

Retail Guide

The Power of Competitive Intelligence

Enhance success with data-driven decisions

CLEARDEMAND

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Shoppers priorities are: price, convenience, experience.

Instinctively matching competitor prices isn't enough, and sacrificing experience for convenience won't cut it either. To attract and retain shoppers, you need to provide a unified omnichannel experience that includes strong price-value, unique selection, and reliable inventory.

Retail category managers often grapple with questions like:

- "Who are our omnichannel competitors?"
- "How does our pricing compare in the market?"
- "Where are out of stocks impacting us?"
- "What pricing opportunities do I have?"

Keep reading...

This guide will show you how to answer these critical questions quickly and confidently.



40% of shoppers visit more than one store to find the best deals.

Beyond Secret Shoppers

As many as 90% of unhappy customers won't say anything directly to an organization, but default immediately to the competition. To evaluate a store's experience, most retailers rely on secret (or mystery) shopping. Secret shoppers go into a competitor's store and review pricing, determine assortment gaps, and report inventory challenges.

Equipped with product, pricing, and merchandising notes, you can strategize on your business decisions. While mystery shopper services provide value, they also present challenges (manual, infrequent, expensive, and scale).



MANUAL

Unreliable results because of human error and biases.



FREQUENCY

Sporadic data collection limits the ability to identify trends.



COST

Labor-intensive, time-consuming, and expensive.



SCALE

Delayed information hinders proactive strategy.

A Forbes Insights and KPMG report says that 80% of executives think auditors should use bigger samples and more sophisticated technologies for gathering data and performing analysis.

And we agree!

Your data collection and competitor analysis should create actionable insights for your team to drive profits.

Don't get comfortable with the way it's always been if it's not delivering the results you need. It's a digital world. Take advantage of the technology available to you.

It's time for retailers to collect real-time, store-level data.

Digital data collection and analysis are a tried-and-true complement to traditional in-store audits.

With digital data, learn about any competitor – no matter how big or small – and never worry about inaccurate or delayed data. For more meaningful and more useful data... competitive intelligence is the answer.



What Shoppers Want

Most retailers use secret shopper services for the insight they provide into areas for improvement. But digital competitive intelligence solutions give you the same insight without the challenges. The right data helps retailers make decisions on the best price for the right products.



VALUE

Price is a leading influence on consumers' buying decisions. It's easy for shoppers to compare prices across retailers whenever and wherever they want.

61% of global consumers are willing to switch to a different retailer if it offers better prices.



CONVENIENCE

For many consumers, convenience is easily finding and purchasing the products they want.

70% of consumers value the convenience of online grocery shopping (& 55% say home delivery is a key factor).

Competitive Intelligence

Recognize revenue opportunities and identify strategy gaps with retail analytics and competitive intelligence data.

Retailers who monitor data across key competitors win the shopper's dollar. To activate the best price, promotion, and assortment strategy, retail businesses need full coverage data collection.

Think of competitive intelligence as the foundation for your overall strategy. It's detailed market research – focused on your main competitors. The more you know, the more you gain.

Competitive intelligence allows you to increase revenue opportunities because it gives you an understanding of what's happening in the market. With competitive intelligence, you can identify risks, analyze trends, and improve category decisions.

Competitive intelligence provides data-driven insights that support strategic decision making. Retailers can make informed decisions about market expansion, entry, and price changes.

Overall, this is a vital tool for retailers who want to understand the competitive landscape and drive growth.

Imagine this:

You have accurate, comprehensive match coverage across competitor catalogs.
You collect data from hard-to-access sites and hard-to-match categories.
You've eliminated manual mapping and cleansing.

That's the power of competitive intelligence.



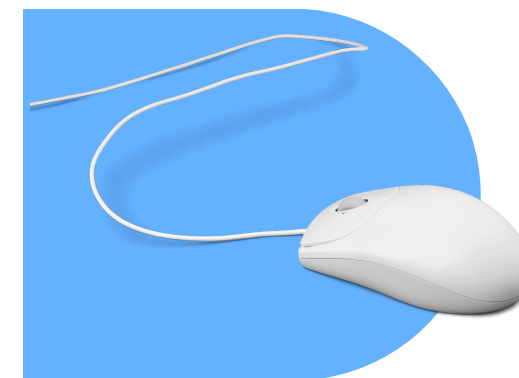
Executive Support

Now that you're ready to use data and analytics to understand the competition, you'll have to secure organizational buy-in. Get your team as excited about zip-code level pricing and assortment data and as you are! Your business will make informed decisions based on accurate and timely market information. Gain executive support by aligning the solution to corporate goals, explaining the data's benefits, providing a clear implementation plan, and building momentum that lead to results.



BENEFITS

RETAILERS ARE ABLE TO INCREASE SALES AND CATALOG SIZE.



IMPLEMENTATION

CUSTOMER SUPPORT AND TRAINING SO YOUR TEAM ADOPTS THE DATA.



ALIGNMENT

TEAMS ACROSS THE ORGANIZATION CAN BENEFIT FROM COMPETITIVE DATA.



PROGRESS

AS YOUR BUSINESS SCALES, CHANGE THE SCOPE OF THE DATA YOU GET.

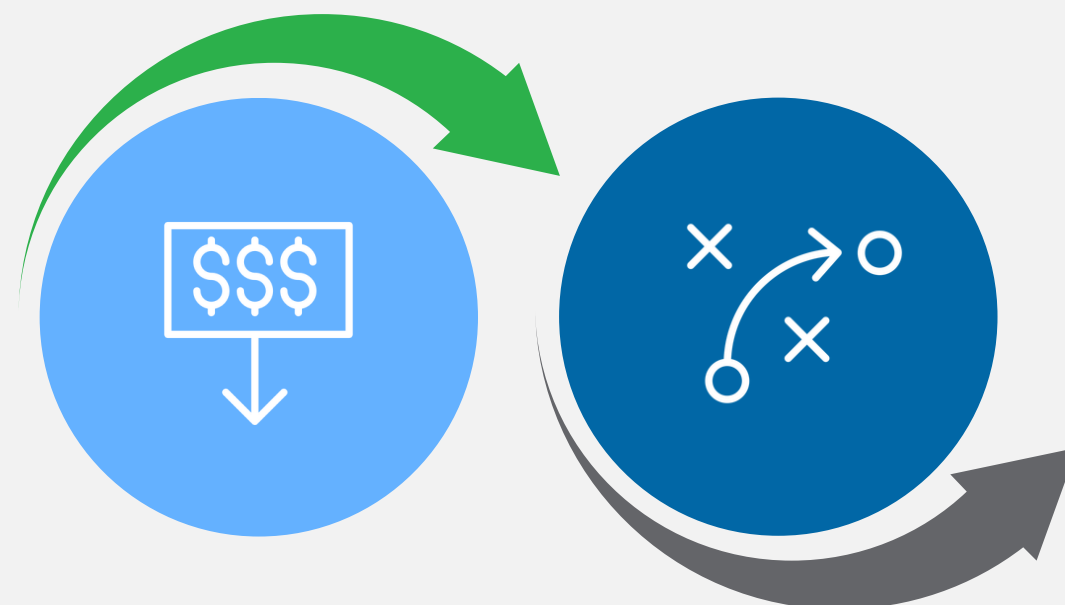
What keeps you up at night?

Data access is blocked
or interrupted



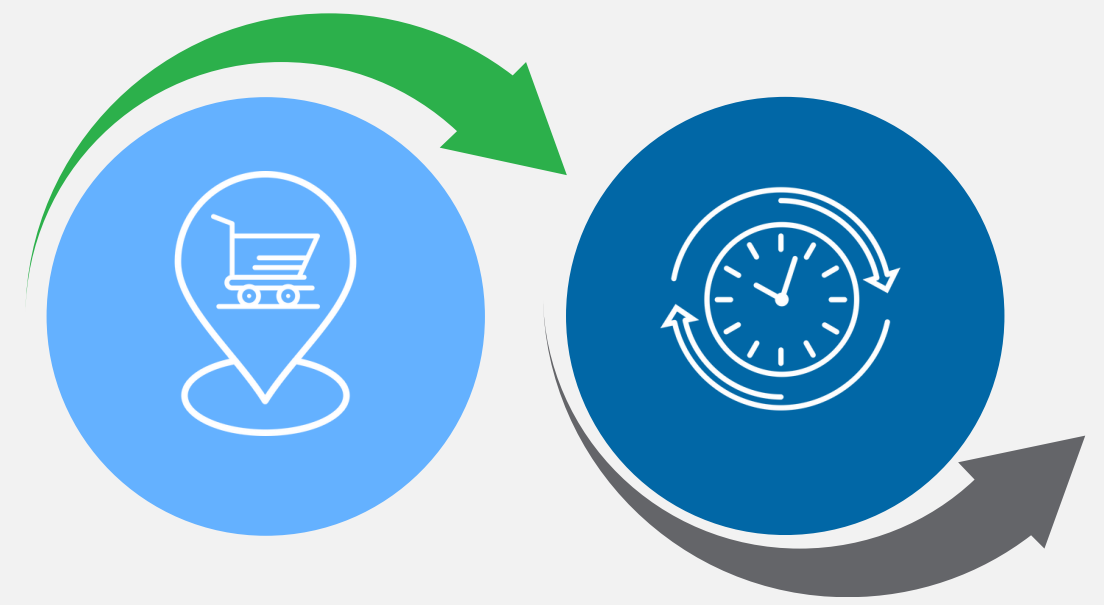
Catalog matching is
inaccurate or incomplete

Blind spots on some
competitors, delivery
providers, or locations



Pricing and assortment
data is delayed

There's a disconnect
between data and
actions



Data audits and cleanses
are time-consuming

How to overcome those challenges

Clear Demand effectively addresses your common challenges. Our promise to you:

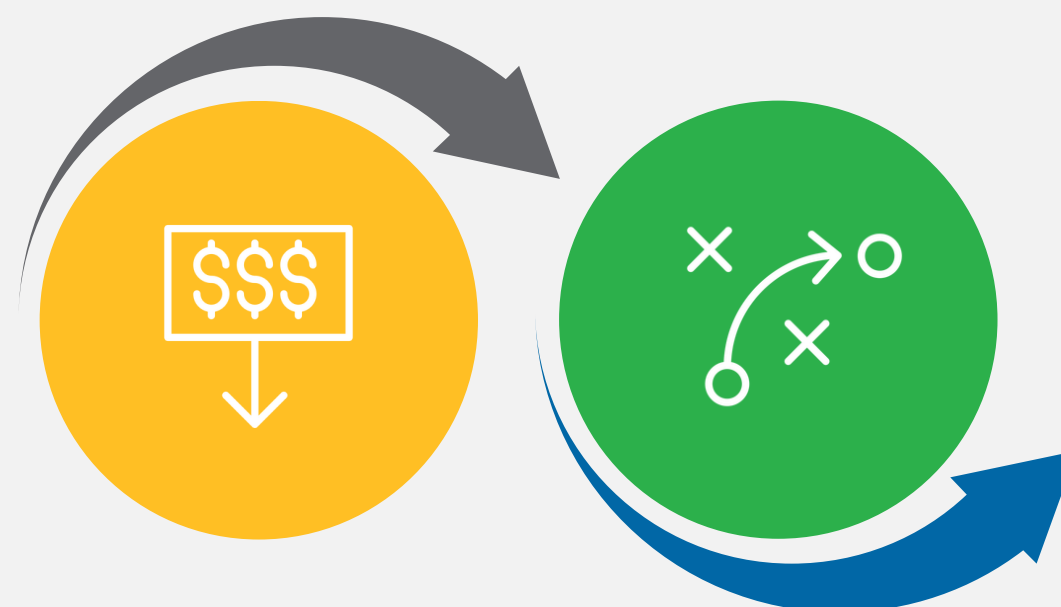
Bypass bots and ensure uninterrupted data flow

Covers every competitor, delivery providers, and location

Turns data into actionable insights



ML-driven for precise product matching and categorization



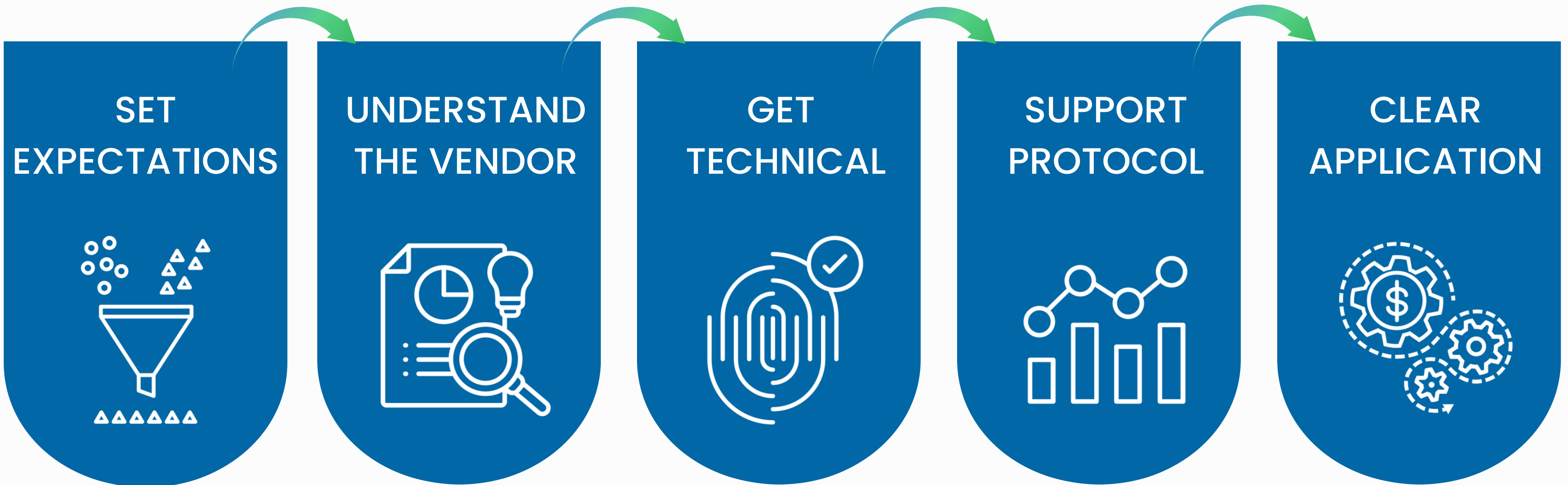
Pricing and assortment data is refreshed and shared as needed



Automation saves time and makes analysis quick

5 Tips on Choosing a Solution

Here are some tips & questions you should ask while vetting retail competitive intelligence data providers.



SET EXPECTATIONS

OUTLINE THE CAPABILITIES YOU'RE LOOKING FOR AND MAP THEM TO YOUR BUSINESS OBJECTIVES.

Ask these questions:

- What challenges would you anticipate for our business? How can you help us overcome those challenges?
- Can we price more competitively against all competition?
- How do we discover what products to carry to increase conversion?
- How do I trust the competitive intelligence data to automate retail operations?
- Will other tech projects internally impact this implementation?

UNDERSTAND THE VENDOR

LEARN HOW EACH DATA PROVIDER PLANS TO ADDRESS YOUR CHALLENGES
AND OBJECTIVES.

Ask these questions:

- How did your business start?
- What makes you different than other competitive intelligence providers?
- Can we reach out to your customer references?
- How will you protect us from risk?

GET TECHNICAL

EXPLORE THE DATA – HOW IS IT COLLECTED, HOW IS IT MATCHED – WHAT FUNCTIONALITY CAN YOU USE.

Ask these questions:

- How do you ensure data quality?
- How accurate are the product matches?
- What should we know about the data collection process?
- Will we receive action-driving analytics using the competitor data collected?
- Can we start with a proof of concept?

SUPPORT PROTOCOL

FIND OUT HOW YOU'LL BE SUPPORTED BEFORE, DURING, AND AFTER IMPLEMENTATION.

Ask these questions:

- Will there be onboarding and training documentation?
- What support channels do you offer?
- Do you provide SLAs?
- How do you handle outages or bots?
- Are there different levels of support?

CLEAR APPLICATION

WORK CLOSELY WITH YOUR DATA VENDOR ON USING YOUR DATA AND
BEST PRACTICES FROM THEIR EXPERIENCE.

Ask these questions:

- How much time should we dedicate to implement this solution?
- What are key milestones to expect?
- Do we receive the data directly from your team?
- How do you prioritize customer feedback for product improvement or new features?
- How often are product enhancements released and when will upgrades be rolled out?

COMPETITIVE INTELLIGENCE SPECIFICS

DATA COLLECTION

- How do you ensure there's no interruption in data collection?
- What data do you extract?

PRODUCT MATCHING

- Will my matches change equal to catalog changes?
- Can you identify matches for similar items? Private labels? Perishables?

SERVICES

- Will you tailor the data to fit our needs?
- Will you work with us closely to meet our business requirements?

REPORTING

- Can you deliver data in different formats?
- Do you provide standard reports?
- Can I customize reports?



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Our commitment to your success doesn't end with implementation. Our relationship is a **partnership**. We're invested in your long-term success and are here to support you every step of the way. We love **solving** complex retail challenges and are excited to see how you'll gain a **competitive edge** with reliable and complete pricing and promotional data.



MATT SHACHTER
HEAD OF REVENUE GROWTH
CLEAR DEMAND

Fundamental Data You Should Track

Accurate data is essential for every retailer's execution strategy. You shouldn't worry about your data's consistency or your provider's scalability.

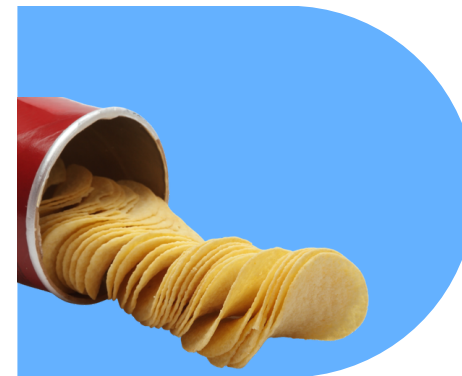
A trusted partner will provide actionable insights that lead to your growth.

The four fundamental datasets you need to track are: price, assortment, promotion, availability.



PRICE

Competitive price monitoring



ASSORTMENT

SKU rationalization/ gap management



PROMOTIONS

Competitive promo detail



AVAILABILITY

Out of stock alerts

Price Monitoring



It's difficult to match across the competitive landscape since product names, SKUs, and images aren't universal. Some retailers disguise their data to make matching more complicated. The biggest challenge for useful price monitoring is incomplete or inaccurate data.



An ML-powered product matching library gives retailers accurate pricing data aligned with your specific business rules. We're able to respond quickly to bot changes and we regularly monitor the changing competitive landscape so you're confident in your data. Monitor competitors' pricing strategies so you can set optimal prices that meet customer expectations.

Promotional Insight



Because promotional data is often delayed and incomplete, most retailers struggle to understand a promotion's performance. It's a struggle to get visibility into competitors' promotional events.



Our competitive intelligence solution is the market's only vertically integrated solution that shows you real-time, accurate promotional activity across selected retailers. By understanding the market's promotional strategies, you can design more effective events and increase sales during key promotional periods.

Assortment Management



With tons of SKUs and limited space on the shelf, managing assortment can be overwhelming. Even in ecommerce, where the aisle never ends, assortment optimization wins the customer's dollar. It can be challenging to determine what products are category drivers and what SKUs aren't meeting expectations.



Capture intraday, store-level data so that you can understand needs in specific markets. Use competitive intelligence data to analyze which products are performing well and which are not. The information helps you optimize your selection to match consumer demand, which will improve sales and loyalty.

Availability Alerts



It's difficult to attain massive amounts of availability data without interruptions. Availability (or out of stock) data is often delivered incomplete, inaccurate, or late which doesn't help retailers control their inventory.



Clear Demand's retail analytics and competitive intelligence sends you data as often as required. Using the data, you can identify opportunities for growth and recognize potential threats. You can trust your view on competitor inventory levels so that you can improve your own processes and reduce costs.

Clear Demand

The end-to-end pricing solution for retail profitability



STRATEGY

- Market analysis
- Competitive data for price, promotion, assortment, and availability



AUTOMATION

- Anti-bot data capture
- Automated pricing workflows
- Integrations with existing systems



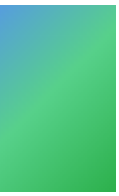
EXECUTION

- Key metrics and performance indicators
- Optimization and demand modeling
- See changes and deviations



EVALUATION

- Comprehensive pricing analytics
- Performance reports



About CLEAR DEMAND



Who We Are

We're revolutionizing retail operations through efficient automation, improving our customers ability to compete and win in the market.

Mission

Clear Demand empowers profitable retail growth through data, machine learning, and automation. Take control of your product, category, and organizational profitability with our end-to-end retail pricing, promotion, and assortment solutions.