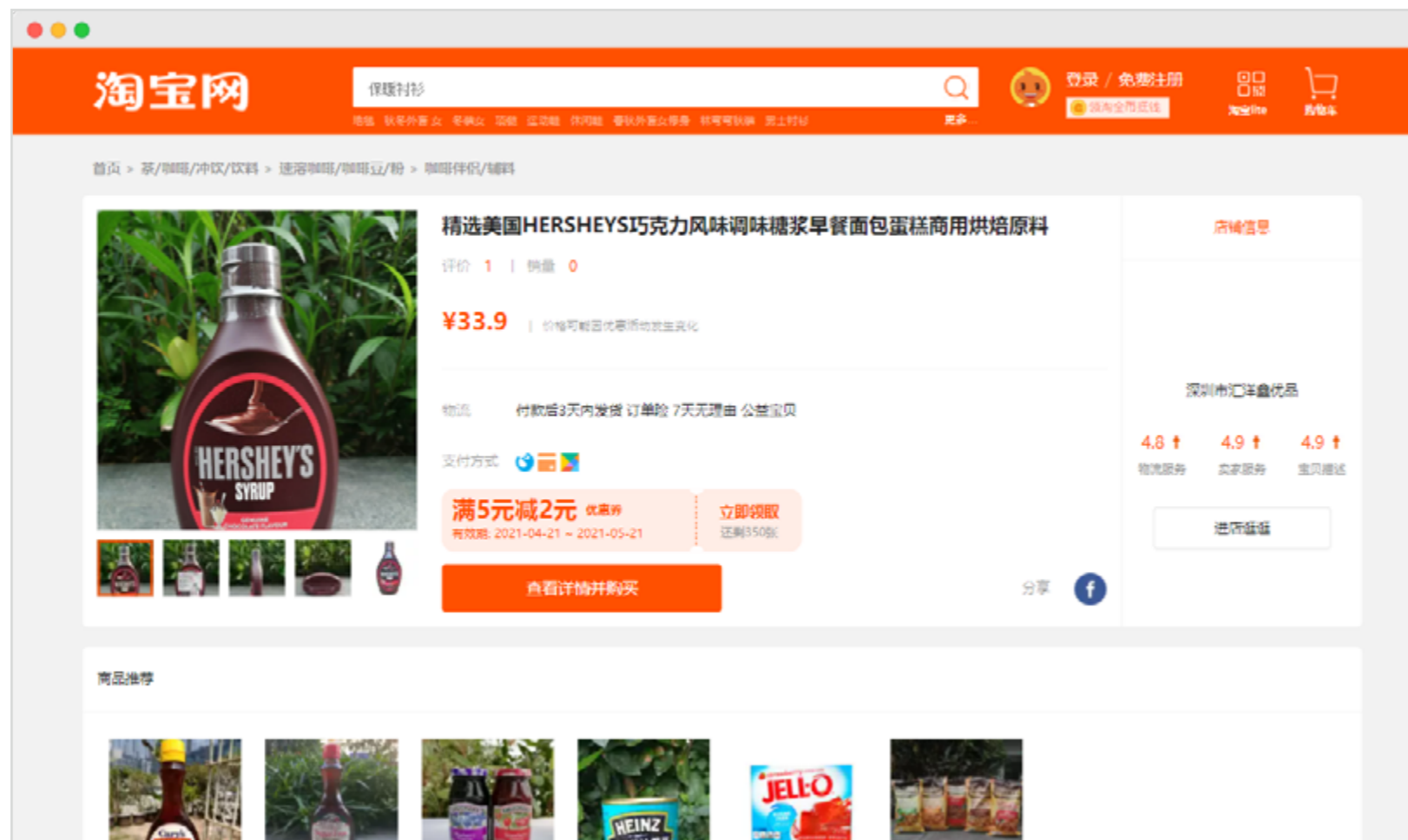
Access Data Seamlessly with our Plug & Play APIs & Online SaaS Portal



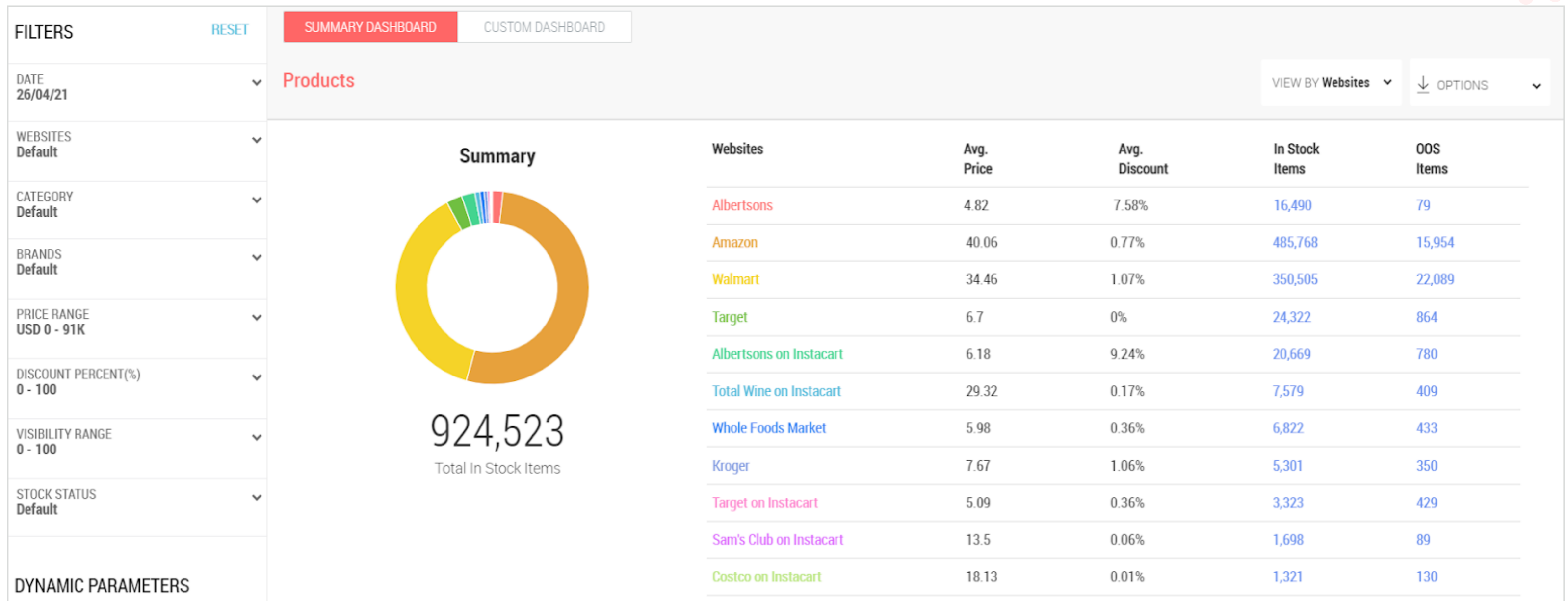
A **global service provider** to handle your global eCommerce requirements - Web & Mobile Apps

Our language agnostic platform currently supports 100+ languages which together cover over 95% of the world's gross domestic product (GDP)

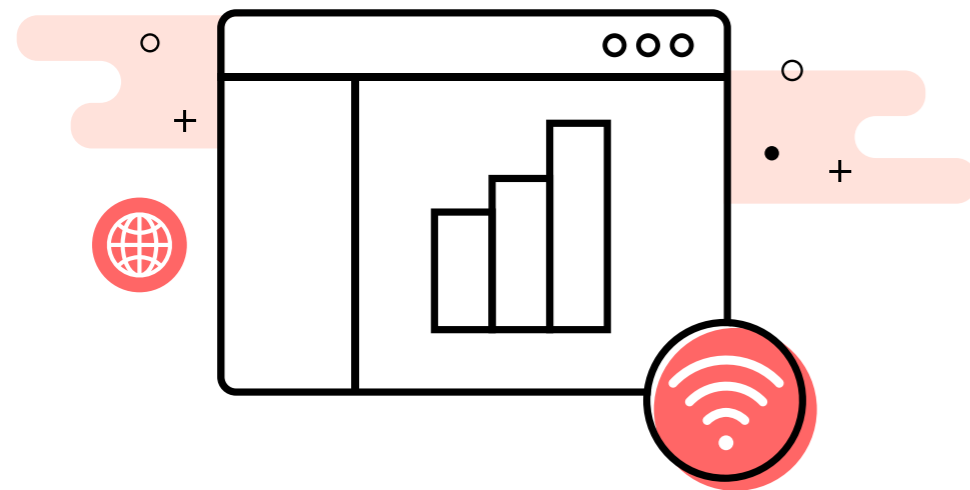
Using our proprietary AI algorithms, we are able to listen to data not only on the web but also on mobile platforms



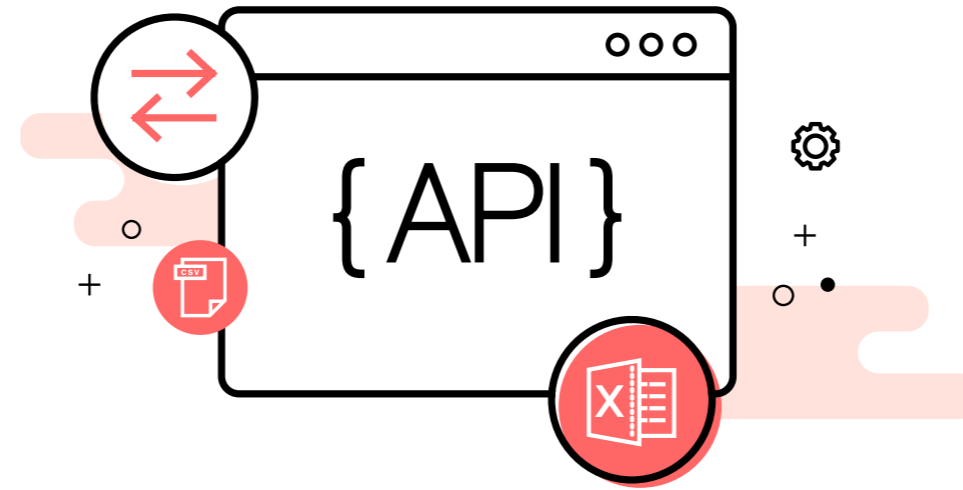
And a **unified multi-user portal** that helps you access all your data in a single, secure dashboard



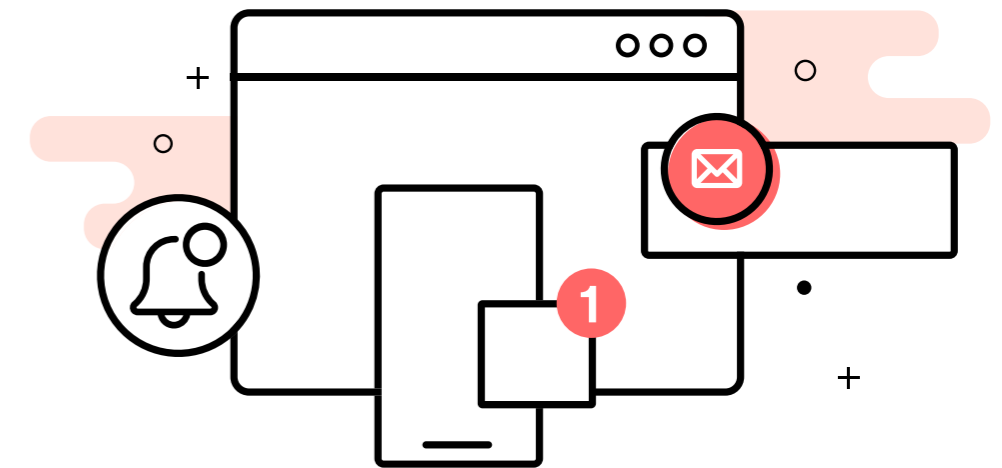
Our flexible solution ensures that our clients can consume data/insights via multiple outlets



SaaS Hosted Portal



API & Data Exports



Custom Email Alerts

About **Intelligence Node**

Intelligence Node is a real-time retail price intelligence platform that empowers businesses to drive product level profitability and grow margins using data-driven competitive insights. Leading as a premier independent data powerhouse, it has created the world's largest pricing dataset with unmatched accuracy - feeding the growth of more than \$600 billion in retail revenue globally.

Intelligence Node's proprietary AI-driven algorithms are packaged in an intuitive and beautiful user interface, simplifying onboarding by providing easy-to-use plug & play capability.

It is the platform of choice for hundreds of retailers and brands worldwide, including category leaders like Nestle, Lidl, Clos 19, and many others.

Experience real-time, data driven eCommerce insights across your retail and competitor landscape.

[**Book a demo**](#) today!





Contact Us:

www.intelligencenode.com

contact@intelligencenode.com

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 twitter.com/@bigdataNODE

 linkedin.com/company/intelligencenode

