

The Business Intelligence Solution for e-commerce



Transparency is the key to new knowledge

The European e-commerce markets are characterised by strong dynamics. Widely branched sales channels and high frequency offer variance require new instruments for market monitoring. PreisHoheit® is software for intelligent monitoring and analysis in e-commerce. Ideal for brand manufacturers.

Based on a defined product portfolio, PreisHoheit® automatically analyses products on any platform according to all available offer and vendor data. Enhanced with complementary information such as product reviews, customer questions and historical data, PreisHoheit® provides the data in a browser based SaaS solution for individual analysis.

PreisHoheit® is a universal solution for all business areas with a multitude of configurable evaluations at product and provider level.

Key Features

> Transparent market monitoring

Discover all the sales parameters of your portfolio in e-commerce. All offers, all vendors on all relevant platforms - view and analyse the channel with comprehensive transparency.

> Product reviews and customer questions

Aggregated information from various portals provides a quick and structured overview of customer satisfaction and interaction quality. Analyse any product deficiencies, or respond directly as Customer Care Management in case of bad reviews.

> Seamless and worldwide

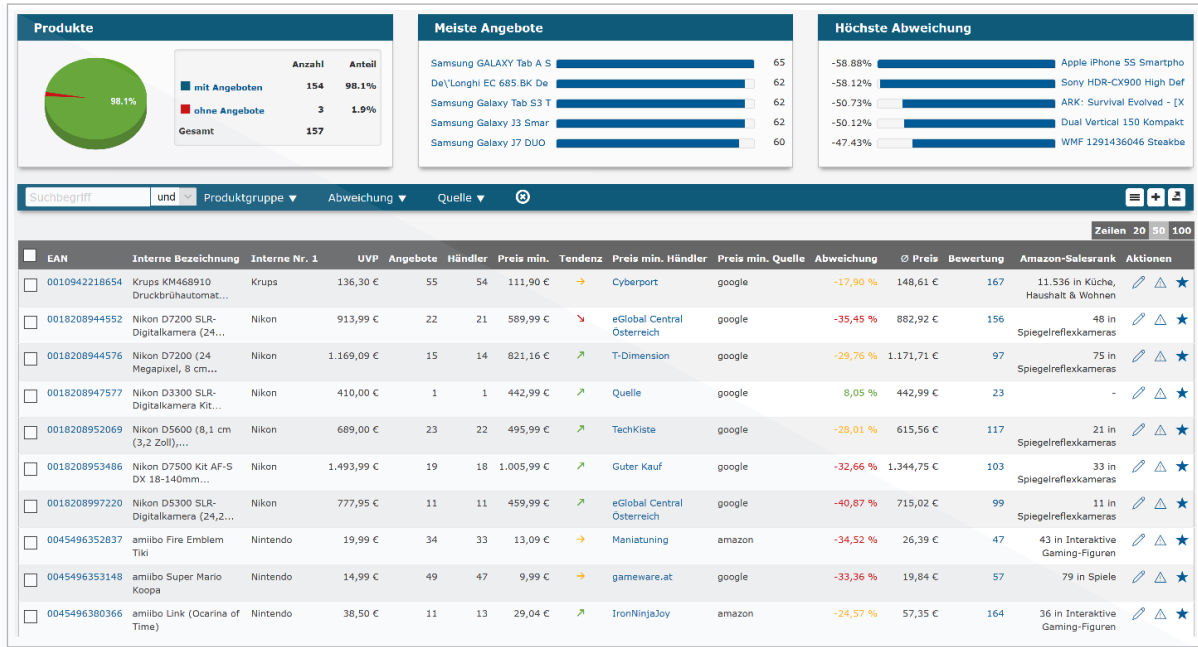
PreisHoheit® generates your data on over 100 relevant marketplaces in Europe and North America. Select your platforms for the best possible monitoring, or tell us your individual desired source.

Product and offer analysis

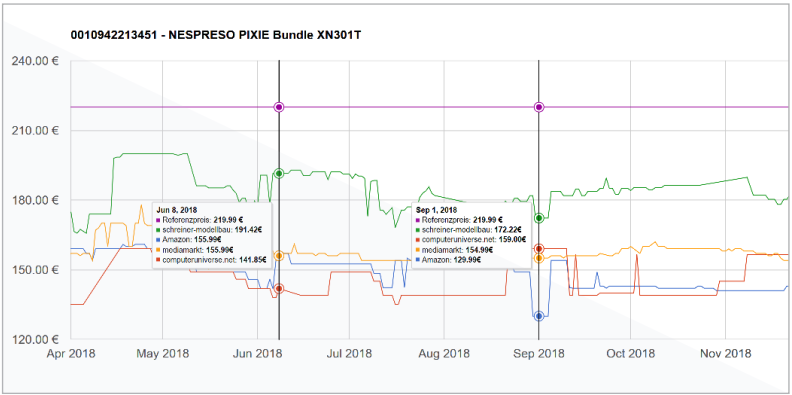
Control and valuation of market prices

The analysis of current products is one of the main features of PreisHoheit®. Detailed parameters, such as market prices of products, availability, supply density, homogeneity of the supply structure and the deviation of offers from the RRP, allow the precise analysis of the status quo both nationally and internationally.

The free movement of goods within the European single market usually requires control and adjustment of the price level in order to ensure a stable flow of goods. Independently acting national companies with different sales models often lead to inconsistent price points.



The selective control of official promotions, or specially advertised products, is based on a detailed product review. The graphical representation of historical price curves at vendor level supports PreisHoheit® in campaign reporting.



Product reviews and customer questions

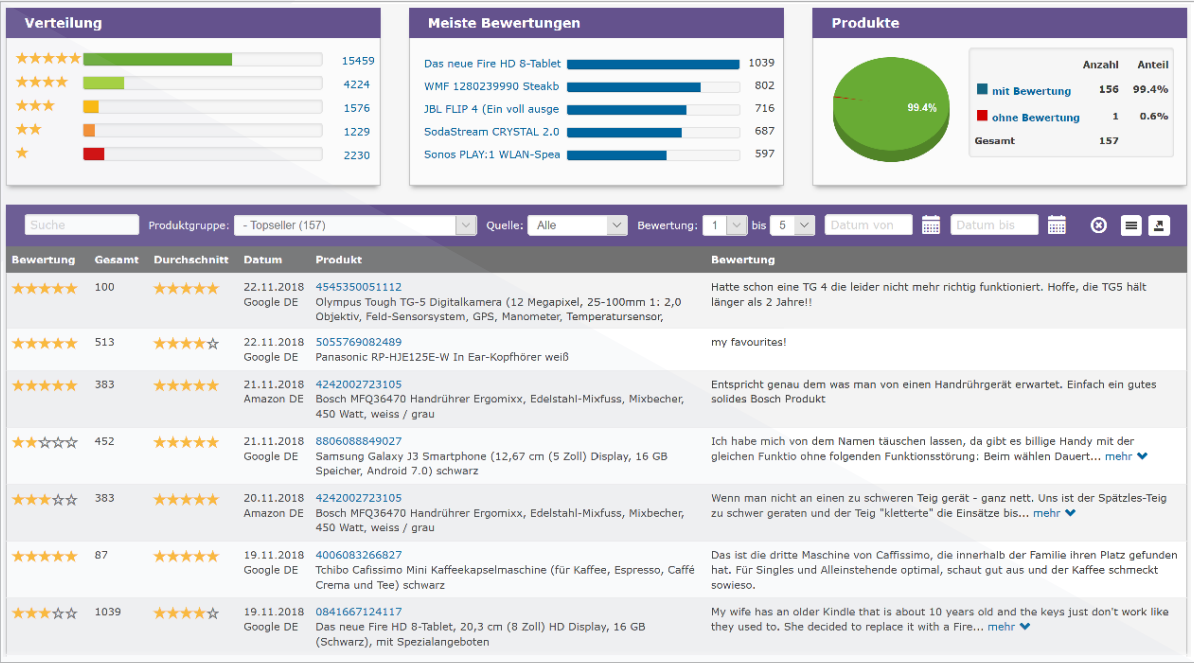
The new currency in e-commerce

Product evaluations are becoming increasingly important. Already referred to as “hard currency”, they have a lasting influence on the reputation and the purchasing behaviour.

In addition to the observation and analysis of product reviews and customer questions, companies also rely on direct interaction via customer care management. Especially negative product reviews should not be left uncommented if they are based on the lack of knowledge of the customer regarding the product.

Furthermore, potential customers receive a positive impression of the service behaviour of a manufacturer. Recurring criticism of products or features offer opportunities to optimise products, or to adapt better the following generations of a product to customer requirements.

The active response to customer questions also provides the opportunity to generate relevant content and to strengthen the perception and positioning of your brand.



Always up to date!

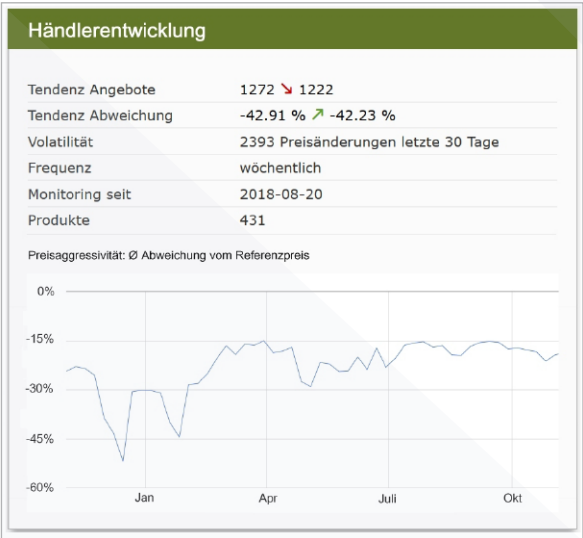
Receive automatic alerts when new reviews or retailers are found, or price thresholds are undercut.

Vendor analysis

Monitoring for selective sales concepts

PriceHoheit® provides a cumulative vendor summary that breaks down all providers in the portfolio at a glance.

This allows the analysis of the entire e-commerce diversity of providers according to portfolio density, pricing aggression, distribution of quotas and platform presence. The individual grouping of providers allows the control of selective sales models and sales channels. The implementation and adherence to authorisation and partner concepts can be checked transparently.



Meiste Angebote			Meiste Preisführer			Höchste Ø-Abweichung (5+ Angebote)		
Amazon	1820		Amazon	409		-49.55%	MMOGA	
CHECK24	957		idealo.de	264		-48.58%	ThoreBaumannMedie	
Rakuten	879		CHECK24	212		-47.05%	Mabuseller	
computeruniverse.n	607		Amazon.de - Amazo	137		-41.71%	EnterElec Preise inkl.	
OTTO	601		bueroMarkt-ag.de	66		-40.63%	VideoManiac	

Produktgruppe: Alle Gruppe 1: Alle Gruppe 2: Alle Abweichung: Alle Quelle: Alle

Händler (Stand 10:00)	Gruppe 1	Gruppe 2	Angebote ▼	Produkte	Preisführer	Anteil Preisführer	grün	gelb	rot	Bewertung	Ø Abweichung	Max .Abweichung	Aktion
Amazon	E-Commerce	E-Commerce	1820	1184	409	22%	704	1022	94	★★★★★	-3.95 %	-81.83 %	⚙
CHECK24	E-Commerce	Plattform	957	957	212	22%	322	566	69	★★★★★	-5.30 %	-83.41 %	⚙
Rakuten	E-Commerce	Plattform	879	879	23	3%	712	149	18	★★★★☆	36.56 %	-71.21 %	⚙
computeruniverse.net	E-Commerce	E-Commerce	607	516	40	7%	311	283	13	★★★★★	3.08 %	-55.34 %	⚙
OTTO	E-Commerce	Katalogversender	601	601	43	7%	277	317	7	★★★★☆	0.69 %	-50.46 %	⚙
ejoker	E-Commerce	E-Commerce	570	482	0	0%	453	109	8	★★★★★	15.30 %	-50.25 %	⚙
mediamarkt	E-Commerce	Stationär	545	545	32	6%	266	247	32	★★★★★	-0.95 %	-79.08 %	⚙
idealo.de	E-Commerce	Plattform	451	451	264	59%	89	330	32	★★★★★	-10.70 %	-56.21 %	⚙
Taufhäus	E-Commerce	E-Commerce	445	445	0	0%	430	12	3	★★★★☆	54.02 %	-61.92 %	⚙
Amazon.de - Amazon.de-Seller	E-Commerce	Marktplatz	412	412	137	33%	208	173	31	★★★★☆	57.76 %	-66.12 %	⚙
conrad_electronic	E-Commerce	Stationär	393	314	9	2%	258	122	13	★★★★★	4.08 %	-81.83 %	⚙
Voelkner	E-Commerce	E-Commerce	388	311	24	6%	203	162	23	★★★★★	0.21 %	-81.83 %	⚙

The detailed view of a vendor provides information about tendencies and developments of the goods offered. Relevant data regarding portfolio coverage and price level changes allow an ad hoc analysis of the qualitative inventory of the provider.



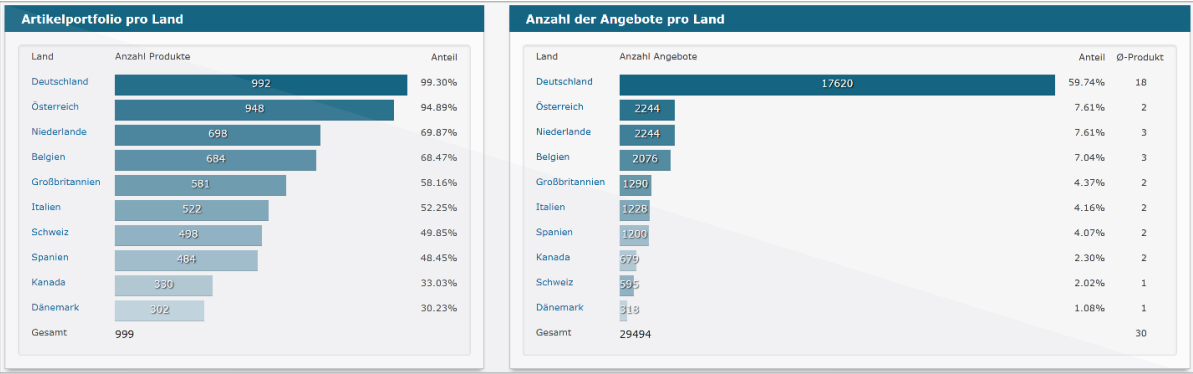
Performance analyses

Evaluations with individual focus

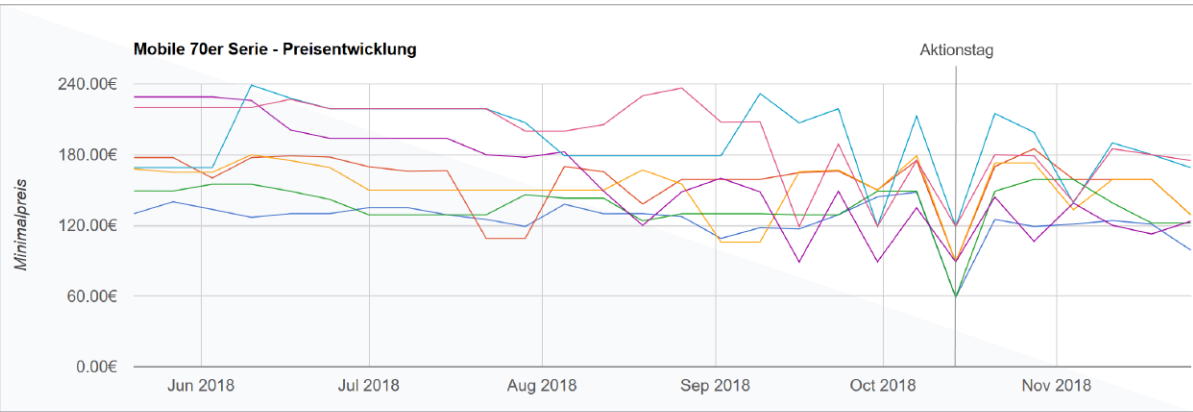
The “KPI” and “Performance analysis” features integrated into PreisHoheit® enable individual evaluations on a product and provider basis. Depending on the sector, different marketplaces are relevant for the trade.

PriceHoheit® generates a comprehensive overview of the market via ad-hoc analyses. The product performance serves as a central analysis component in the evaluation of product attractiveness.

Follow-up or accompanying conditions such as bonuses or promotion rebates are partly included in the pricing in offers. Explicit campaign monitoring sheds light on how vendors in e-commerce implement a campaign of a manufacturer. Focus products and defined retailer groups can be historically evaluated and graphically displayed in terms of critical sizes. The configurable analyses with export function support the platform and country specific control of the product portfolio.



Statistical evaluation of the coverage of the product portfolio according to country and offers.



The documentation of general price developments and the presentation of price points during promotional periods are carried out on a product basis.



Last but not least ...

> Premium Support

We believe in individual and personal support. Quickly and competently we take care of your concerns - contact us by phone or email.

> Agile development

PreisHoheit® is continuously being developed using agile methods. We always rely on your input to achieve this. We gladly accept customer requests and check individual or global integration.

> Total flexibility

Through a variety of interfaces, all data from PreisHoheit® is available to you in real time for your BI, Goods management system or ERP. Or just use our browser plug-in for example for Amazon or Google Shopping.

References

PreisHoheit® has analysed e-commerce for years and creates transparency for manufacturers and vendors.

Extensive know-how for the data collection, analysis and interpretation of market data distinguishes us. Our data are operational and strategic bases for decision making regarding the core questions of pricing and range policy for companies.

We are driven by the continuous optimisation of our existing technologies and the conception of new product fields with the goal of progressive development as a service provider for manufacturers and retailers. PreisHoheit provides a reliable overview of the online market in Germany, Europe and worldwide. Numerous studies, such as for ZDF-WISO and renowned market research institutes, use our data and analyses.

Samsonite®

TomTom

tretwerk®

WMF

SEIKO

DELTA LIGHT®

SLV



Give us a try!

Learn more about your individual competitive advantage with PreisHoheit®!

Experience PreisHoheit® completely without obligation and the full range of features over a period of **up to 4 weeks**. To do so we import up to 100 data records of your product data and provide you with a live account. Do you have any questions about our service, or would you like a personal consultation? Just contact us and arrange a detailed consultation appointment.

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PreisHoheit®



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