

The Business Intelligence Solution for e-commerce



Transparency is the key to new knowledge

The e-commerce markets are characterised by strong dynamics. Widely branched sales channels and high-frequency price changes require new tools for market monitoring.

PreisHoheit® is the 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

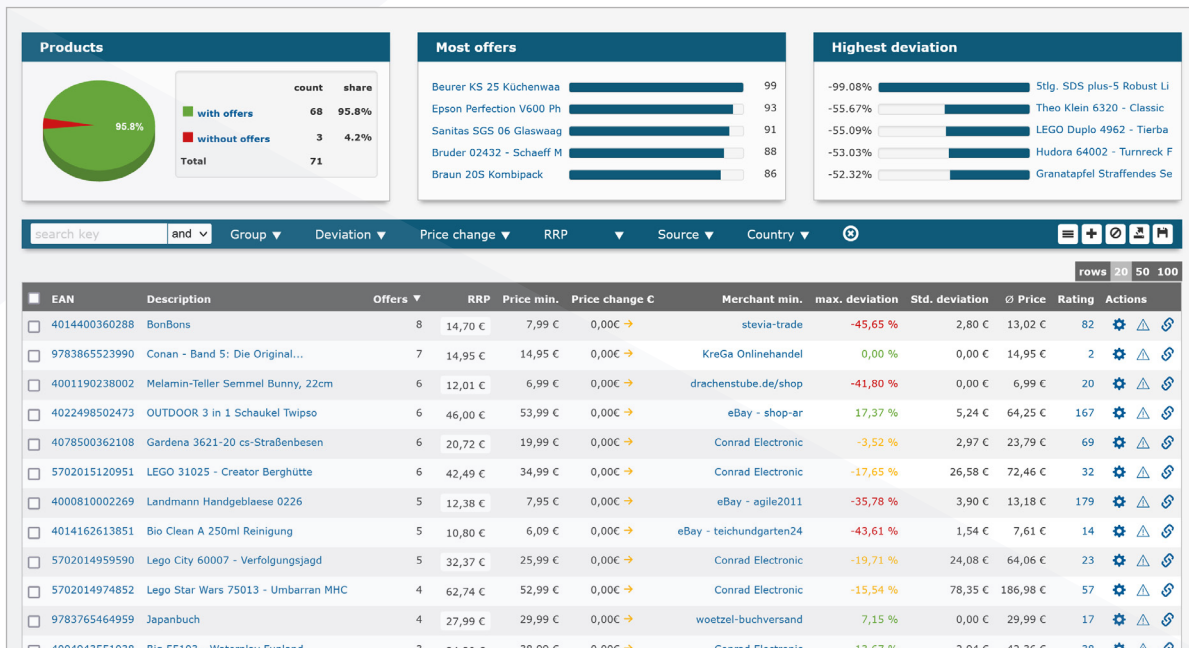
- > Transparent market monitoring**
Discover all the sales parameters of your portfolio in e-commerce. All offers, all vendors on all relevant platforms - view and analyse the channel with comprehensive transparency.
- > Product reviews and customer questions**
Aggregated information from various portals provides a quick and structured overview of customer satisfaction and interaction quality. Analyse any product deficiencies, or respond directly on customer questions.
- > Seamless and worldwide**
PreisHoheit® generates your data on over 150 relevant marketplaces all over the world. 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

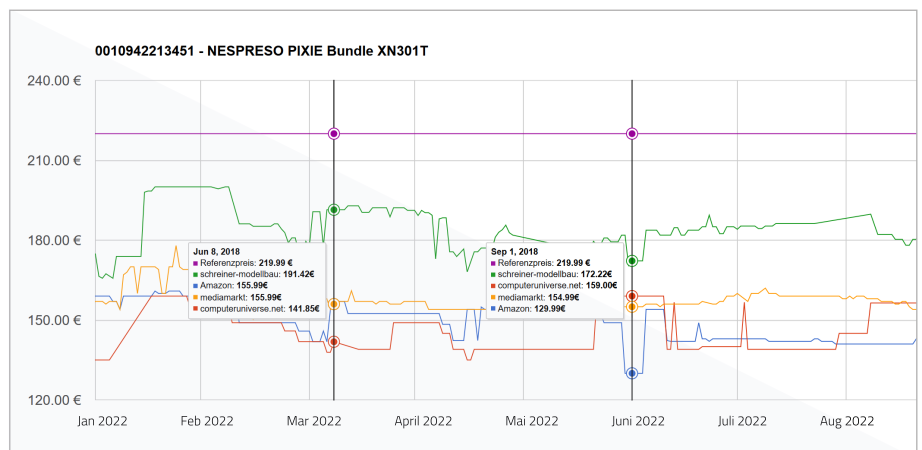
The analysis of current products is one of the main features of PreisHoheit®. Detailed parameters, such as market prices of products, availability, supply density, homogeneity of the supply structure and the deviation of offers from the RRP, allow the precise analysis of the status quo both nationally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



Price development

The Analysis of historical prices allows the evaluation of changes at vendor level and the identification of price drivers. This feature supports also campaign reporting and monitoring on advertised products.



Product reviews

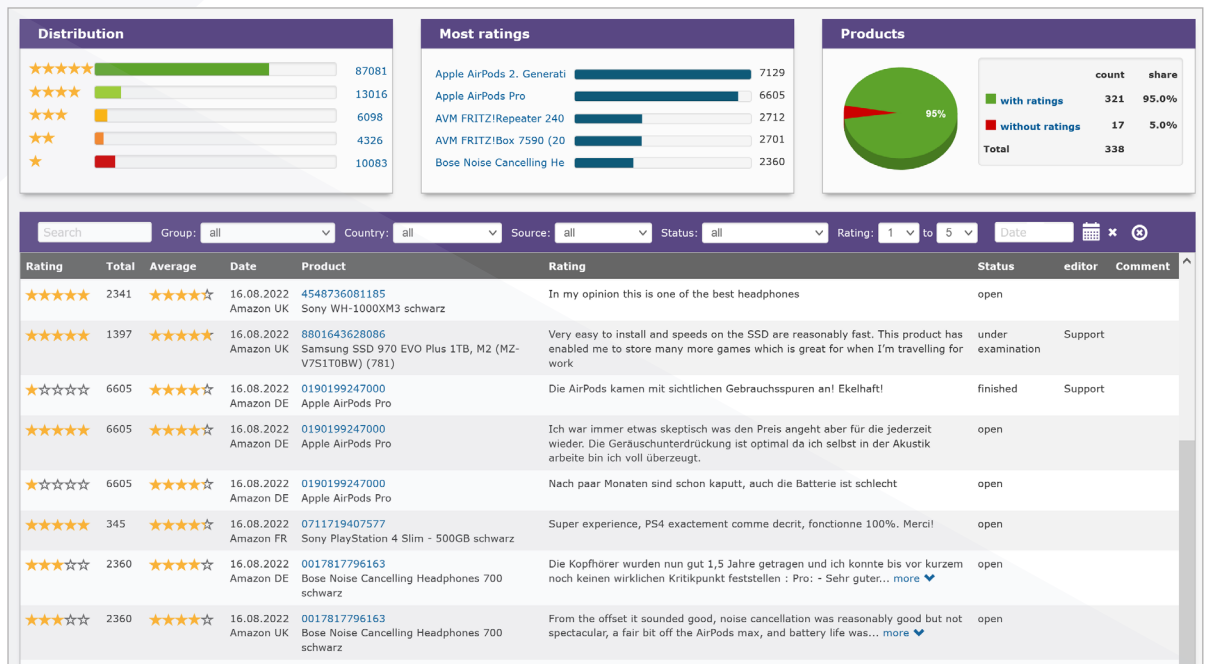
The new currency in e-commerce

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, 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 cus-

tomers 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 reviews 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

PreisHoheit® 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.



Most offers

galaxus	2844
eBay - allegode	2291
Amazon	2220
Amazon über Geizha	2204
Amazon über Idealo	2131

Most price leaders

Amazon	392
Amazon über Geizha	381
Amazon über Idealo	358
eBay - allegode	240
sopo.at	203

max. Ø-deviation (5+ offers)

-72.57%	eBay - tronyq
-61.30%	brabanat
-60.63%	smdv.de
-59.07%	Amazon Marketplace
-56.30%	Amazon Marketplace

Search: [] Group: [] Group 1: [] Group 2: [] Deviation: [] Source: []

Merchant (reported 13:00)	Sources	Offers	Products	Price leader	Price leader quota	green	yellow	red	Ø rating	Ø deviation	Max. deviation	action
Hausrat-Online	Amazon DE, Geizhals DE	332	205	2	0.98%	69	167	96	★★★★★	-11.80 %	-53.44 %	⚙️
Tritschler - Ihr Fachhändler	Amazon DE	327	327	1	0.31%	309	8	10	★★★★★	-0.35 %	-39.72 %	⚙️
yomonda.de	Idealo DE	327	327	84	25.69%	29	34	264	★★★☆☆	-29.38 %	-69.41 %	⚙️
proshop.de	Geizhals DE, Idealo DE	324	168	8	4.76%	18	102	204	★★★★☆	-23.20 %	-65.55 %	⚙️
eBay - NZ-ONLINE	Geizhals DE	321	318	3	0.94%	41	219	61	★★★★☆	-10.46 %	-58.91 %	⚙️
moebel-shop.de	Idealo DE	320	320	3	0.94%	26	250	44	★★★★☆	-5.34 %	-55.61 %	⚙️
daume.com	Idealo DE	320	318	9	2.83%	295	15	10	★★★★★	0.71 %	-42.86 %	⚙️
ejoker.de	Geizhals DE, Idealo DE	320	167	2	1.20%	13	147	160	★★★★☆	-20.56 %	-76.88 %	⚙️
digitalo.de	Geizhals DE, Idealo DE	315	169	17	10.06%	10	58	247	★★★★★	-28.73 %	-83.76 %	⚙️
voelkner.de	Geizhals DE, Idealo DE	315	169	18	10.65%	10	53	252	★★★★★	-29.42 %	-83.76 %	⚙️
Tischdecken & Ambiente	Geizhals DE	312	312	7	2.24%	9	196	107	★★★★☆	-18.10 %	-52.60 %	⚙️
Körmann	Amazon DE, Geizhals DE, Idealo DE	312	231	0	0.00%	274	24	14	★★★★★	-1.11 %	-39.51 %	⚙️
kochexperte.com	Idealo DE	310	310	10	3.23%	59	177	74	★★★★★	-5.72 %	-49.46 %	⚙️
ComStern.de	Geizhals DE, Idealo DE	305	300	3	1.00%	184	82	39	★★★★★	9.80 %	-54.73 %	⚙️

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

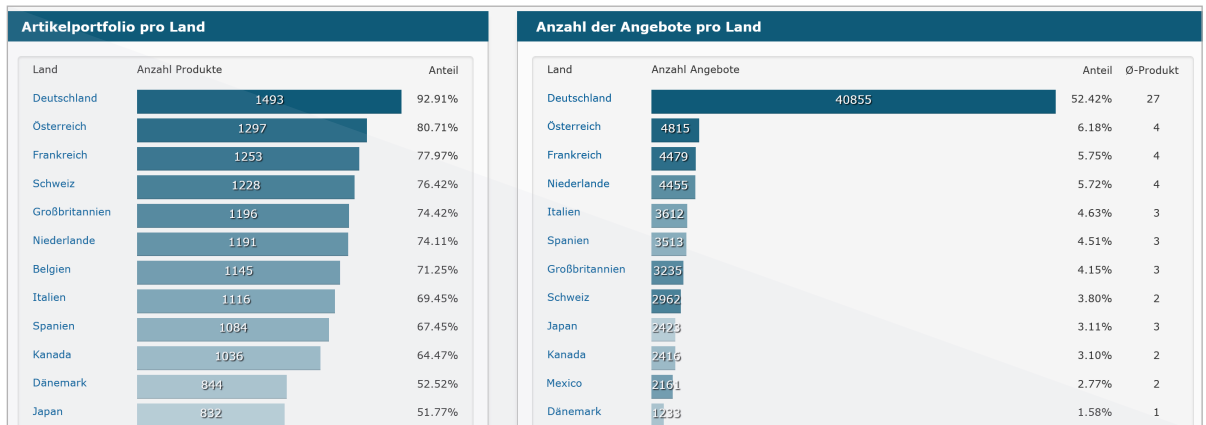
Evaluations with individual focus

The "KPI" and "Performance analysis" features integrated into PreisHoheit® enable individual evaluations on selected products and merchants. Depending on the industry, different market-places can be integrated into the analysis.

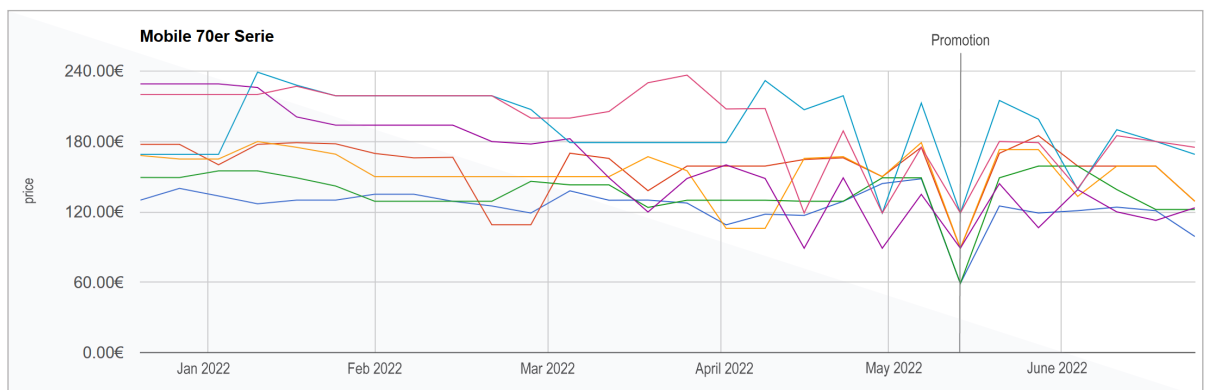
PriceHoheit® generates a comprehensive overview of the market via ad-hoc analyses. The product performance serves as a central analysis component in the evaluation of product attractiveness.

Follow-up or accompanying conditions such as bonuses or promotional discounts 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 any time 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 e.g. for Amazon or Google Shopping.

References

PriceHoheit® has analysed e-commerce data for years and creates transparency for both manufacturers and vendors.

Extensive know-how for the data collection, analysis and interpretation of market data distinguishes us. Our data is 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 world wide. Numerous studies, such as for ZDF-WISO and renowned market research institutes, use our data and analyses.

Samsonite®

TOMTOM

DURABLE

WMF

SEIKO

scheppach

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 4 weeks on up to 100 products.

Do you have any questions about our service, or would you like a personal consultation? Just contact us:

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