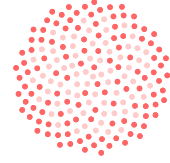


# Savvy Shoppers & the Rising Need for AI Pricing Solutions



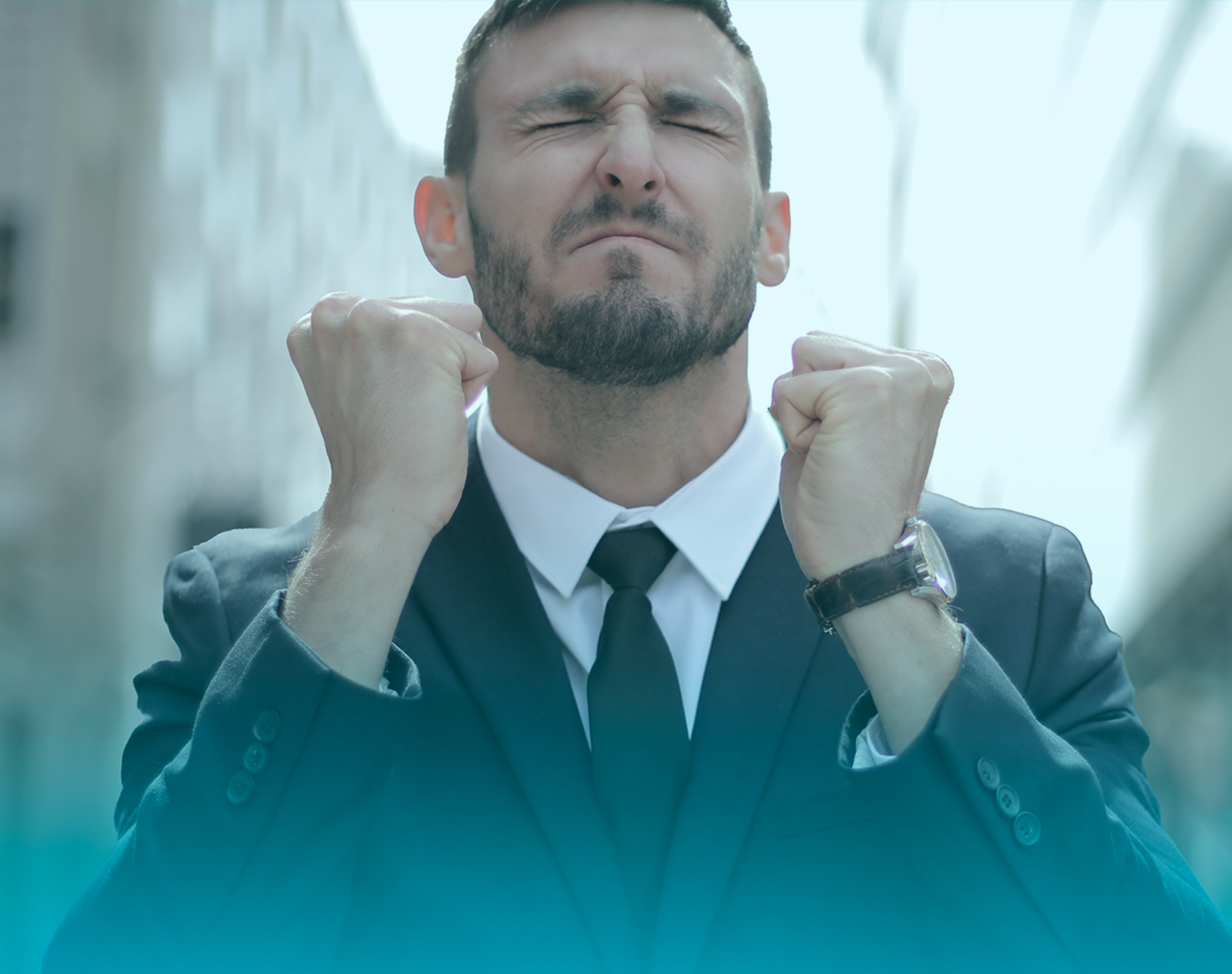
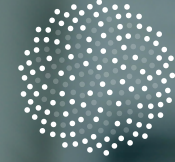
# Introduction

Online stores are popping up across the globe on a daily basis, [with an estimated 12–24 million eCommerce sites, globally](#). This rise in eCommerce businesses results from digitization and, most recently, the COVID-19 pandemic. The pandemic birthed many first-time online shoppers and accelerated the shift to eCommerce amidst country-wide lockdowns and mandatory curfews. eCommerce businesses saw record growth amidst the peak of the pandemic and it's expected that this online buying trend will stick around even post-pandemic.

The US eCommerce sales are expected to cross [\\$1 trillion for the first time in 2022](#). The growing eCommerce landscape has led to an explosion of shopping options for buyers, and the competition has intensified. Millennials and Gen Z shoppers, forming (or influencing) the largest online shopping demographic, are both tech-savvy and price-sensitive, with access to immense pricing and product information at their fingertips. These shoppers compare prices, products, reviews, and more before making a purchase.

How can digital brands and retailers cater to the evolving needs of today's savvy shoppers? With 88% of online shoppers comparing prices, how can retail businesses ensure they are not losing sales to their competitors due to inflexible pricing? The answer lies in data-driven pricing. And on how retailers can leverage this competitor and market data to influence prices that best resonate with shoppers. And to leverage this data, retailers need advanced, AI-driven pricing tools that can analyze, review, and optimize prices based on data-driven insights. Let us understand more about AI-driven Pricing in the following sections.





# Manual Pricing

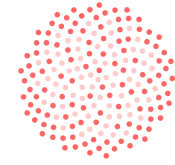
vs

- Uses manual processes and spreadsheets to track product prices
- Has limited scalability and is ideal for very small businesses only
- Has no scope for using current, real-time data
- Can have higher levels of manual inaccuracies and errors
- Can process only limited data (100-200 SKUs)
- Does not take into account multiple parameters. Uses only historical data or static competitor data to draw price comparisons and suggest pricing updates
- Can keep track of limited competitors



# Automated AI Pricing

- Uses automated tools and dashboards to track product prices
- Can be scaled quickly and easily and is ideal for medium to enterprise businesses
- Uses real-time data to draw insights
- Assures high accuracy levels (99%)
- Can process hundreds of thousands of SKUs every day
- Uses multiple parameters like competitor pricing data, demand, historical data, market trends, etc. to suggest the best pricing for products
- Can keep track of hundreds of competitors

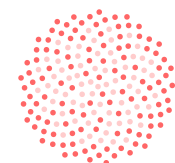


# Price Sensitivity and the Rise of Comparison Apps for Shoppers

While most shoppers like to find the best deals for products most of the time, this trend intensified as online shopping grew. Shoppers could easily compare prices across various platforms and channels to find the best available deals or alternatives for a product they wanted to buy. Additionally, the introduction of price comparison apps for shoppers like CamelCamelCamel or ShopSavvy.com further amplified this trend. Now, shoppers could compare prices across different websites through a single app, saving them time and effort. With price becoming the key decision driver for these comparison shoppers, brand loyalty slowly declined, and competitive pricing became more critical than ever before.

And while shoppers compare prices, it becomes critical for eCommerce businesses to compare and optimize their prices as well. If brands and retailers wish to convert buyers and drive loyalty, they need to be one step ahead of their shoppers in maintaining competitive prices.





# How Comparison Shoppers Affect the Way Retailers Price their Products

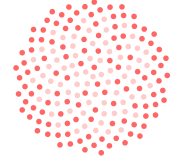


Only a decade ago, prices changed occasionally. Maybe even seasonally. But today, prices change daily, sometimes even every few minutes. Why are retailers and brands changing their prices so often? It is to cater to today's comparison shoppers.

Amazon, the world's largest online retailer, has mastered the art of dynamic pricing and has kept its number one position by continuously reviewing and optimizing the prices of millions of products sold on the marketplace. By updating prices constantly, Amazon ensures that it offers the most competitive prices to its shoppers, making them loyal to the brand. And now, shoppers have come to expect price fluctuations and want to review all options before making their purchases.

Many other retailers like Walmart and Kroger too are following in Amazon's footsteps to optimize prices to increase conversions. And this trend is fast gaining momentum as global brands and retailers are starting to view dynamic pricing as a necessity and are investing in advanced pricing tools.

The bottom line is that as comparison shoppers increase, so will competitive, dynamic pricing strategies and vice versa. And with the rise in the adoption of flexible, dynamic pricing, shoppers will benefit from transparent, fair prices as businesses will have to align their pricing to meet competitor prices and shopper demands.



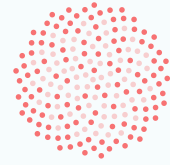
# The Rising Need for AI-driven, Advanced Pricing Solutions

Traditional retail is dead. We have entered the digital age of retail, driven by technology, convenience, and channel-agnostic shoppers. Previously, retailers made pricing decisions manually using spreadsheets, historical data, or at times even intuition. But today, that is not enough.

Today, retail businesses have thousands of products in their inventory, sold across multiple platforms. While once the competition was only from a limited number of players in the market, today they are competing against established and private label brands across the globe.

And it does not end there. While prices were monitored and changed once a month or every few months, today, prices change every hour of every day. With so many variables to track in near real-time, manual, legacy pricing tools have lost their relevance. Retail businesses need advanced, intuitive, AI-driven pricing tools that can track thousands of products across multiple channels and competitors, easily scale, and give accurate insights into competitor price movements.



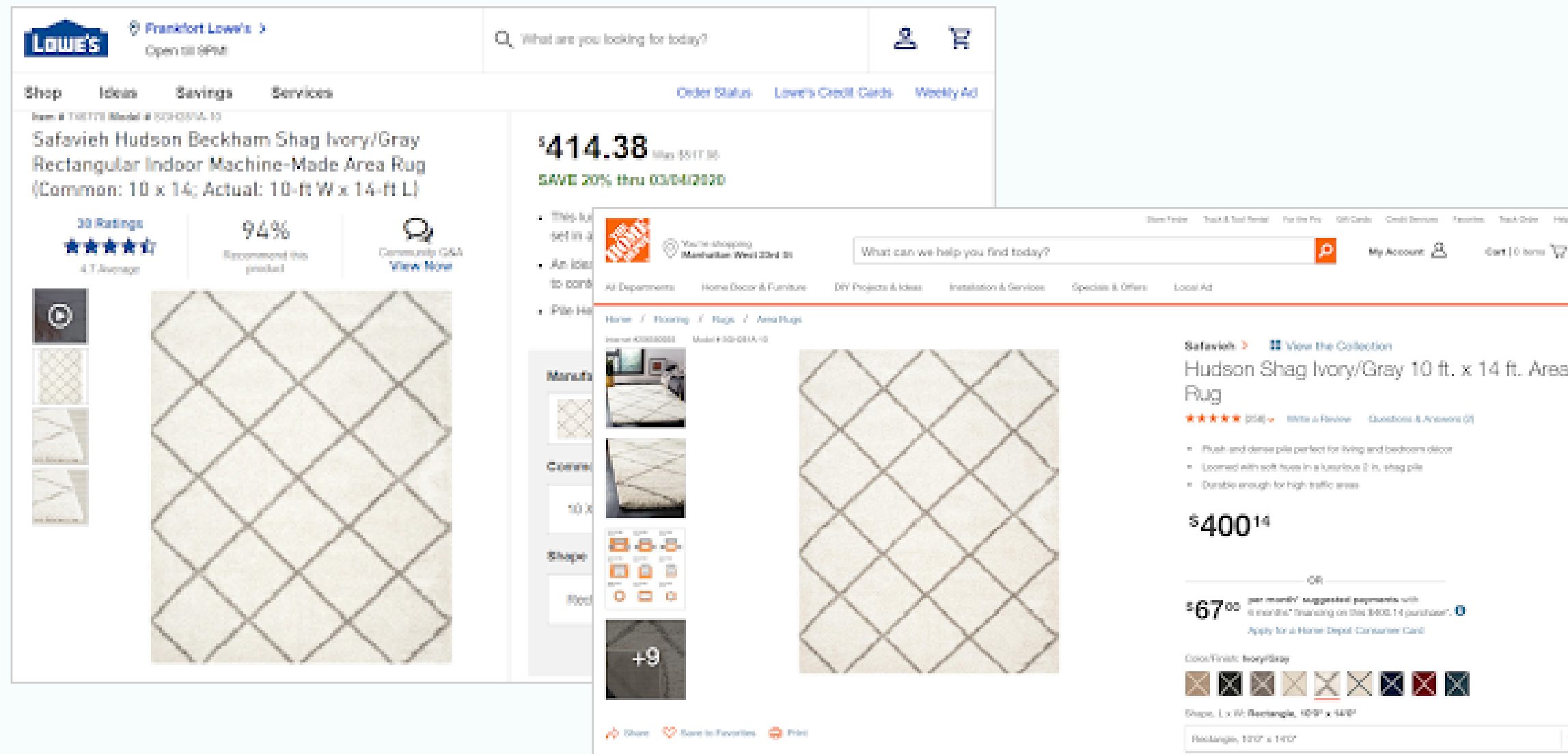


## AI Pricing Use Cases

Another reason for the growing demand for advanced, automated pricing solutions is their multiple applications in the eCommerce industry. With the ability to process vast amounts of competitor data every minute with speed and accuracy, eCommerce businesses can use these solutions for:

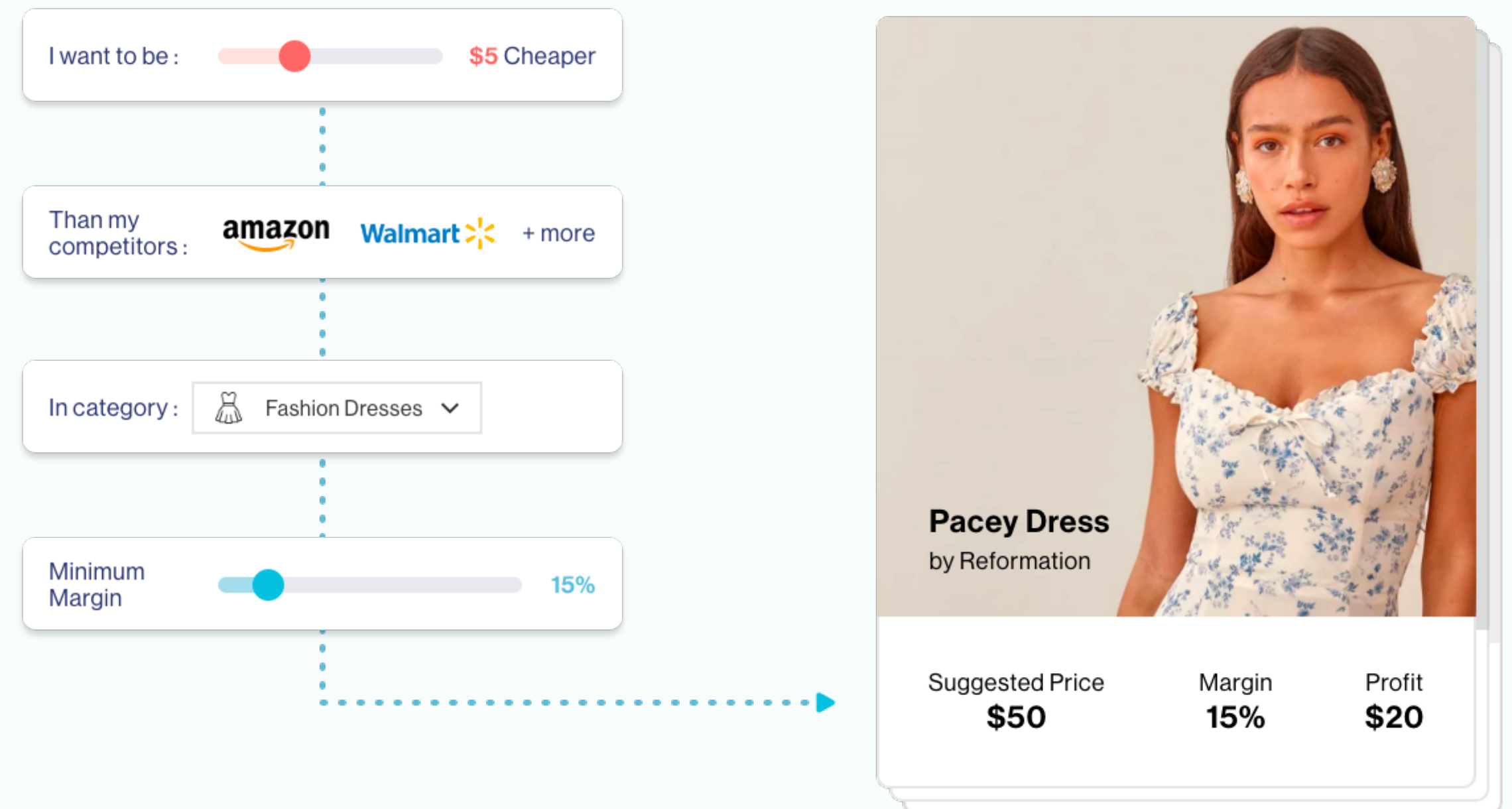
### • Product Matching

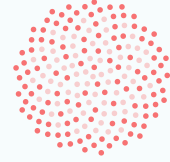
**Product matching** lies at the heart of an advanced pricing solution. It helps match product prices, assortments, and visibility against competitor prices to give a complete picture of the competitor landscape and make data-driven pricing decisions.



### • Dynamic Pricing / Repricing

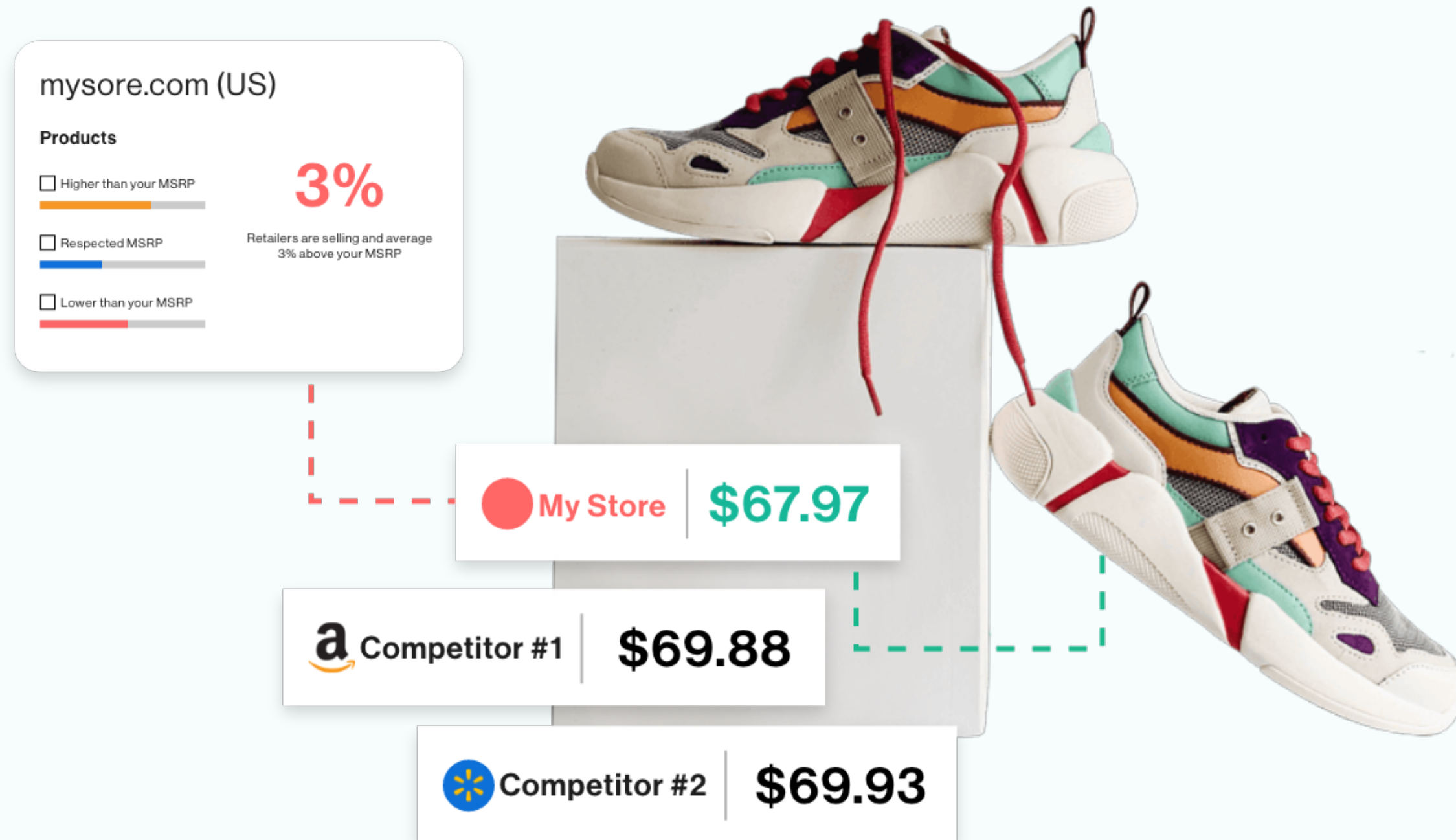
**Dynamic pricing** or Repricer solutions are highly accurate, automated pricing solutions that help brands and retailers dynamically change prices in line with competitor prices, with **99% accuracy**.





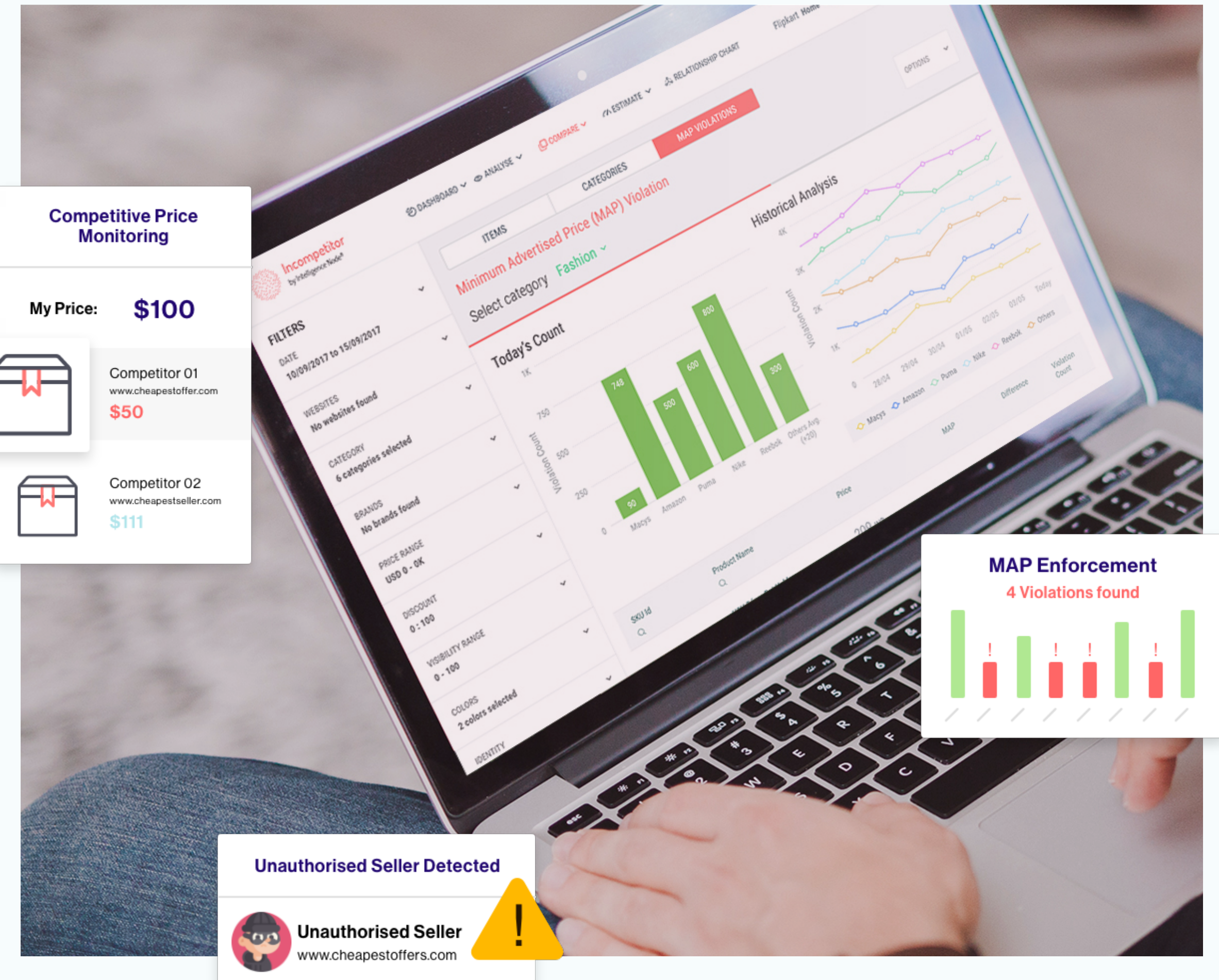
## • Real-time Price Comparison

Track and compare product, assortment, and pricing data against global competitors in real-time and at scale with advanced price comparison tools.

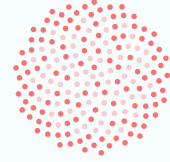


## • Minimum Advertised Pricing (MAP) Monitoring

Reclaim control of your brand and prices by monitoring and identifying price violations across your eCommerce ecosystem







## • Price Optimization APIs

Leverage advanced price optimization solutions in plug & play API formats to review and adjust your pricing and set competitive prices without compromising your margins.

The screenshot displays the Insuite pricing optimization interface. It features a top navigation bar with 'DASHBOARD', 'ANALYSE', 'RELATIONSHIP CHART', 'PLC', 'COMPARE', 'OPTIMIZER', and 'UNITED STATES'. The main area is titled 'Smart Price Estimation' and includes a '360° PRICING TOOL'. A summary section shows 'Total Number of SKUs' (421,698), 'SKUs in Scope' (3%), 'Rules Applied SKUs' (3.67%), and 'No Rules Applied SKUs' (96.33%). Below this is a table of product listings with columns for 'SKU Id', 'Product Name', 'Scope', 'Rule Applied', 'Matches', 'Cost Price', 'Actual Price', 'Matching Status', and 'Smart'. A 'FILTERS' sidebar is open on the left, and an 'OPTIONS' dropdown menu is visible on the right.

SKU Id	Product Name	Scope	Rule Applied	Matches	Cost Price	Actual Price	Matching Status	Smart
	Nike Men's Dri-FIT Training T-Shirt	Yes	MatchingStatus(+10) AILOS Costmarkup	2	0 USD	25.00 USD	All Matches OOS	Underpriced
	Columbia Men's PFG Tamiami II Short Sleeve Shirt	Yes	Rule 1 Below Min (-4)	2	0 USD	28.00 USD	Out Of Stock	Out Of
	White Mark Plus Tauxin Flare Midi Skirts	Yes	Match Lowest Comp	2	35 USD	30.10 USD	Underpriced	Inline
	Kendall + Kylie Turtle Neck 1 Piece Swimsuit	Yes	Match Lowest Comp	2	100 USD	84.00 USD	Overpriced	Inline
	Club Room Men's Regular-Fit 9" 4-Way Stretch Shorts, Created	Yes	Match Lowest (-10) Comp	2	45 USD	30.80 USD	All Matches	Send Feedback

To offer fair, competitive prices that resonate with shoppers

To improve conversions and brand loyalty

To move away from deep discounting

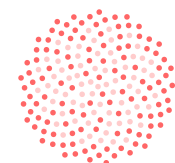
To grow product-level margins and profitability

## 7 Reasons to Invest in AI-driven Pricing Solutions

To continuously optimize and improve pricing strategies

To establish prices based on multiple factors (market data, consumer data, historic prices, competitor prices, demand, etc.)

To reduce manual errors and redundancies



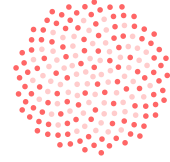
# What Makes **Intelligence Node's** Pricing Solution Unique

Legacy or manual pricing solutions are often difficult to scale and come with many restrictions and inaccuracies. They often rely on historical data to price products and have limited competitor and market data access.

Intelligence Node's pricing solution is powered by proprietary, AI-driven algorithms and a patented similarity engine. Our 'smart-recipe' scraping enables us to collect competitor pricing data from across the globe and benchmark prices in real-time. Our solution is highly scalable and can process over 1 million requests per day. Our self-learning algorithms learn the client catalog to produce accurate matches and maintain them continuously. We deliver 99% price matching accuracy at scale, ensuring you do not miss out on a single pricing opportunity and that you can rely on our data to make fast and accurate pricing decisions.

Additionally, Intelligence Node's rule-based, dynamic pricing is highly customizable and can automatically revise prices based on predefined rules and thresholds. For quick implementation, the pricing data can be consumed through plug & play APIs and custom dashboards.





# Our Differentiators



**We are the only vendor that guarantees 99% product matching accuracy at scale**



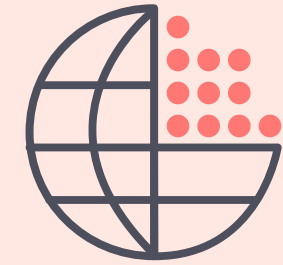
**10-second data refresh rates for real-time updates**



**Plug & Play APIs for quick implementation and rapid ROI**



**Language agnostic capability ensuring global coverage**



**A retail dataset of 1.2 billion+ unique products**

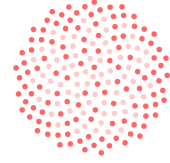


**Patented similarity engine and proprietary AI algorithms**

# Final Word

It's a flawed argument that pricing solutions only benefit brands and retailers and not shoppers. As eCommerce pricing becomes more competitive and more retailers adopt AI-driven pricing solutions, prices will become more uniform, fair, and transparent. With easy price discoverability online, shoppers will get to pay the best prices for the products they buy and benefit from the dynamic pricing strategies adopted by retailers. Considering the evolving retail landscape, pricing expectations of today's shoppers, and the digitally-driven retail landscape, it's time to say goodbye to spreadsheets and embrace advanced, intuitive eCommerce pricing solutions.





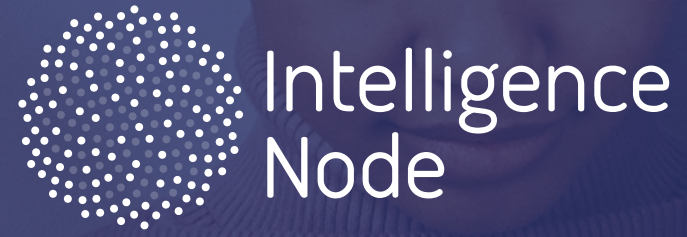
# About Intelligence Node

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, Prada, Li & Fung, Lenovo** and many others.





# Simplified Intelligence for Complex Retail Decisions.

AI-driven pricing that helps you offer competitive prices that resonate with your shoppers.

**BOOK A DEMO**

Visit us at: <https://www.intellicencenode.com>

