

Competitive Intelligence Blueprint for Pricing Teams

Turn Market Data into Strategic Pricing Wins



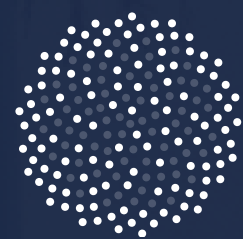


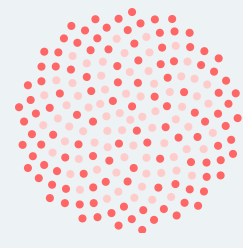
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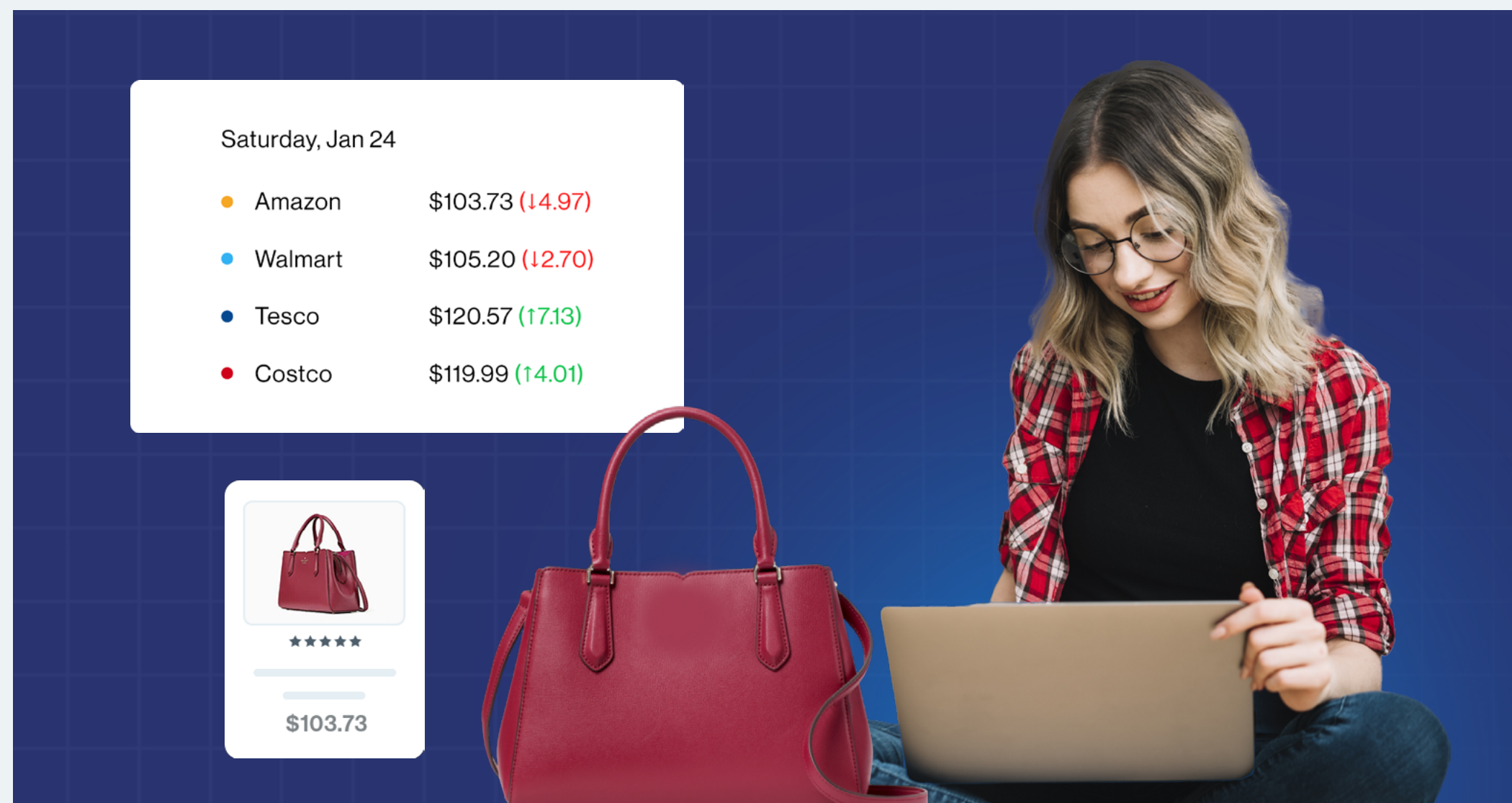
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Key Data Sources That Fuel Pricing Intelligence

Your Competitive Edge Starts with the Right Inputs



A successful pricing strategy starts with accurate, real-time insights. The speed and precision with which you gather and act on market data define your advantage. High-performing pricing teams rely on the following sources to inform every pricing decision:

Competitor Websites and Marketplaces

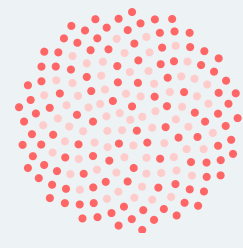
Leading pricing teams monitor competitor websites and online marketplaces at the SKU level. They track price changes, promotional windows, shipping costs, and seller activity to understand how aggressively or experimentally their competitors are pricing. These inputs reveal strategic shifts and help you respond before the market moves.

Channel Partner Data

Pricing inconsistencies often surface when comparing distributor and reseller pricing. Detecting these discrepancies allows your team to address potential leaks in pricing strategy, protect your margins, and avoid regional pricing imbalances that erode brand trust.

Review Sentiment and Rating Fluctuations

Customer reviews and product ratings offer early warning signs of competitor pricing behavior. A sudden drop in sentiment often precedes discounting or bundling strategies. Tying pricing intelligence to sentiment trends lets your team anticipate competitor moves instead of reacting to them.



Uncover Signals Others Miss



Winning teams detect pricing opportunities before the market notices. These often-overlooked signals can help you make more profitable, data-driven decisions and maximize your [digital shelf](#) presence:

In-Stock and Out-of-Stock Patterns

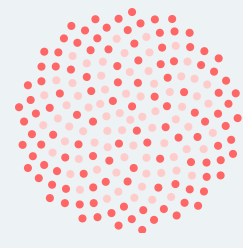
Tracking competitor stock availability helps your team identify pricing opportunities. When a popular product goes out of stock, your team can raise prices slightly without impacting conversions. Using automated alerts tied to stock levels allows you to act quickly and discreetly improve margins.

Geo-Specific Pricing Trends

Customer willingness to pay often varies by region. A product that sells for **12%** more in one city than another reflects a shift in perceived value. Monitoring regional price elasticity helps you unlock hidden margin opportunities and tailor pricing without reducing volume.

APIs, Web Crawlers, and Third-Party Tools

Manual tracking cannot support a scalable pricing strategy. Advanced pricing teams use APIs, web crawlers, and external platforms to gather competitive intelligence across millions of SKUs. These automated tools provide the speed, coverage, and frequency your team needs to make confident, real-time pricing decisions.



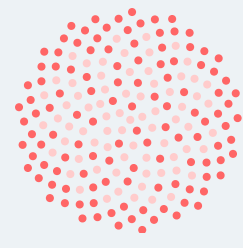
Turning Intelligence Into Pricing Actions

Repricing at Scale

In dynamic markets, static pricing can hinder growth. High-volume sellers need to respond swiftly to market changes to maintain margins and efficiently manage inventory. By leveraging real-time market data and intelligent pricing rules, brands can automate price adjustments in response to competitor actions, demand fluctuations, or inventory levels.

For instance, **Migros**, a leading Swiss retailer, implemented AI-driven inventory optimization across its **2,000 stores**. This initiative led to an [11% reduction in inventory days](#) and a **1.7%** increase in product availability. By automating replenishment and aligning pricing strategies with real-time data, **Migros** enhanced its inventory turnover and reduced holding costs.





Detecting Predatory Discounting



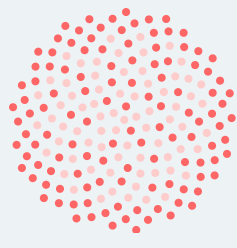
Unmonitored discounting can erode both profit margins and brand reputation. Brands often lose control over pricing on third-party marketplaces, where hidden coupons or flash sales bypass **Minimum Advertised Price (MAP)** policies. Continuous monitoring across channels enables teams to identify violators promptly and implement corrective measures.

In 2024, the **All India Consumer Products Distributors Federation (AICPDF)** [filed a complaint with the Competition Commission of India \(CCI\)](#) against **Blinkit, Swiggy Instamart, and Zepto**, accusing them of predatory pricing that hurt traditional retailers. Small distributors struggled to compete with deep online discounts. In response to such concerns, the CCI introduced new regulations in 2025, establishing a sector-agnostic, cost-based framework to evaluate unfair pricing practices, especially in eCommerce and quick commerce, aimed at curbing unsustainable discounting and restoring market balance.

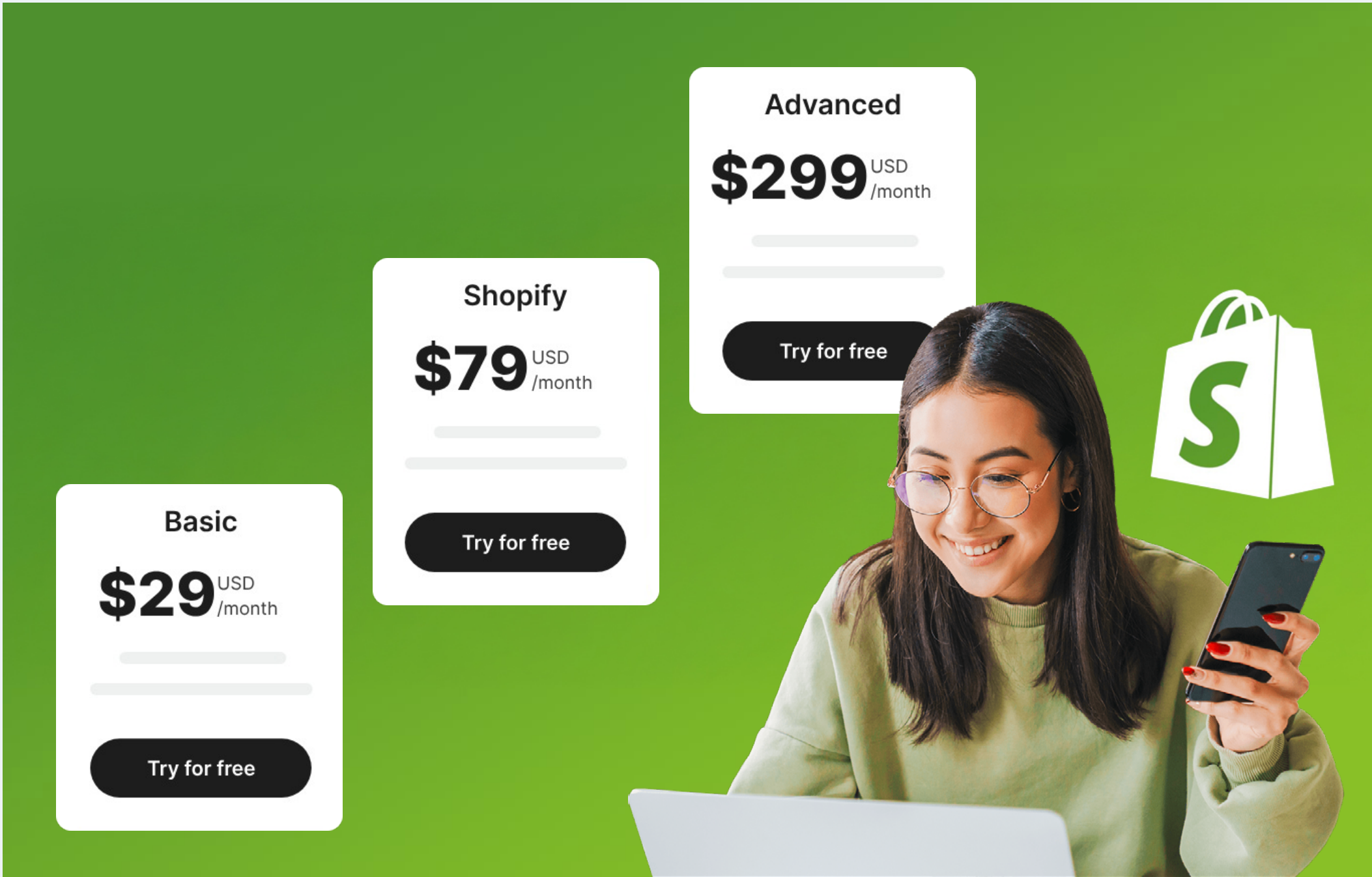
Protect Your Margins With Advanced Price Compliance Tracking

Leverage Intelligence Node's **MAP Monitoring & Violation Alerts** to track unauthorized discounts across third-party platforms in real-time. Safeguard your brand equity, enforce pricing policies, and regain control over your pricing strategy.

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Identifying Premium Pricing Gaps



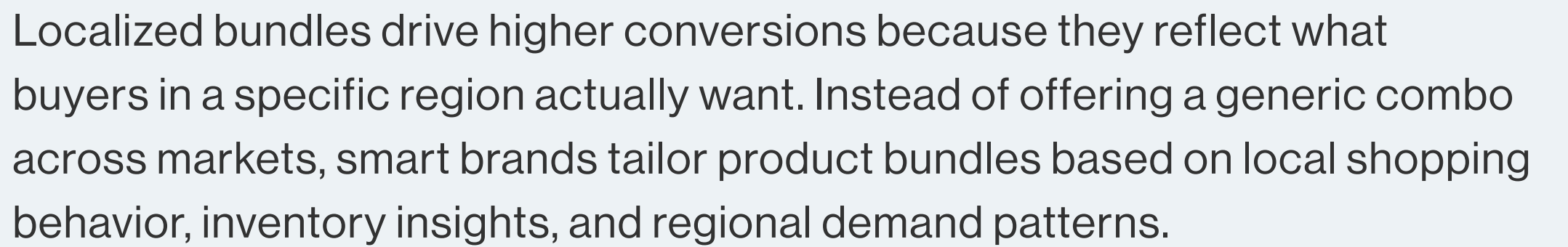
Strong products often sell below their true market value. Pricing teams can uncover missed opportunities by analyzing review quality, feature strength, and competitor pricing for similar products. Identify gaps between perceived value and price point signal where your team can raise prices with minimal risk.

In 2023, [Shopify increased prices](#) for its **Basic**, **Shopify**, and **Advanced plans**—the first adjustment in 12 years. New customers and those on monthly plans saw average increases of **33%**, while existing merchants were grandfathered in for three months. This move reflected the platform’s enhanced value and capabilities, aligning pricing with customer-perceived value. The transparent communication and flexible options, like a three-month grace period and annual billing discounts, helped maintain customer goodwill during the transition.

Uncover Hidden Pricing Power with AI-Driven Competitive Intelligence

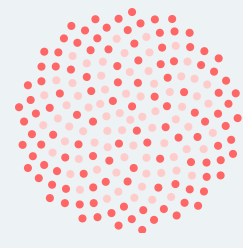
Use Intelligence Node’s **Competitor Price Monitoring & Digital Shelf Analytics** to spot pricing gaps by analyzing reviews, feature strength, and competitor pricing. Confidently adjust prices where your product’s value outshines its current tag.

BOOK A DEMO



In another case, **Sony** partners with **Walmart** to offer a new product bundle by pairing its latest [PlayStation console with the Spiderman 2 game](#). This bundle leverages the excitement around new releases to boost sales of both products and offers customers perceived added value.

These targeted bundling strategies feel more relevant, reduce waste, and increase the average order value by precisely matching customer preferences.



Brand Playbook: Pricing Wins Across Industries

Amazon: Winning Through Speed and Intelligence



Amazon built its pricing strategy around speed, data volume, and automation. Its proprietary engine continuously ingests real-time signals, including competitor prices, inventory levels, demand velocity, and customer engagement, across millions of SKUs. This data feeds dynamic repricing logic that prioritizes winning the buy box while protecting margin thresholds.

By responding to competitor stockouts and traffic spikes within seconds, **Amazon** drives higher conversion rates without over-discounting. In core categories like electronics and personal care, this strategy contributed to a [25% increase in revenue](#), largely without adding promotional spend.

As [Bryce Calcutt of LBIntegrity said](#), “Automated pricing has definitely kept us in the game. I have noticed an uptick in sales on the products we have enrolled.”



Tactic

Dynamic,
multi-signal
repricing



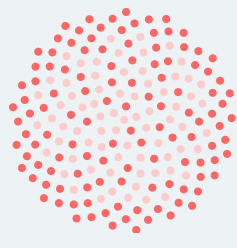
Result

+25% increase in
revenue in core
categories



Key Learning

Real-time inputs
protect margins
while winning
buy boxes



L'Oréal: Premium Pricing Powered by Localization



L'Oréal adapts its pricing across cities and regions by analyzing sentiment trends, channel dynamics, and SKU-level performance. Instead of defaulting to broad discounts, **L'Oréal** identifies where premium perception is strongest and adjusts pricing accordingly. In regions with higher willingness to pay for quality, like metro India, Brazil, and parts of China, the brand sustains or even raises prices without sacrificing volume.

This precision helped the Professional Products Division [achieve +10.1% like-for-like growth globally](#). Stronger performance came from premium haircare lines like **Kérastase** and **Série Expert**, where pricing held steady despite category-wide promotions. Coupled with targeted eCommerce and salon distribution, this pricing approach boosted non-metro and emerging market revenue by **10%**, all while reinforcing brand equity.

[Cyril Chapuy](#), President, **L'Oréal Luxe**, shares, “**L'Oréal** has an unmatched luxury beauty savoir-faire that allows us to master the art of developing luxury beauty brands.”



Tactic

Geo-targeted pricing based on sentiment and premium perception



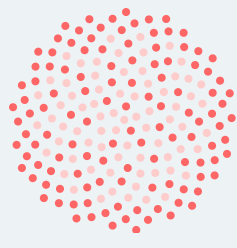
Result

+10% revenue growth in non-metro and high-growth markets

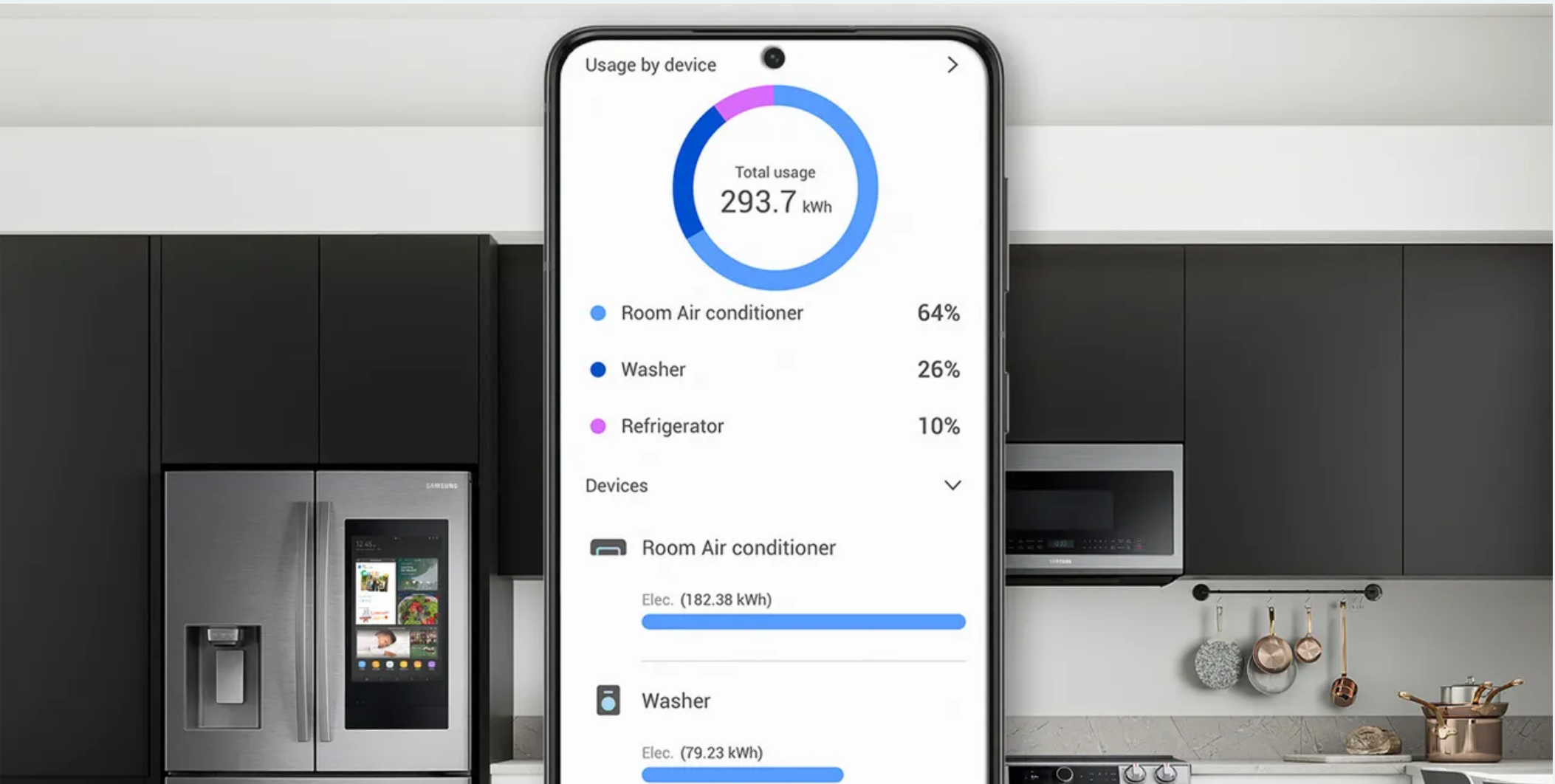


Key Learning

Premium pricing gains hold when grounded in local sentiment and product strength



Samsung: Smart Homes Need Smart Bundles



Samsung leveraged product usage data, customer segmentation, and regional trends to design location-specific bundles across its [smart home portfolio](#). In hotter cities, bundles paired air conditioners with smart plugs to highlight energy efficiency. In high-density urban areas, the focus shifted to safety-driven packages, like indoor security cameras and motion-activated lights.

This targeted bundling strategy increased **average selling price (ASP)**, improved upsell success, and significantly reduced return rates due to better customer fit.

By aligning offer design with regional behavior and product utility, **Samsung** turned competitive intelligence into long-term customer value.

[Claire Perlman](#), Wirecutter’s editor of accessibility and aging in place, emphasized that smart-home devices aren’t a one-size-fits-all solution. “The spectrum of ages and abilities of those aging in place varies so widely that it’s difficult to choose just one smart-home device for such a broad community,” she explained. “Is the goal to help the older person control their immediate environment or the ambience of their home? To help a long-distance caretaker know that their loved one is okay? I think it depends on the individual’s goals more than anything else.”



Tactic

Regional bundling based on usage and utility



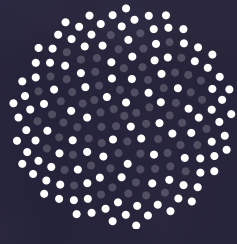
Result

Higher ASPs and lower returns



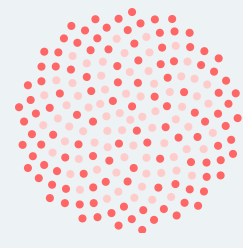
Key Learning

Bundle design must match how and where products are used



Pricing in 2025 & Beyond

Pricing is no longer just a finance function, but a dynamic, data-rich capability that defines market leadership. As automation and AI reshape how teams respond to real-time signals, the competitive edge will belong to those who detect shifts early and react with precision. Future-ready pricing teams will combine algorithmic intelligence with customer context to drive profitability, protect brand value, and respond faster than the competition.

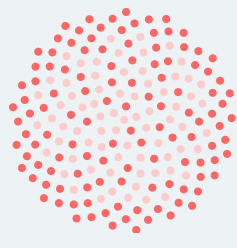


HealthTech: Outcome-Based Pricing Models

HealthTech companies are transitioning from traditional one-time sales to dynamic, outcome-based pricing models. This shift aligns pricing with patient outcomes and usage metrics, offering more value-driven solutions.

For example, [Omada Health](#) implemented a pay-for-performance model where employers pay based on employee health improvements, such as weight loss and reduced blood sugar levels.





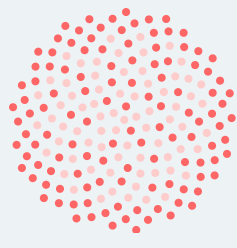
Clean Beauty: Transparency and Sustainable Packaging

Consumers in the clean beauty sector are increasingly valuing transparency and sustainability, influencing pricing strategies that reflect ethical practices and eco-friendly packaging.

[The Ordinary](#) has gained recognition for its commitment to sustainability, achieving top ESG rankings by focusing on responsible packaging and ingredient sourcing. Their transparent approach has allowed them to maintain premium pricing while building strong consumer trust. In another example, [Attitude's Oceanly Makeup](#) line introduced solid makeup products in biodegradable paper tubes, eliminating plastic packaging. This innovation appeals to eco-conscious consumers willing to pay a premium for sustainable products.

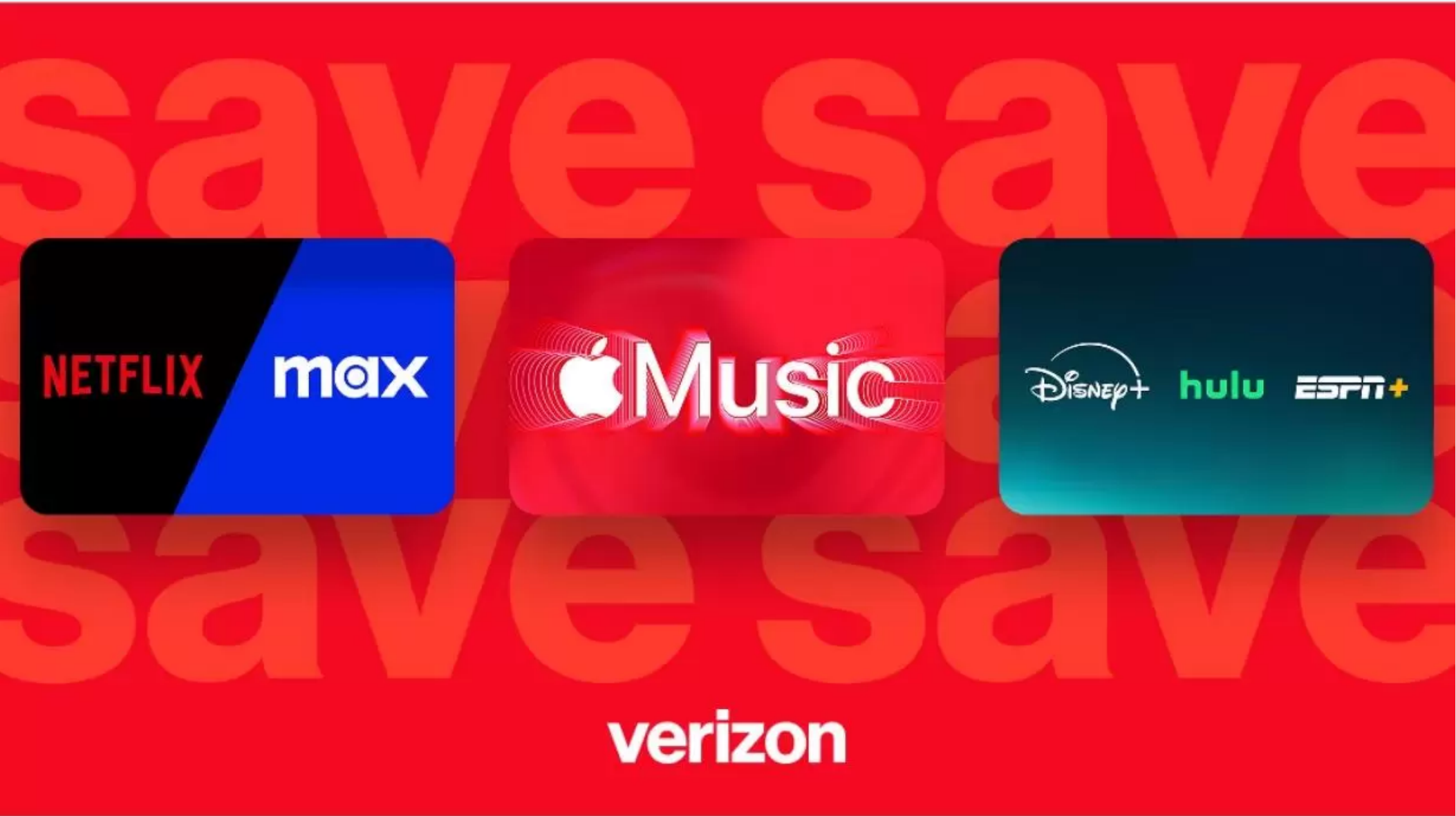
This shows that brands that clearly communicate their sustainability efforts and ingredient transparency can justify higher price points, as consumers are willing to invest in products that align with their values.





Subscription Bundling

Subscription bundling enhances customer value and loyalty. In 2023, [Verizon introduced a \\$10/month bundle](#) combining **Netflix** and **Max**, offering significant savings and simplifying streaming choices for consumers. This strategy not only provided cost benefits to customers but also helped streaming services reduce customer acquisition costs.



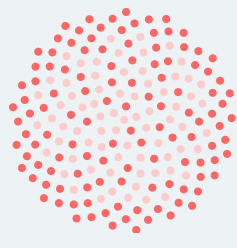
Hyper-Local Pricing

Hyper-local pricing tailors strategies to specific neighborhoods. In 2022, a detergent manufacturer utilized real-time, hyper-local data to adjust prices at individual stores across the U.S., responding swiftly to competitor price changes. This approach [enabled price increases 20 weeks earlier than traditional methods](#), enhancing competitiveness and profitability.

Personalize Pricing at the Neighborhood Level

Leverage Intelligence Node's AI-Powered Price Optimization to deliver hyper-local pricing that adapts to real-time competitor changes and regional demand. Maximize margins, win local shoppers, and stay ahead, store by store.

BOOK A DEMO



Sustainability, Transparency, and Premium Pricing

Eco-conscious consumers are increasingly driving demand for transparency, ethical sourcing, and sustainable packaging, and they’re willing to pay for it. This shift is shaping not just how products are made and sold, but also how they’re priced.

Brands like [The Ordinary](#) have maintained premium pricing by prioritizing ingredient transparency and responsible packaging, earning top ESG rankings and deep consumer trust. [Attitude’s Oceanly Makeup](#) line replaced traditional packaging with biodegradable paper tubes, eliminating plastic, an innovation that resonates with consumers seeking low-waste beauty solutions.

Beyond beauty, [Patagonia’s Worn Wear program](#) shows how circular models can foster brand loyalty and long-term pricing power. By encouraging customers to buy and sell gently used gear, Patagonia extended product life cycles, reduced waste, and reinforced its eco-driven mission.

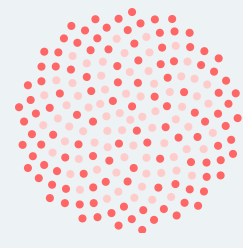
These examples show that when sustainability is baked into both the product and the brand narrative, it can justify higher price points and drive long-term loyalty.



**Sustainable Pricing. Loyal Customers.
Stronger Brand.**

See how reuse and pricing go hand-in-hand.

BOOK A DEMO



Turn Pricing Signals Into Profit

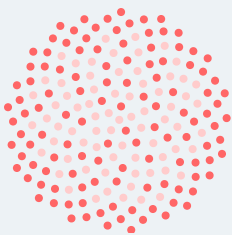
Actionable Intelligence. Automated Execution.

Whether you want to monitor pricing across 100+ retailers, automate repricing rules, or spot premium pricing gaps, we've built the tools pricing teams need.

Price Monitoring

Monitor competitor prices in real-time with 99% accuracy and adjust faster than your competition. [Intelligence Node's AI-driven price monitoring platform](#) refreshes data every 10 seconds, helping you revisit up to 2 years of pricing history, analyze trends, and protect your margins with smart pricing recommendations based on demand, market trends, availability, and thresholds. Track exact and similar SKUs globally, down to the zip code, using patented crawlers and plug-and-play APIs.





Product Matching

Achieve unmatched 99% match accuracy using our patented [Similarity Engine](#), powered by computer vision and NLP. Compare exact and similar competitor products in real time across global eCommerce platforms. Our AI-driven crawlers segment by brand, product type, and attributes, ensuring accurate matches, like branded vs. private label ketchup or identical rugs sold on **Lowe’s** and **The Home Depot**, delivering a precise competitive landscape view.

Back to results

French's Tomato Ketchup, Gluten Free, No High Fructose Corn Syrup 32oz, Squeezable Bottle 6 Pack

Visit the French's Store

★★★★★ 202 ratings

Price: \$37.99 (\$0.20 / Ounce)

Get \$60 off instantly: Pay \$0.00 ~~\$37.99~~ upon approval for the Amazon Prime Store Card. No annual fee.

Size: 2 Pound (Pack of 6)

2 Pound (Pack of 3)

2 Pound (Pack of 6)
\$37.99 (\$0.20 / Ounce)

2 Pound (Pack of 12)
\$59.99 (\$0.16 / Ounce)

Flavor

Brand

Package Information

Specialty

Package Weight

Tomato

French's

Bottle

Kosher Certified

6.06 Kilograms

About this item

- BIG FLAVOR: French's Ketchup has a bold blend of tomato and spices for a sweet, signature taste
- NOTHING ARTIFICIAL: French's Ketchup does not have any artificial colors or flavors added
- DIETARY FRIENDLY: Our Ketchup is Kosher certified, gluten-free, and non-GMO project verified
- GREAT FOR COOKOUTS: Keep French's Ketchup on hand for burgers, fries, chicken and sandwiches
- DID YOU KNOW? Our Tomato Ketchup is made with quality ingredients for flavor you can feel good about

Click image to open expanded view

Grocery & Gourmet Food › Pantry Staples › Condiments & Salad Dressings › Ketchup

Heinz Tomato Ketchup (20 oz Bottles, Pack of 6)

Visit the Heinz Store

★★★★★ 3,439 ratings | 35 answered questions

Size: 20 Ounce (Pack of 6)

14 Ounce (Pack of 16)
3 options from \$49.50

20 Ounce (Pack of 6)
12 options from \$22.15

Flavor

Weight

Brand

Package Information

Package Weight

Original

20 Ounces

Heinz

Bottle

3.7 Kilograms

About this item

- America's Favorite Ketchup
- Grown, Not Made. Every tomato in every bottle of Heinz Ketchup comes from Heinz seeds to grow only the sweetest and juiciest tomatoes for our ketchup.
- Comes in a convenient and easy to use inverted squeeze bottle
- Deliciously kosher & gluten-free
- Manufactured in the USA

New (12) from \$22.15 & FREE Shipping

Prime savings at the pharmacy of your choice

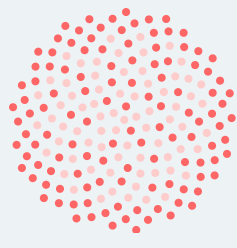
Search, compare, and save at over 60,000 pharmacies, including Amazon Pharmacy

Compare prices

Roll over image to zoom in

Competitive Intelligence Blueprint for Pricing Teams

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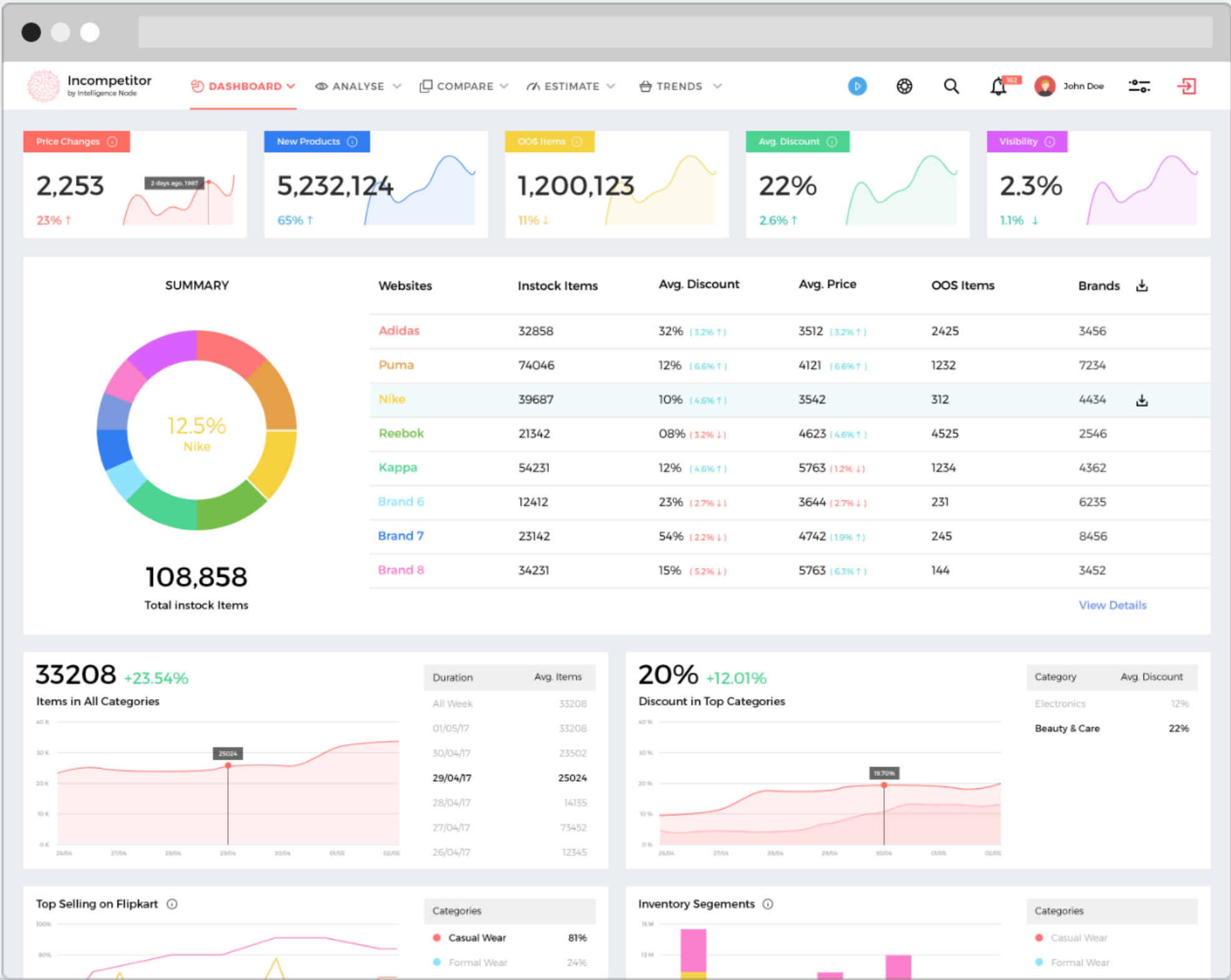
Price Comparison

Benchmark prices using our patented [comparison engine](#) and the world’s largest retail repository. Monitor thousands of SKUs across competitors globally with 10-second data refreshes. Gain insights into price trends at the SKU, category, or brand level to reposition prices competitively while protecting margins. Use filters, charts, and dashboards to automate dynamic pricing strategies and win price-sensitive shoppers.



Repricing Automation

Automate pricing across **Amazon, Walmart, and eBay** with the world’s fastest and [smartest AI repricer](#). Update prices in real-time based on stock levels, fulfillment, seller rating, and more. Go beyond “lowest price” to win Buy Boxes, improve seller scores, and drive profits with rule-based dynamic repricing optimized for each marketplace.



Start Your eCommerce Pricing Transformation Today

Talk to our product experts to learn how our AI-driven pricing can help you grow margins, conversions, and profitability.

BOOK A DEMO

Visit us at: www.intelligencenode.com

