Intelligence Node | 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

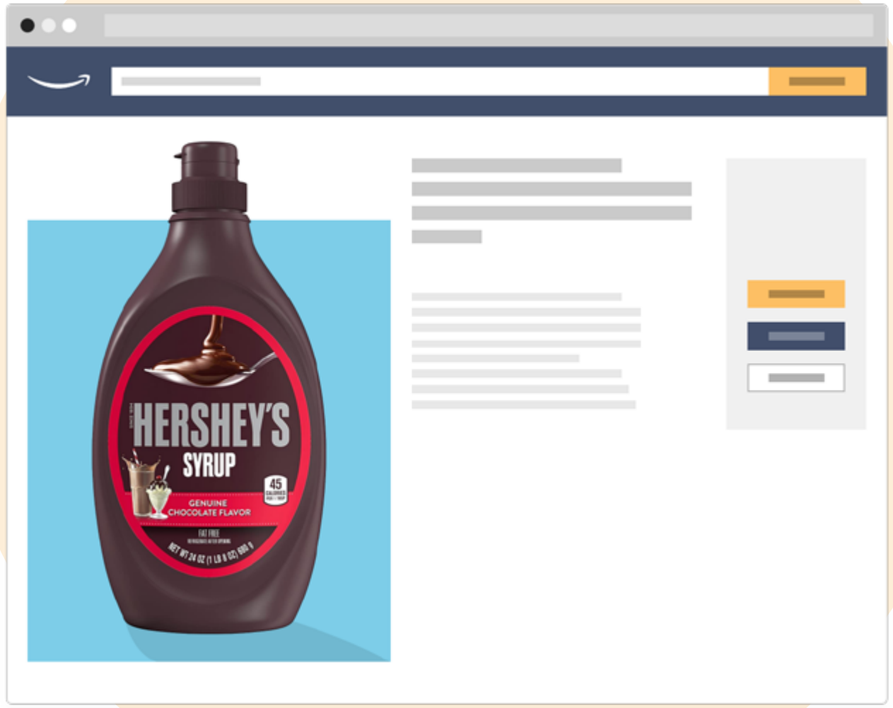
Shipping Weight: 1.8 lbs

Weight: 680 Gms

Product Dimensions: 21.6 × 10.2 × 5 cm

Average Customer Review: ★ ★ ★ ★ ★

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



Selling Price: **$7.45**

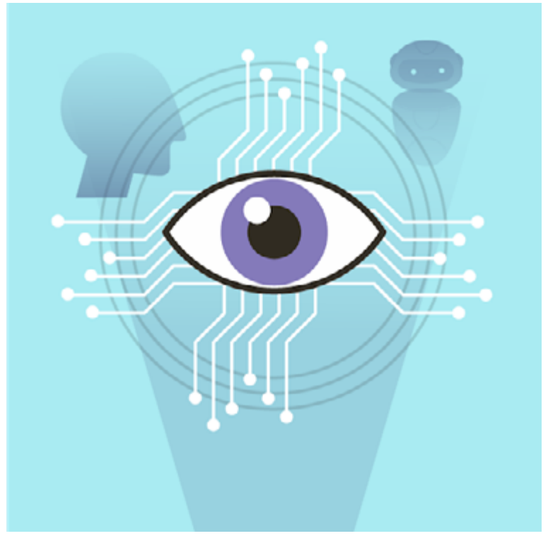
Intelligence Node

Product Matching

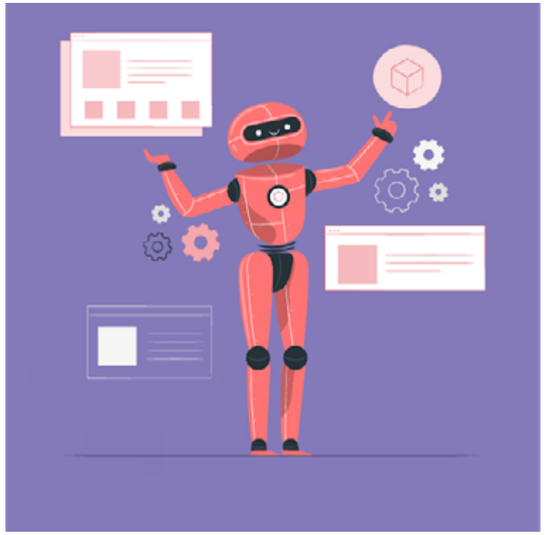
Search & Compare Similar and Exact Match Products with 99% Accuracy

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

Attribute Identification



Computer Vision



Rule Configuration

= 99% **Accuracy**

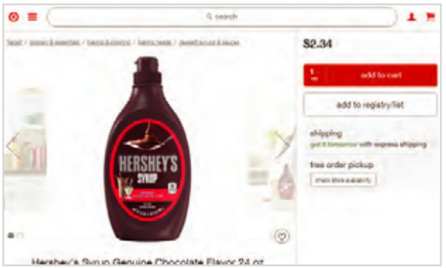
Retail Profitability Redefined

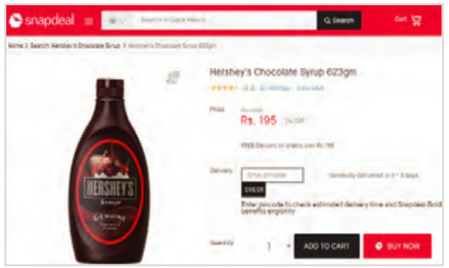
Identify exact-matches across different retailers, categories, and languages

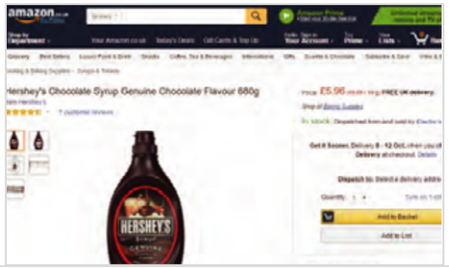
Match your product with similar products (similar product attributes but difference in brand, size, colour, etc.) sold by your competitors.

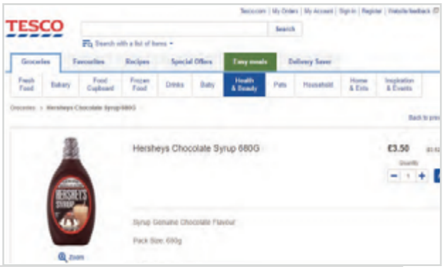
Get global product coverage with a consolidated view in a single unified dashboard

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







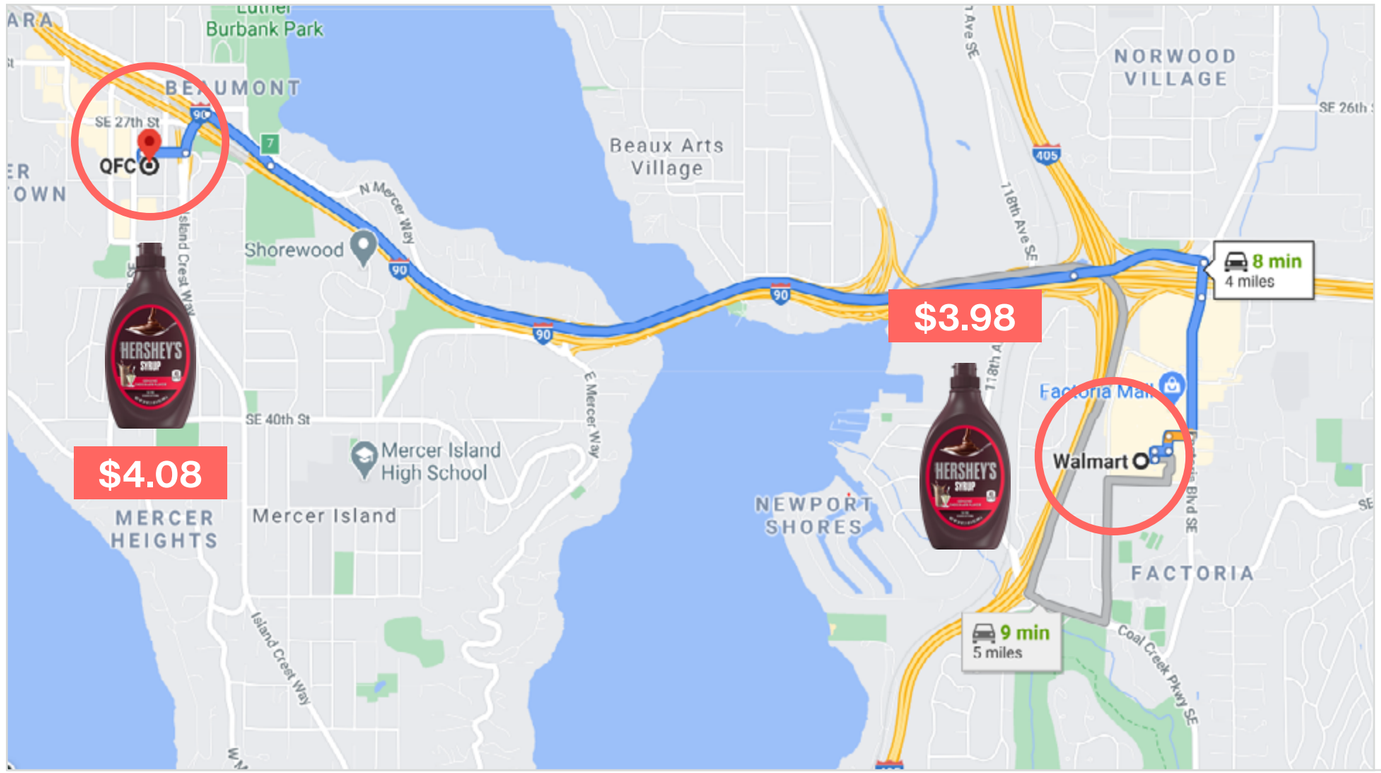


Leverage our patented Similarity Engine to track and monitor similar competitor products

	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



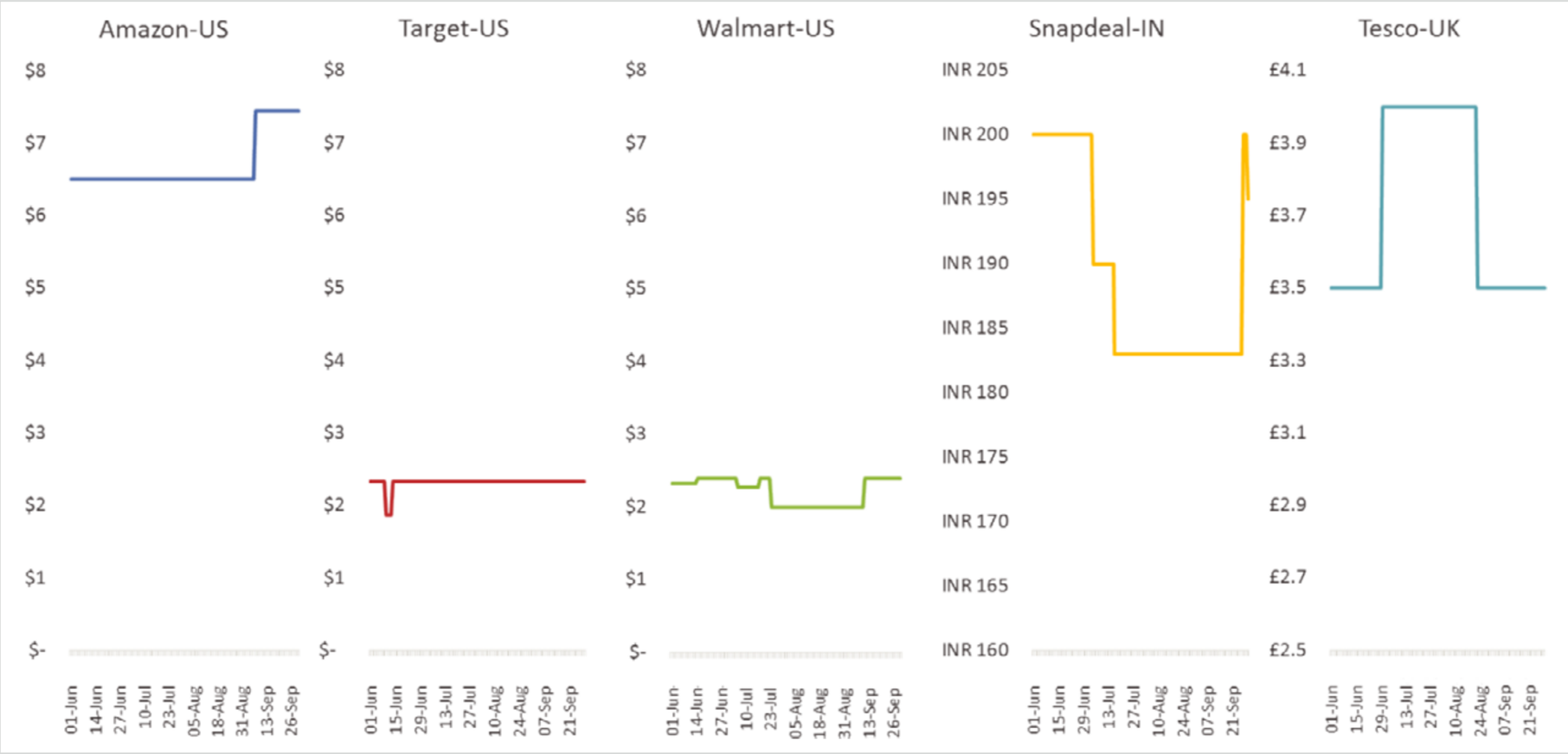
Track the product at a **zip-code level** to identify pricing gaps **with your closest competitors**

Intelligence Node

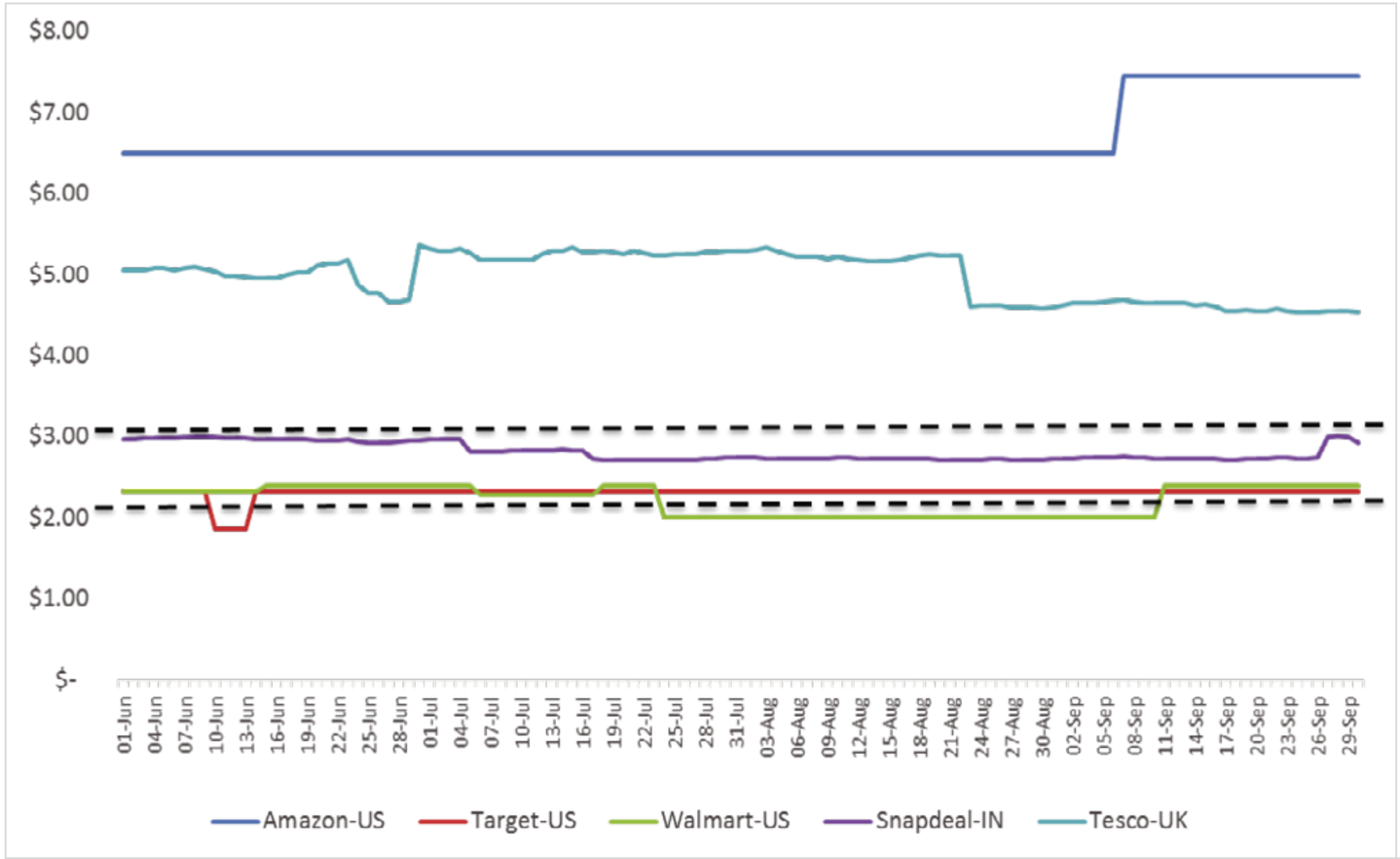
Competitive Intelligence (price, promo, inventory, etc.)

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

Compete with global players effectively with price comparison across local currencies



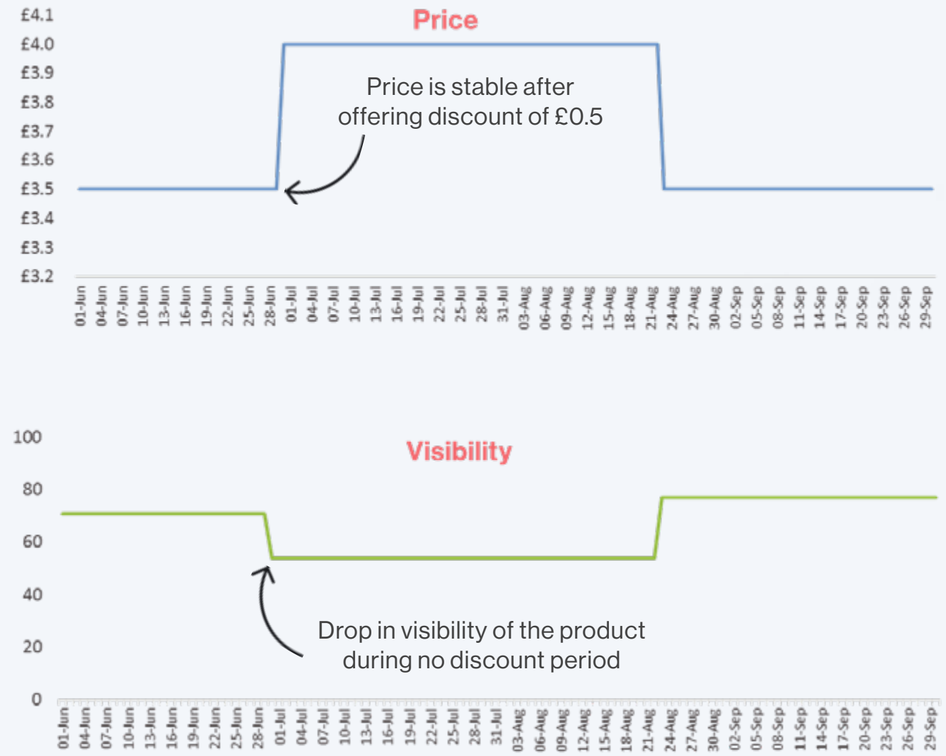
Or get a single currency view for products sold on global marketplaces



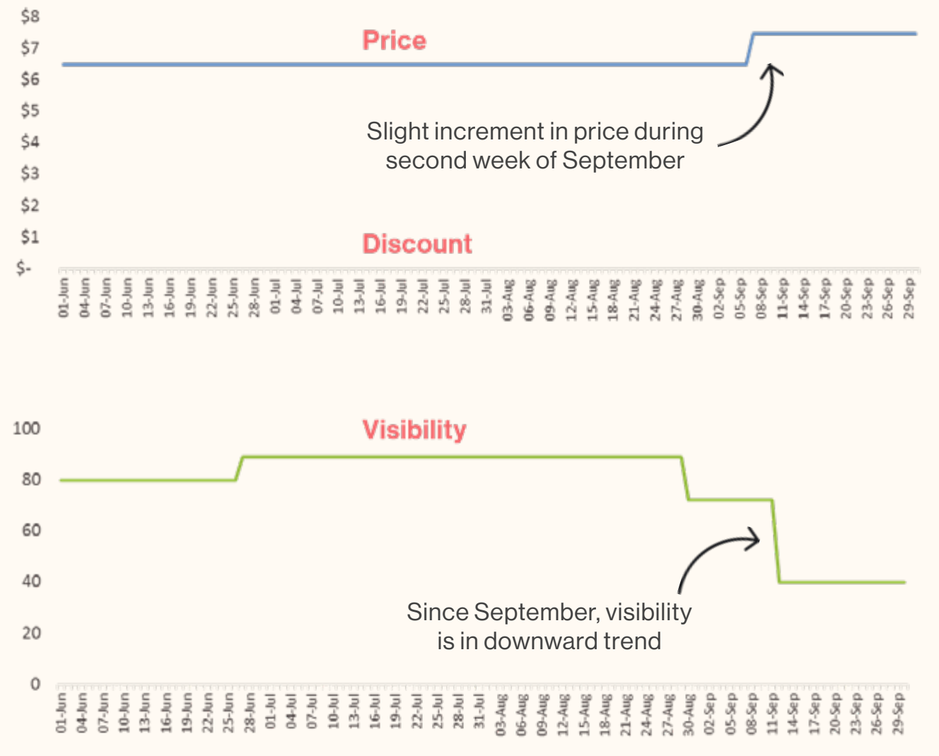
- What is the best price/strategy
- Maximum margin/sales price: **USD 4.0**
- Liquidation: **USD 1.9**

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

Tesco UK

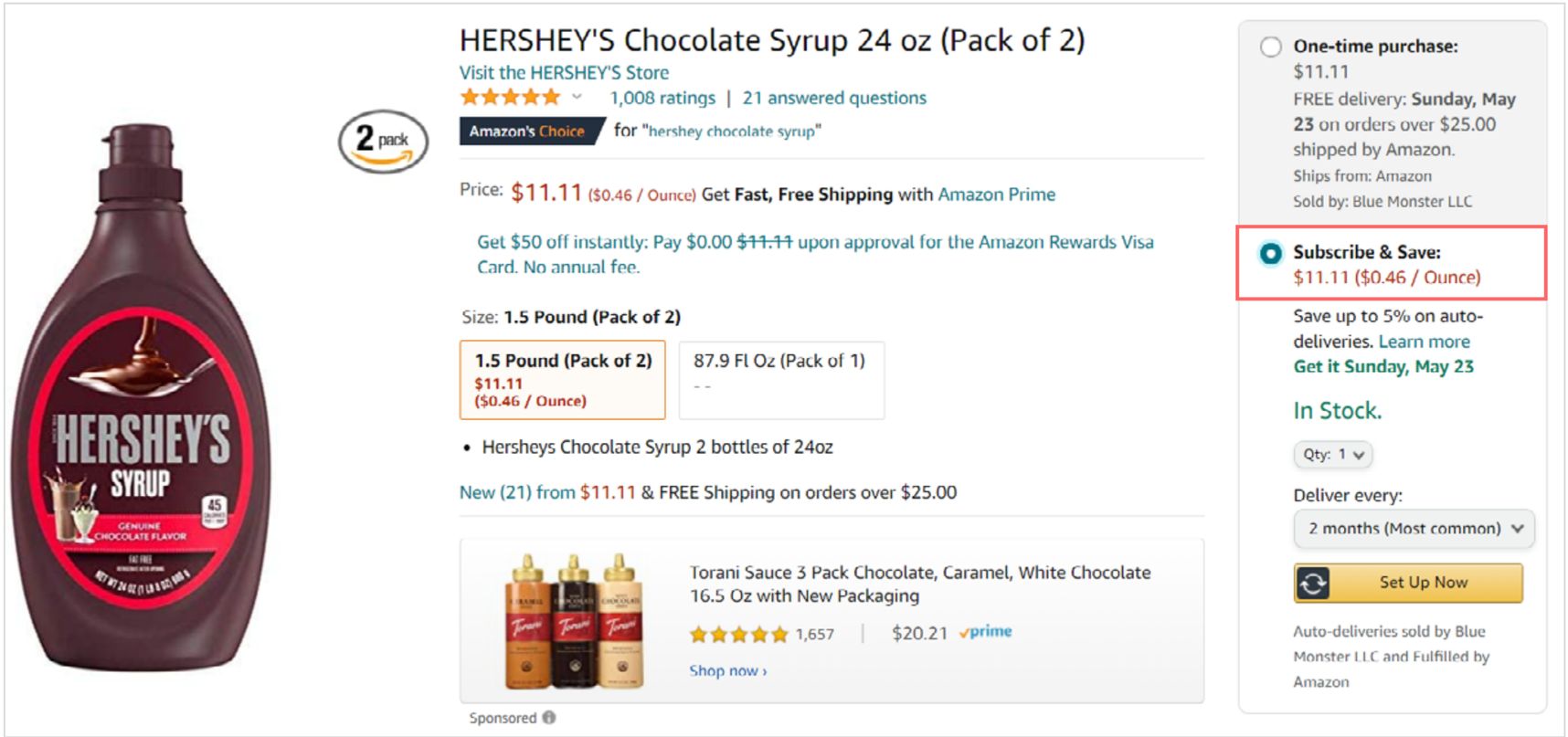


Amazon US



And track competitors' promotion strategies

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



Intelligence Node

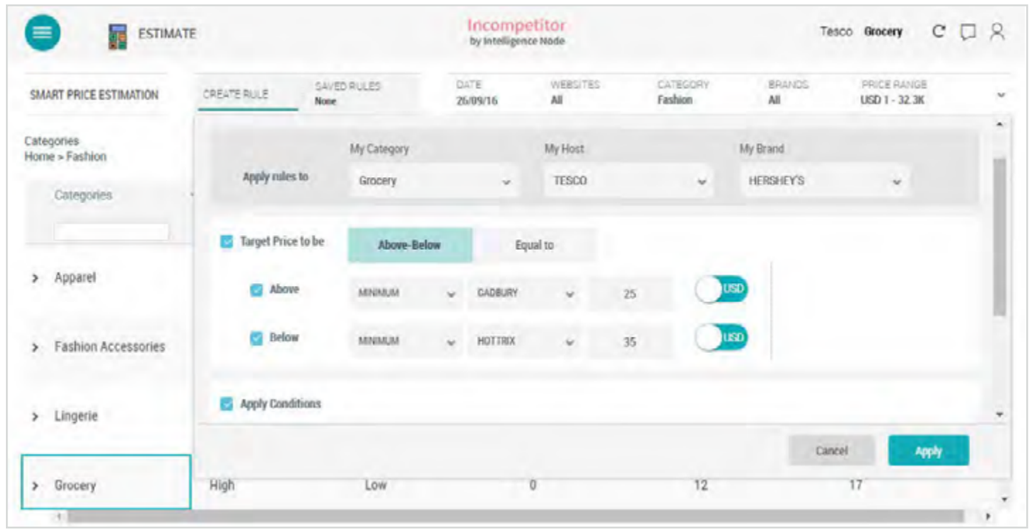
Dynamic Pricing

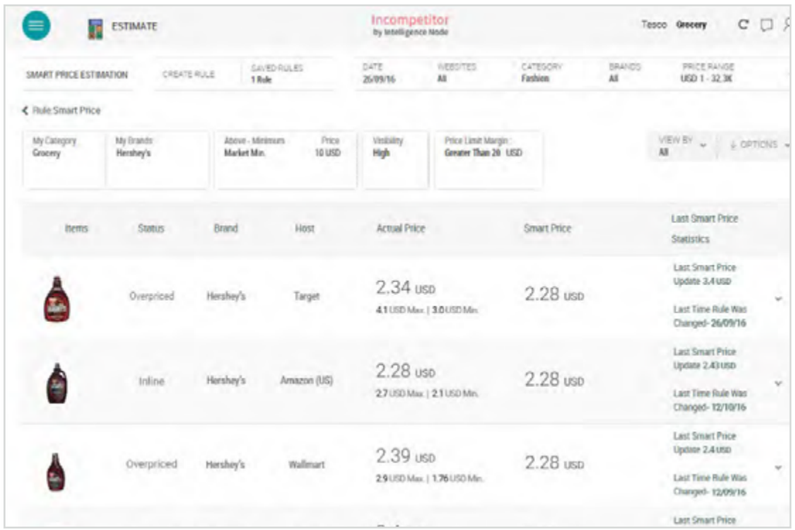
Access Accurate AI-driven Dynamic Pricing to Optimize Prices in Real-time

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 pricerecommendations** based on pricing rules and competitor price movements.

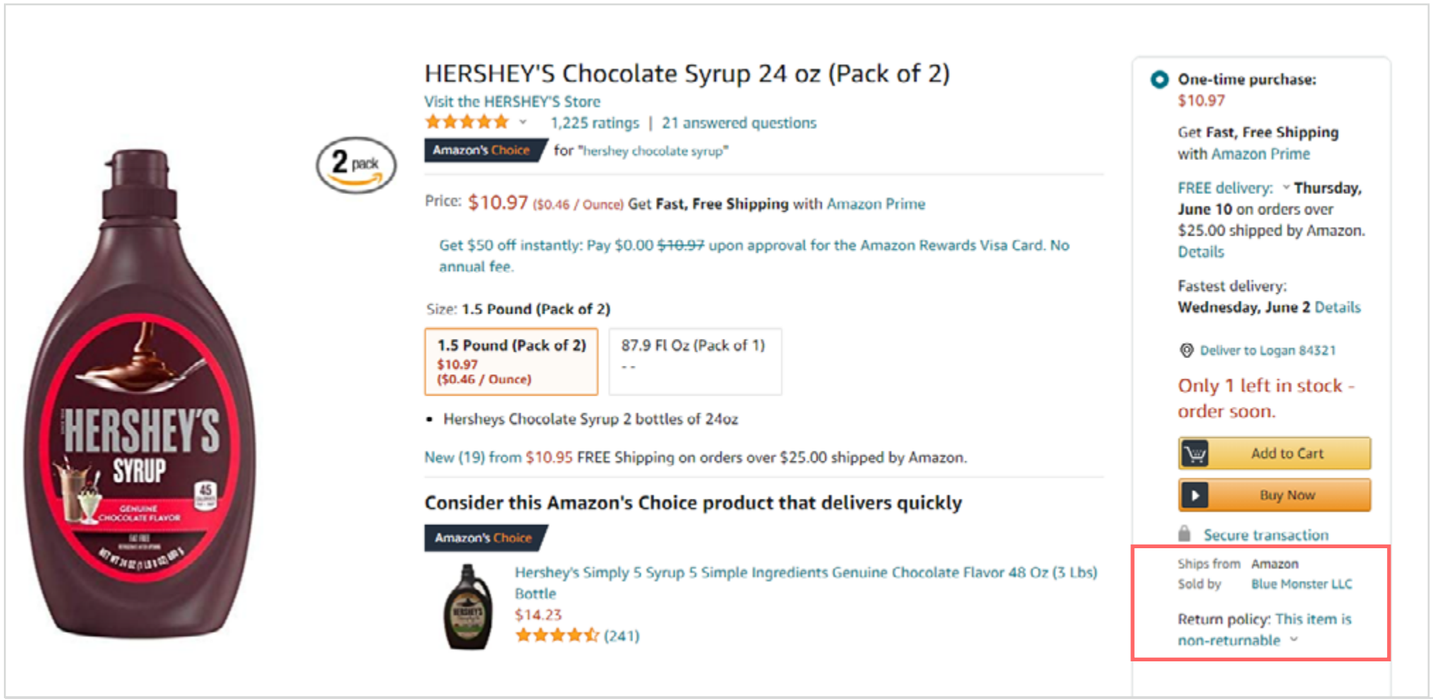


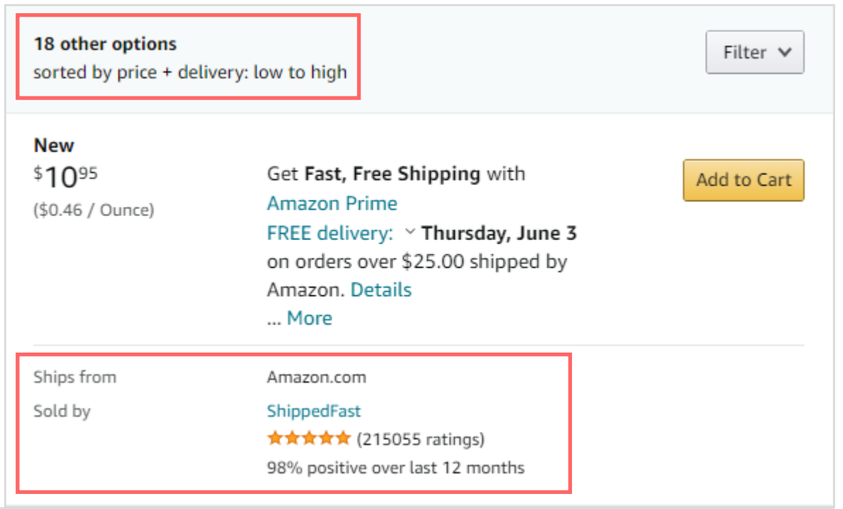


E.g.: For a single SKU or multiple/all SKUs, you can pre-determine the price range, above or below which you would not want to price your product.

Reprice Your Products on Marketplace/ 3P repricing

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





Intelligence Node

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

4.5 ★★★★½ 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

★★★★½ (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

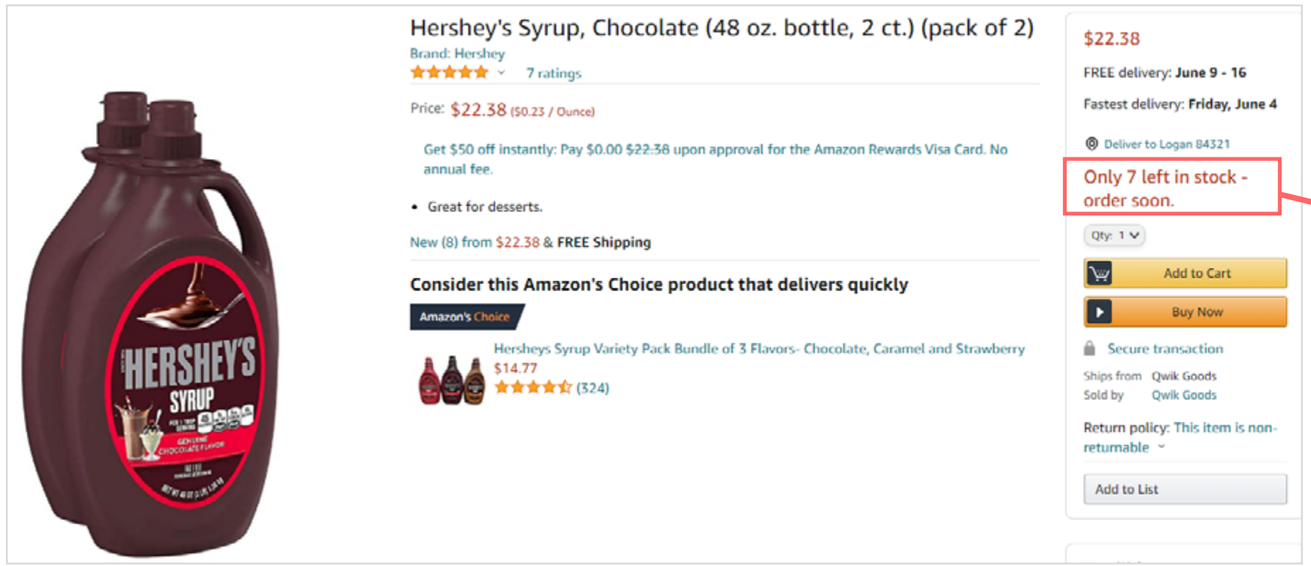
Return policy: This item is non-returnable

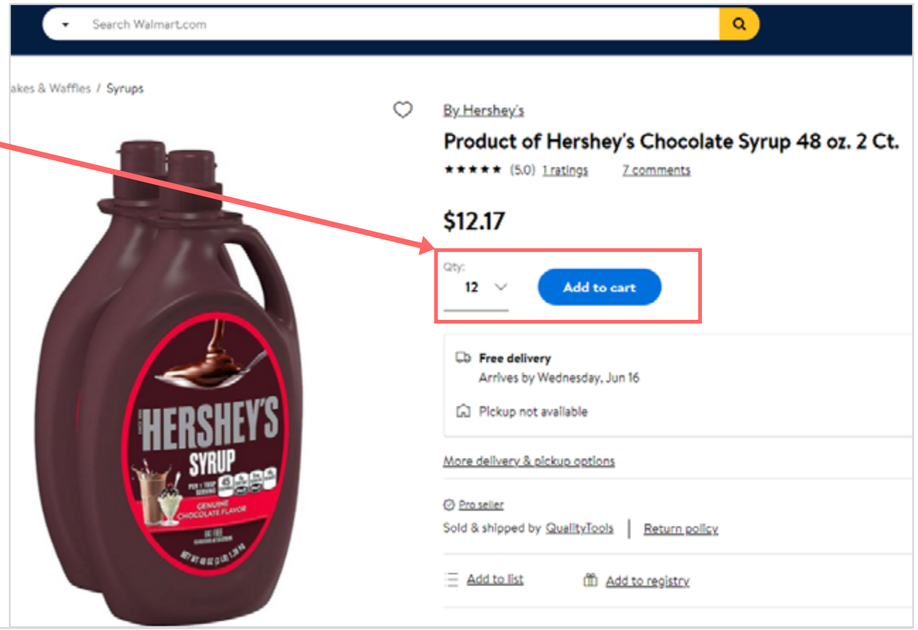
Add to List

New (8) from

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

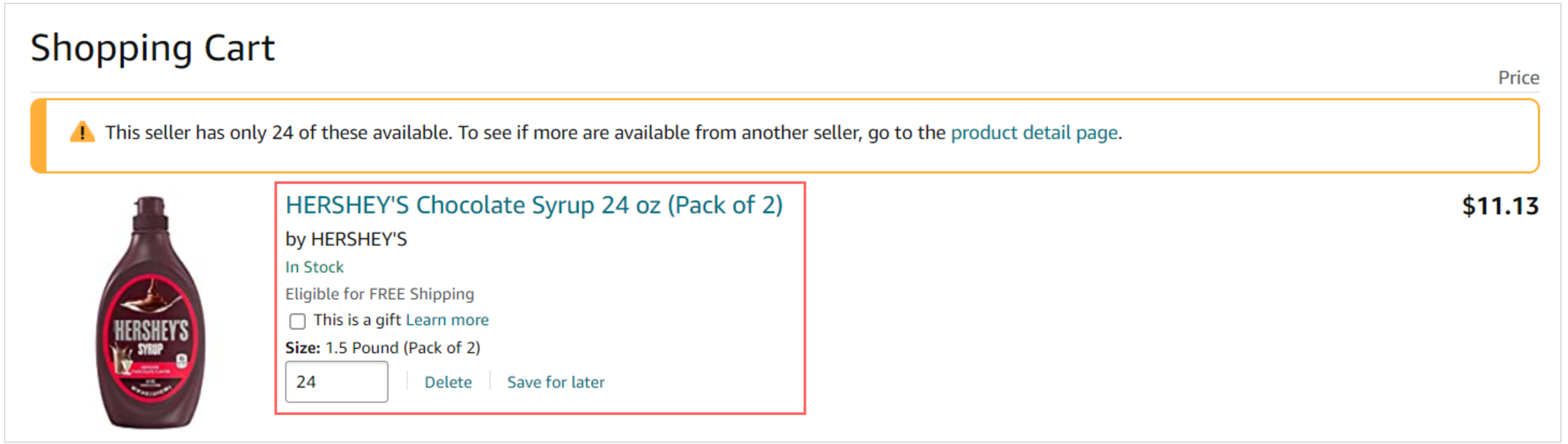
While the Hershey's syrup is almost out-of-stock on Amazon, it is available on Walmart and some inventory can be reallocated to Amazon





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**



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**

Intelligence Node

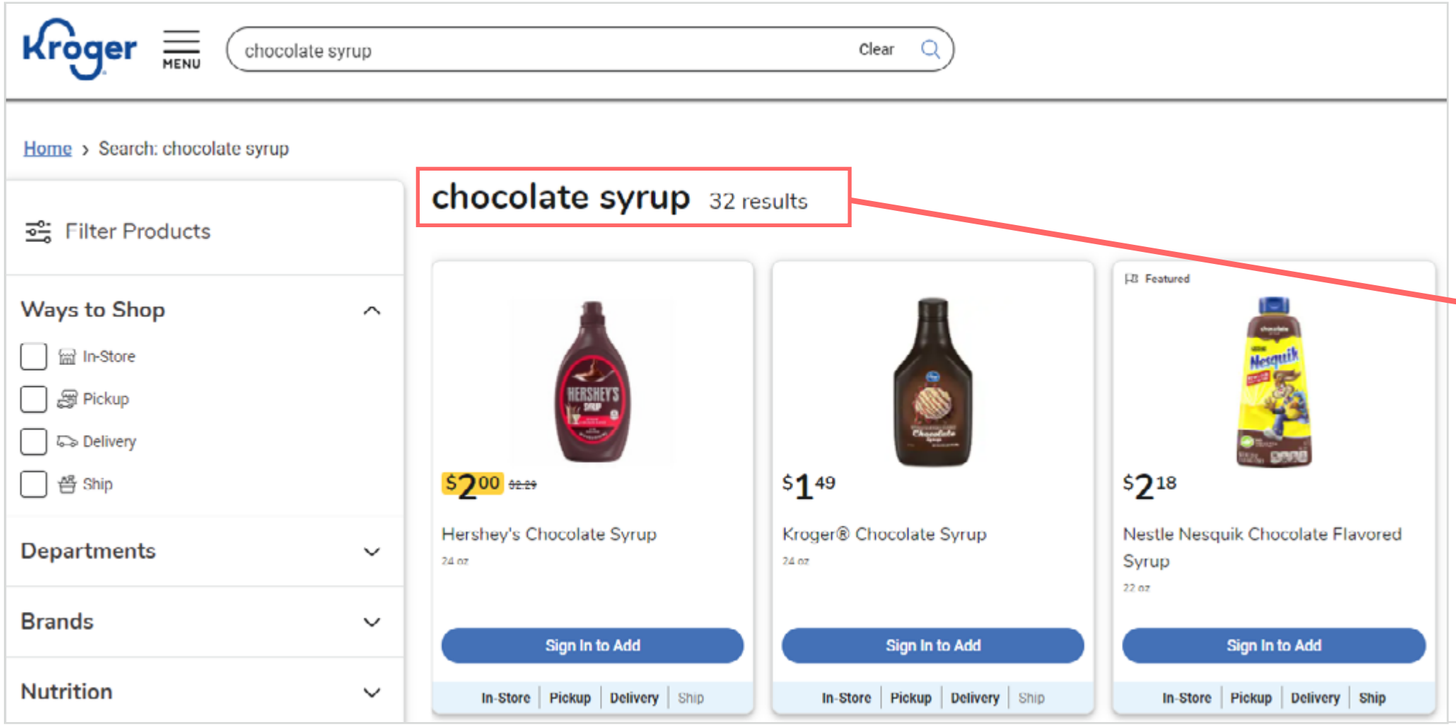
SERP / SEO insights

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

Measure visibility on Google and other search engines/websites

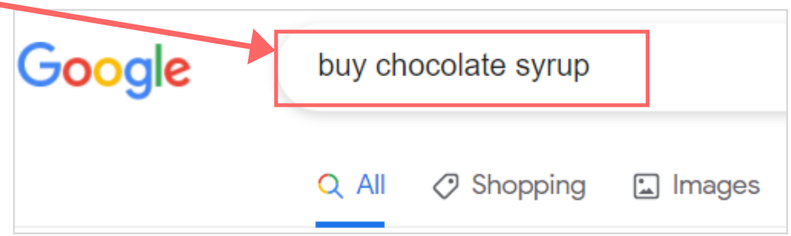
Step 1 - Identifying the most relevant keywords

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



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

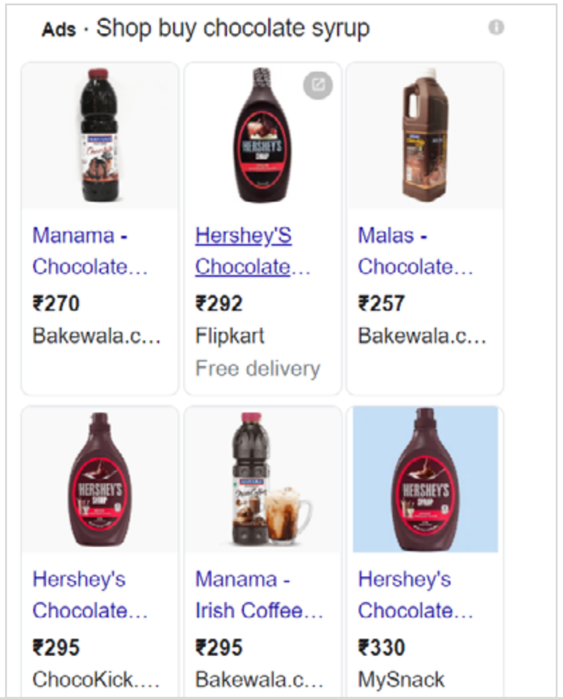
"Share of digital shelf" is the percentage of visibility a brand gets from a keyword inquiry. For example, when someone searches for "buy chocolate syrup" on Google, what percentage of the time does "Hershey's" appear as a return on that search?



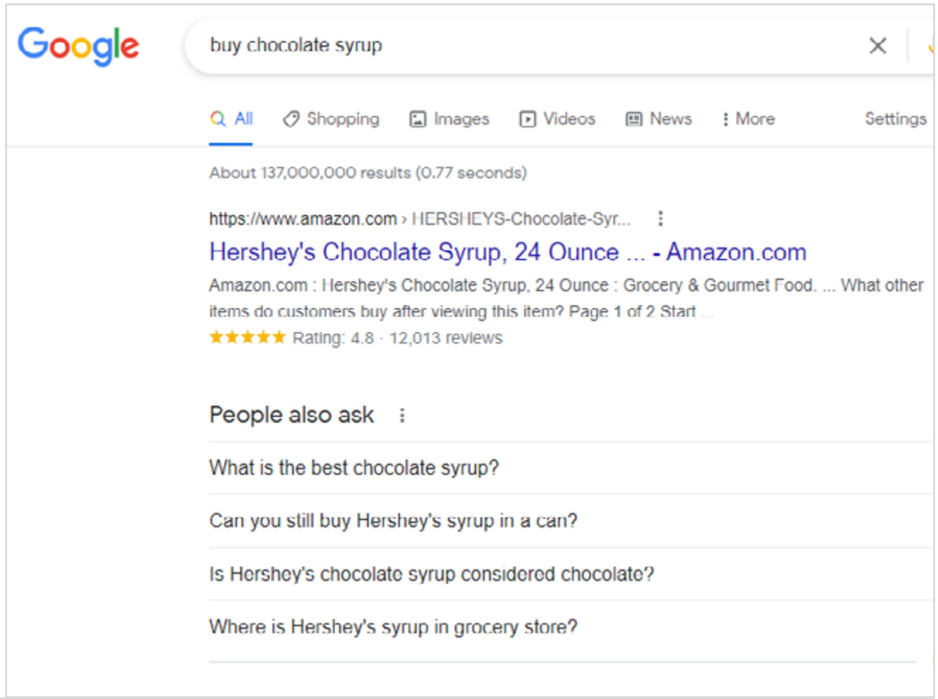
Track share of digital shelf for the keyword ‘buy chocolate syrup’

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



Organic search



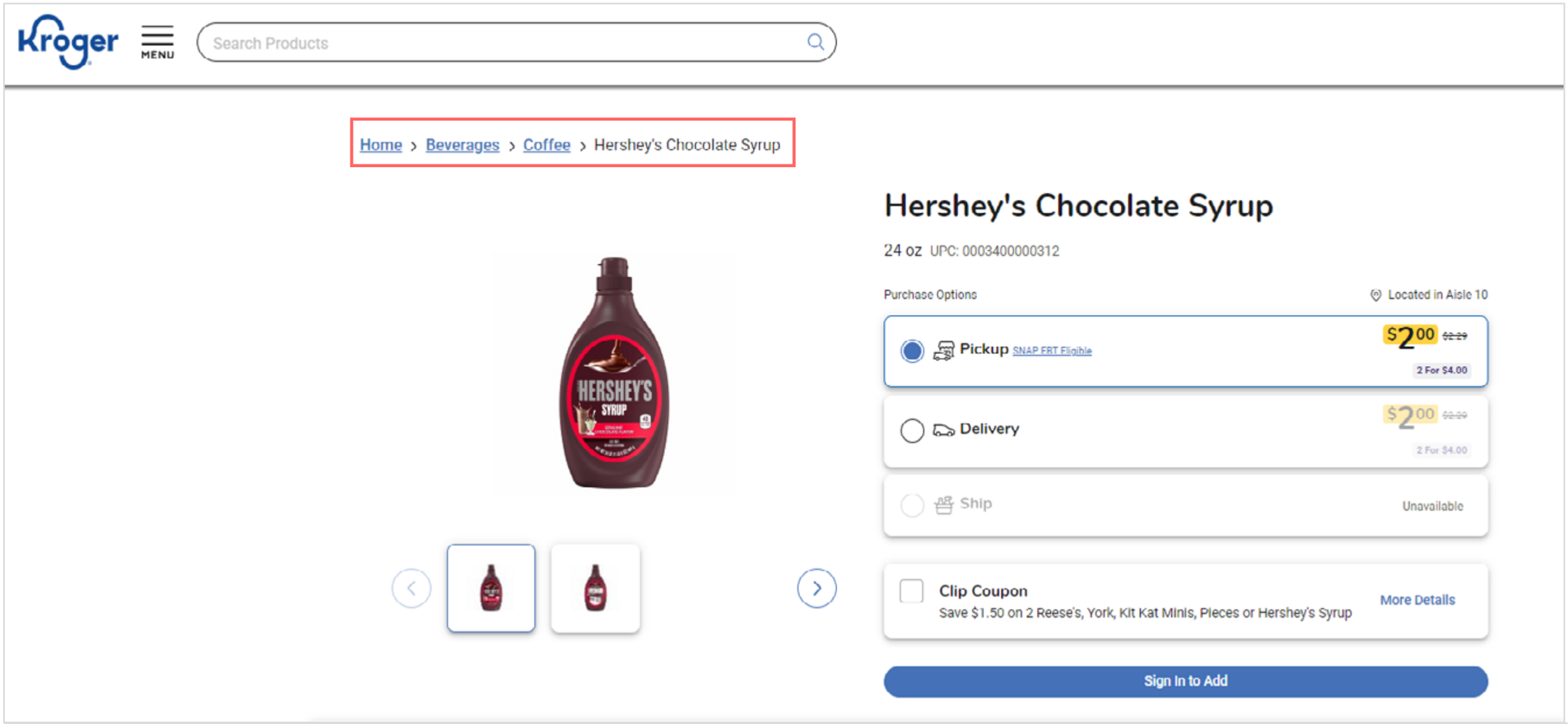
Intelligence Node

Product Copy Review

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

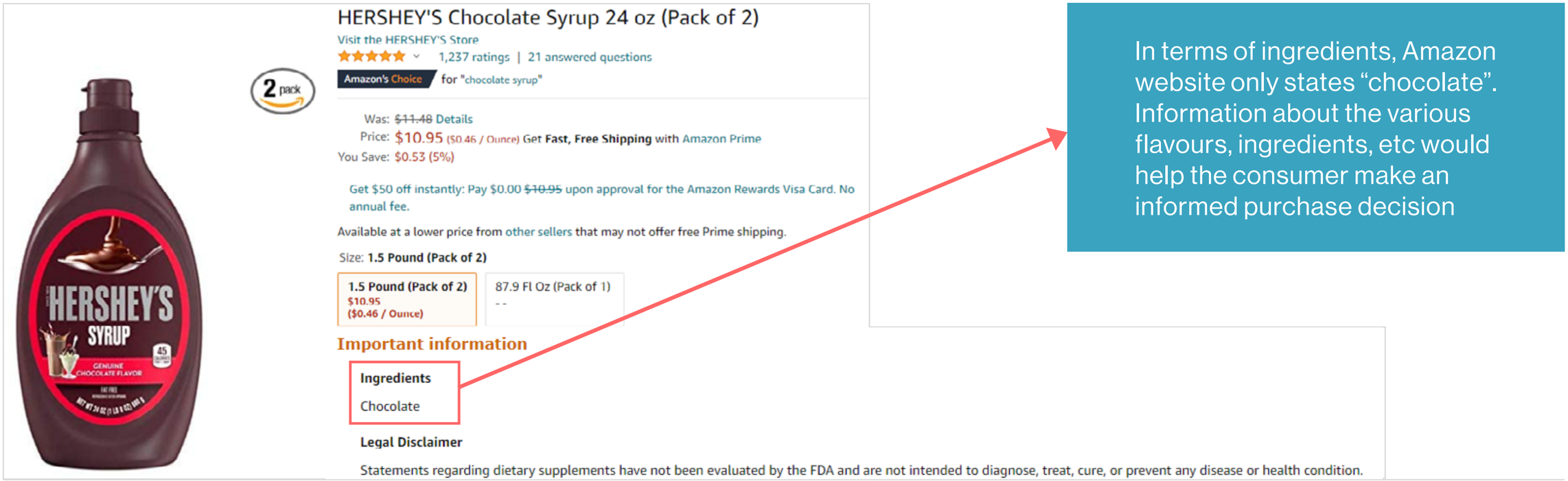
Track miscategorization of products

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



Track product description quality & attribute coverage

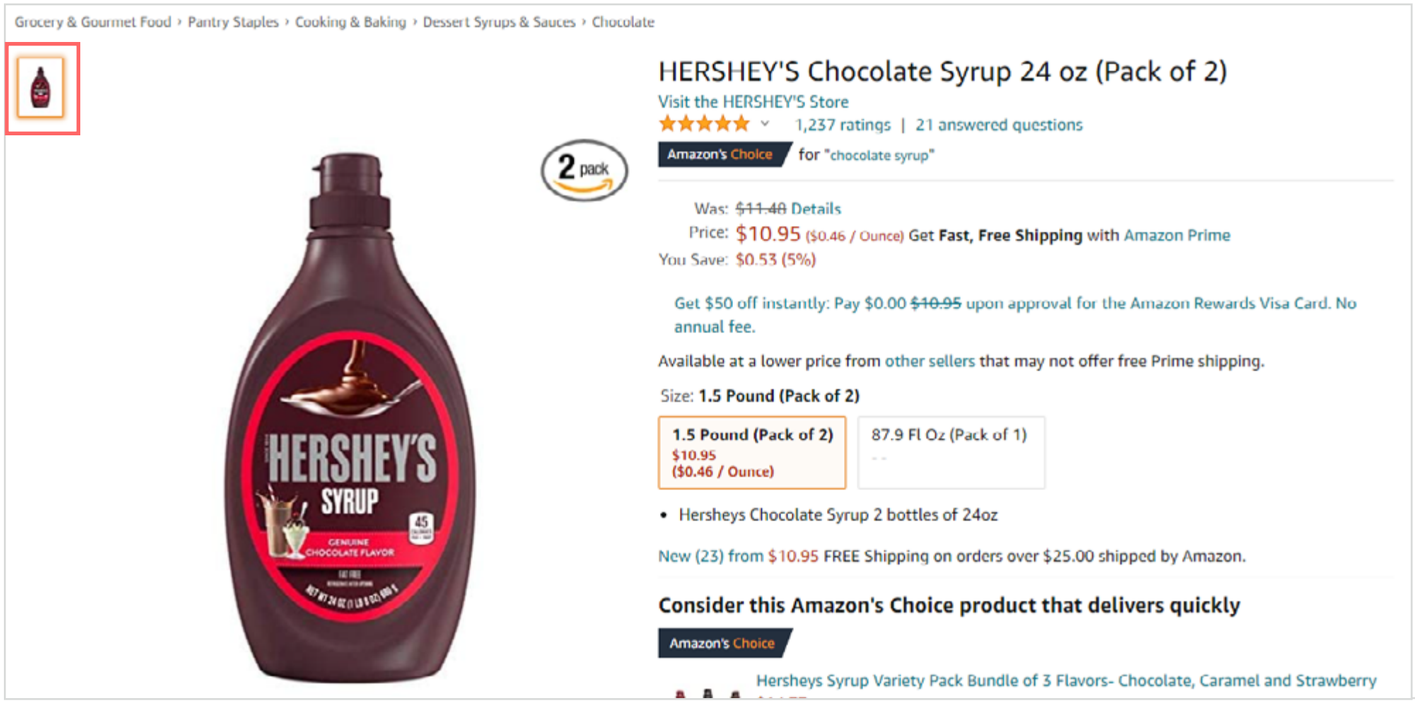
Missing or very limited product information makes it difficult to understand product features and functionalities and might lead to **loss of sales**



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

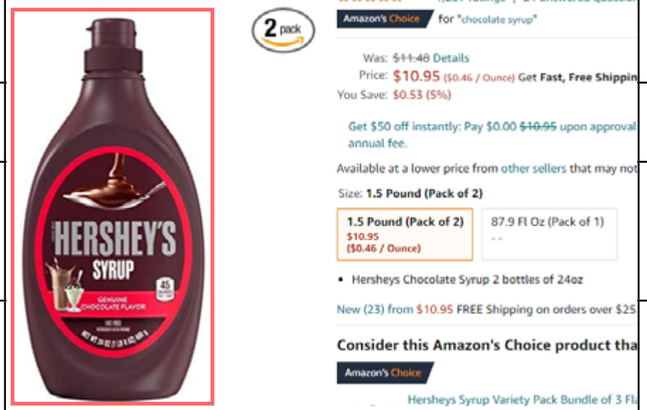


Generate a product improvement score

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

Intelligence Node

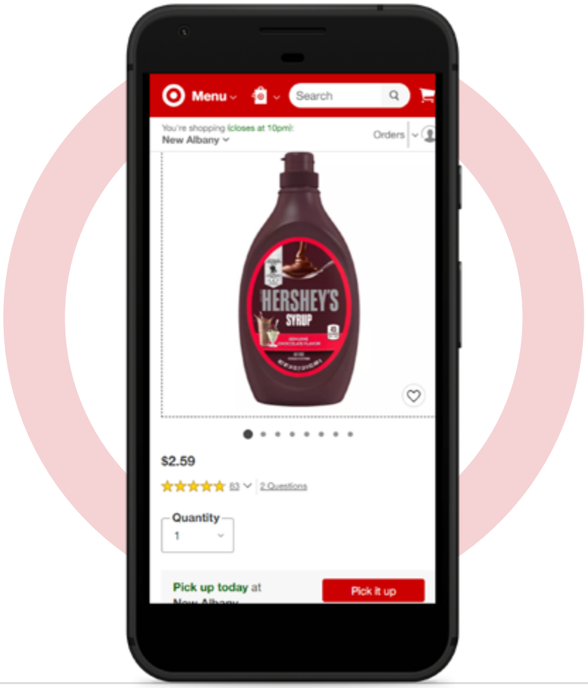
Consuming the Data

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

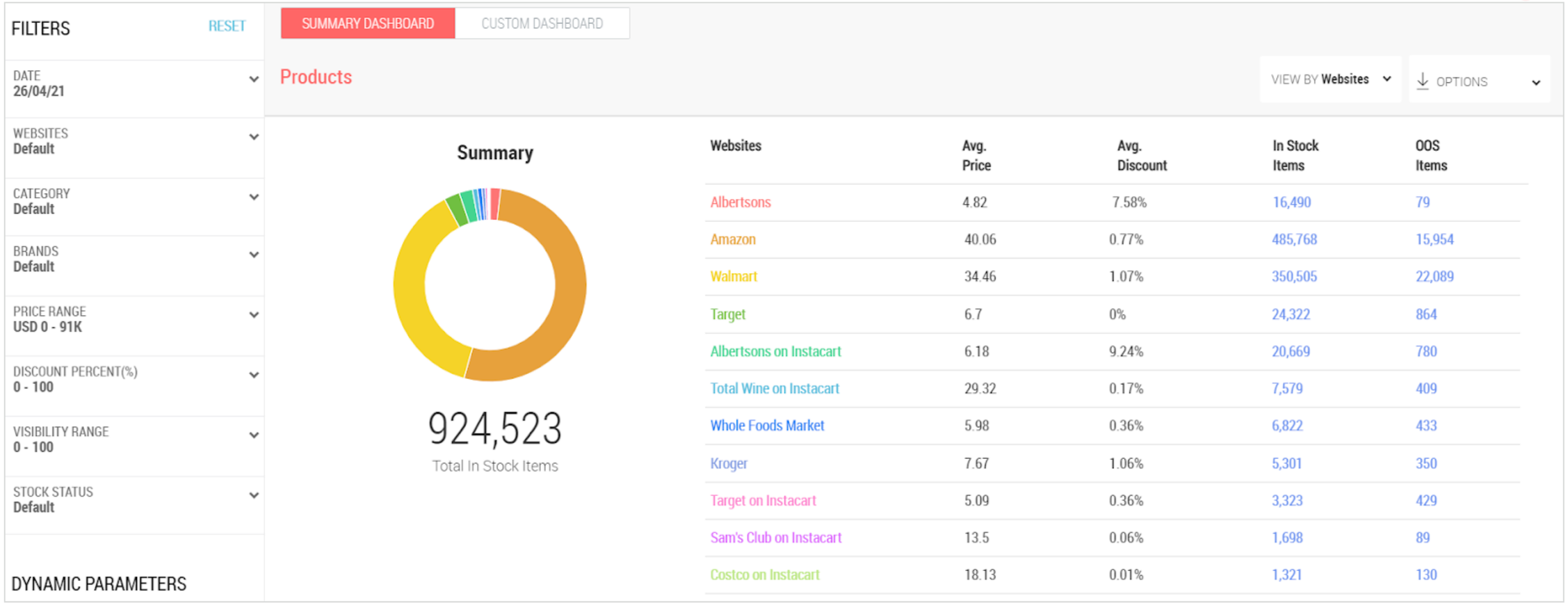
A global service provider to handle your global eCommerce requirements - Web & Mobile Apps

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

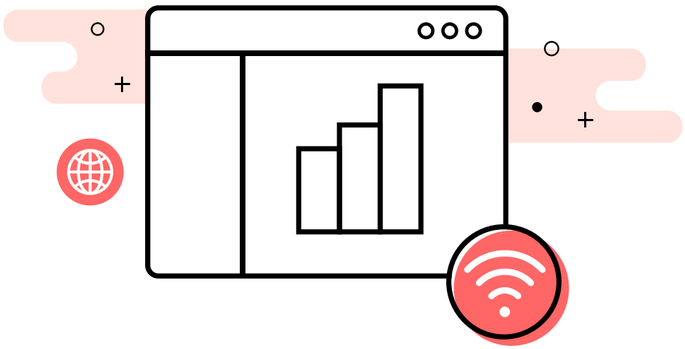
Using our proprietary AI algorithms, we are able to listen to data not only on the web but also on mobile platforms



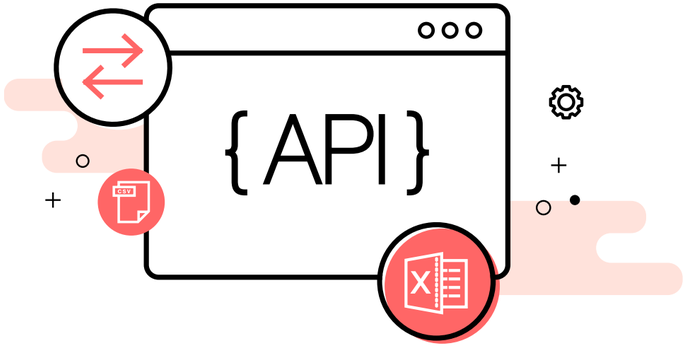
And a unified multi-user portal that helps you access all your data in a single, secure dashboard



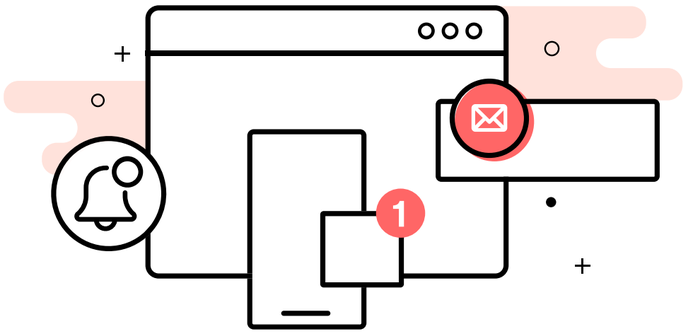
Our flexible solution ensures that our clients can consume data/insights via multiple outlets



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!

Intelligence Node

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