# PreisHoheit®

# 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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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

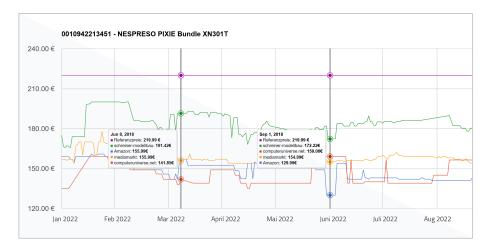
#### Control and valuation of market prices

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.

| Products      |                                     |        | Most offe      | rs          |                       |                         | Highest de     | viation        |          |            |           |       |
|---------------|-------------------------------------|--------|----------------|-------------|-----------------------|-------------------------|----------------|----------------|----------|------------|-----------|-------|
|               | count share                         |        | Beurer KS 25   | Küchenwaa   |                       | 99                      | -99.08%        |                | 5tlg     | . SDS plu  | s-5 Robi  | ust I |
|               | with offers 68 95.8%                |        | Epson Perfecti | on V600 Ph  |                       | 93                      | -55.67%        |                | The      | o Klein 63 | 320 - Cla | issic |
| 95.8          | without offers 3 4.2%               |        | Sanitas SGS 0  | 6 Glaswaag  |                       | 91                      | -55.09%        |                | LEG      | O Duplo    | 4962 - Ti | ierb  |
|               | Total 71                            |        | Bruder 02432   | - Schaeff M |                       | 88                      | -53.03%        |                | Hud      | lora 6400  | 2 - Turnr | reck  |
|               |                                     |        | Braun 20S Kor  | mbipack     |                       | 86                      | -52.32%        |                | Gra      | natapfel S | traffend  | es :  |
| search key    | and ∨ Group ▼ Deviation ▼           | Р      | Price change ' | 🗸 RRP       | • •                   | Source 🔻 Country 🔻      | 8              |                |          | = +        | 0 4       | ŀ     |
|               |                                     |        |                |             |                       |                         |                | _              |          |            | s 20 50   |       |
| EAN           | Description Off                     | fers ▼ | RRP            | Price min.  | Price change C        | Merchant min.           | max. deviation | Std. deviation | Ø Price  | Rating     |           | -     |
| 4014400360288 | BonBons                             | 8      | 14,70 €        | 7,99 €      | 0,00€ →               | stevia-trade            | -45,65 %       | 2,80 €         | 13,02 €  | 82         | ۵ ۵       | Δ     |
| 9783865523990 | Conan - Band 5: Die Original        | 7      | 14,95 €        | 14,95 €     | 0,00€ →               | KreGa Onlinehandel      | 0,00 %         | 0,00 €         | 14,95€   | 2          | ₽ ∆       | Δ     |
| 4001190238002 | Melamin-Teller Semmel Bunny, 22cm   | 6      | 12,01 €        | 6,99€       | 0,00€ →               | drachenstube.de/shop    | -41,80 %       | 0,00 €         | 6,99€    | 20         | ۵ 🗘       | Δ     |
| 4022498502473 | OUTDOOR 3 in 1 Schaukel Twipso      | 6      | 46,00 €        | 53,99 €     | 0,00€ →               | eBay - shop-ar          | 17,37 %        | 5,24 €         | 64,25 €  | 167        | ¢ ∆       | Δ     |
| 4078500362108 | Gardena 3621-20 cs-Straßenbesen     | 6      | 20,72 €        | 19,99 €     | 0,00€ →               | Conrad Electronic       | -3,52 %        | 2,97 €         | 23,79 €  | 69         | ۵ 🗘       | Δ     |
| 5702015120951 | LEGO 31025 - Creator Berghütte      | 6      | 42,49 €        | 34,99 €     | 0,00€ →               | Conrad Electronic       | -17,65 %       | 26,58 C        | 72,46 C  | 32         | ۵ 🗘       | Δ     |
| 4000810002269 | Landmann Handgeblaese 0226          | 5      | 12,38 €        | 7,95 €      | 0,00C <del>&gt;</del> | eBay - agile2011        | -35,78 %       | 3,90 €         | 13,18 €  | 179        | ۵ ۵       | Δ     |
| 4014162613851 | Bio Clean A 250ml Reinigung         | 5      | 10,80 €        | 6,09 €      | 0,00€ →               | eBay - teichundgarten24 | -43,61 %       | 1,54 €         | 7,61€    | 14         | ۵ ۵       | Δ     |
| 5702014959590 | Lego City 60007 - Verfolgungsjagd   | 5      | 32,37 €        | 25,99 €     | 0,00€ →               | Conrad Electronic       | -19,71 %       | 24,08 €        | 64,06 €  | 23         | ¢ ∆       | Δ     |
| 5702014974852 | Lego Star Wars 75013 - Umbarran MHC | 4      | 62,74 €        | 52,99 €     | 0,00€ →               | Conrad Electronic       | -15,54 %       | 78,35 €        | 186,98 € | 57         | ¢ ∆       | Δ     |
| 9783765464959 | Japanbuch                           | 4      | 27,99 €        | 29,99 €     | 0,00€ →               | woetzel-buchversand     | 7,15 %         | 0,00 €         | 29,99 €  | 17         | ۵ ۵       | Δ     |
|               | Big 55103 - Waterplay Eupland       | 3      | 24.20.0        | 38 00 0     | 0.000 ->              | Conrad Electronic       | 13.67.%        | 2.04.6         | 42 36 C  | 38         | * *       |       |

#### 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 increasing 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 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 reviews also provides the opportunity to generate relevant content and to strengthen the perception and positioning of your brand.

| Distribut          | tion  |                     |      |   | Most ratings  |   |                                      | Products  |  |                           |                        |
|--------------------|-------|---------------------|------|---|---|---|--------------------------------------|---|--|---------------------------|------------------------|
| ****<br>****<br>** |       |                     |      | 87081<br>13016<br>6098<br>4326<br>10083                 | Apple AirPods 2. Ger<br>Apple AirPods Pro<br>AVM FRITZIRepeater<br>AVM FRITZIBox 7590<br>Bose Noise Cancellin | 240 (20 (20 )   | 7129<br>6605<br>2712<br>2701<br>2360 | 95%   | <ul> <li>with ratings</li> <li>without ratings</li> <li>Total</li> </ul> | count<br>321<br>17<br>338 | share<br>95.0%<br>5.0% |
| Search             | _     | Group: all          |      | ✓ Country: all  | ✓ Sourc   | e: all 🗸 Stat   | us: all                              | ∨ Rating: 1 ∨ to 5 ∨  | Date   | ii × i                    | 8                      |
| Rating             | Total | Average             | Date | Product   |   | Rating  |                                      |   | Status edi   | tor Coi                   | mment                  |
| *****              | 2341  | *****               |      | 4548736081185<br>Sony WH-1000XM3 sch                    | warz  | In my opinion this is one o   | of the best headphones               |   | open   |                           |                        |
| *****              | 1397  | *****               |      | 8801643628086<br>Samsung SSD 970 EVO<br>V7S1T0BW) (781) | Plus 1TB, M2 (MZ-   |   |                                      | onably fast. This product has<br>at for when I'm travelling for |  | port                      |                        |
| *****              | 6605  | ★★★★☆               |      | 0190199247000<br>Apple AirPods Pro                      |   | Die AirPods kamen mit sic   | htlichen Gebrauchsspuren             | an! Ekelhaft!   | finished Sup   | port                      |                        |
| *****              | 6605  | *****               |      | 0190199247000<br>Apple AirPods Pro                      |   | Ich war immer etwas skep<br>wieder. Die Geräuschunte<br>arbeite bin ich voll überze | rdrückung ist optimal da io          |   | open   |                           |                        |
| *****              | 6605  | ★★★★☆               |      | 0190199247000<br>Apple AirPods Pro                      |   | Nach paar Monaten sind s  | chon kaputt, auch die Batt           | erie ist schlecht   | open   |                           |                        |
| *****              | 345   | ★★★★☆               |      | 0711719407577<br>Sony PlayStation 4 Slim                | - 500GB schwarz   | Super experience, PS4 ex  | actement comme decrit, fo            | onctionne 100%. Merci!  | open   |                           |                        |
| <b>★★★</b> ☆☆      | 2360  | <mark>★★★</mark> ★☆ |      | 0017817796163<br>Bose Noise Cancelling H<br>schwarz     | leadphones 700  | Die Kopfhörer wurden nur<br>noch keinen wirklichen Kr                               |                                      | nd ich konnte bis vor kurzem<br>- Sehr guter more 🂙             | open   |                           |                        |
| <mark>★★★☆☆</mark> | 2360  | <mark>★★★</mark> ★☆ |      | 0017817796163<br>Bose Noise Cancelling H<br>schwarz     | leadphones 700  | From the offset it sounded spectacular, a fair bit off t                            |                                      | was reasonably good but not<br>ry life was more 🂙               | open   |                           |                        |



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



### Vendor analysis

#### Monitoring for selective sales concepts

#### PreisHoheit<sup>®</sup> 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  |                                      | Most     | price lead                                 | ers          |                    |                                 |        | max  | . Ø-deviati | on (5+ offei | rs)  |
|--|--------------------------------------|----------|--|--------------|--------------------|---------------------------------|--------|--|-------------|--------------|--|
| galaxus eBay - allegode eMay - allegode eMazon eMazon eMazon über Geizha eMazon über Idealo eMazon über Idealo eMazon eMa | 2844<br>2291<br>2220<br>2204<br>2131 | Amazor   | n über Geizha<br>n über Idealo<br>allegode |              | -                  | 392<br>381<br>358<br>240<br>203 |        | -72.57<br>-61.30<br>-60.63<br>-59.07<br>-56.30 | %           |              | eBay - tronyq<br>brabanat<br>smdv.de<br>Amazon Market<br>Amazon Market |
| Search   | Group ▼ Group 1 ▼ Grou               | p 2 🔻    | Deviation 🔻                                | Source       | • 🙁                |                                 |        |  |             |              |  |
| Merchant (reported 13:00)  | Sources                              | Offers 🔻 | Products                                   | Price leader | Price leader quota | green                           | yellow | red  | Ø rating    | Ø deviation  | rows 20 5<br>Max. deviation act  |
| Hausrat-Online   | Amazon DE, Geizhals DE               | 332      | 205  | 2            | 0.98%              | 69                              | 167    | 96   | *****       | -11.80 %     | -53.44 % 🏠   |
| Fritschler - 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 % 🔅   |
| Bay - NZ-ONLINE  | Geizhals DE                          | 321      | 318  | 3            | 0.94%              | 41                              | 219    | 61   |             | -10.46 %     | -58.91 % 🛟   |
| noebel-shop.de   | Idealo DE                            | 320      | 320  | 3            | 0.94%              | 26                              | 250    | 44   | *****       | -5.34 %      | -55.61 % 🛟   |
| laume.com  | Idealo DE                            | 320      | 318  | 9            | 2.83%              | 295                             | 15     | 10   | ****        | 0.71 %       | -42.86 %   |
| joker.de   | Geizhals DE, Idealo DE               | 320      | 167  | 2            | 1.20%              | 13                              | 147    | 160  | *****       | -20.56 %     | -76.88 % 🍄   |
| ligitalo.de  | Geizhals DE, Idealo DE               | 315      | 169  | 17           | 10.06%             | 10                              | 58     | 247  | ****        | -28.73 %     | -83.76 % 🏚   |
| oelkner.de   | Geizhals DE, Idealo DE               | 315      | 169  | 18           | 10.65%             | 10                              | 53     | 252  | ****        | -29.42 %     | -83.76 % 🔅   |
| ischideen & Ambiente   | Geizhals DE                          | 312      | 312  | 7            | 2.24%              | 9                               | 196    | 107  |             | -18.10 %     | -52.60 % 🔅   |
| örmann   | Amazon DE, Geizhals DE, Idealo DE    | 312      | 231  | 0            | 0.00%              | 274                             | 24     | 14   | *****       | -1.11 %      | -39.51 % 🛟   |
| ochexperte.com   | Idealo DE                            | 310      | 310  | 10           | 3.23%              | 59                              | 177    | 74   | ****        | -5.72 %      | -49.46 % 🏘   |
|  |                                      |          |  |              |                    |                                 |        |  |             |              | -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

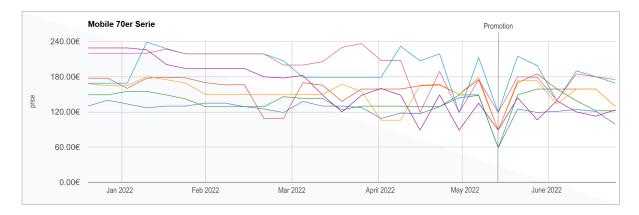
The "KPI"" and "Performance analysis" features integrated into PreisHoheit® enable individual evaluations on selected products and merchants. Depending on the industry, different marketplaces can be integrated into the analysis.

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.

| tikelportfolio | pro Land        |        | Anzahl der Angebote pro Land |                 |        |           |  |
|----------------|-----------------|--------|------------------------------|-----------------|--------|-----------|--|
| Land .         | Anzahl Produkte | Anteil | Land                         | Anzahl Angebote | Antei  | l Ø-Produ |  |
| Deutschland    | 1493            | 92.91% | Deutschland                  | 40855           | 52.42% | 27        |  |
| Österreich     | 1297            | 80.71% | Österreich                   | 4815            | 6.18%  | 4         |  |
| Frankreich     | 1253            | 77.97% | Frankreich                   | 4479            | 5.75%  | 4         |  |
| Schweiz        | 1228            | 76.42% | Niederlande                  | 4455            | 5.72%  | 4         |  |
| Großbritannien | 1196            | 74.42% | Italien                      | 3612            | 4.63%  | 3         |  |
| Niederlande    | 1191            | 74.11% | Spanien                      | 3513            | 4.51%  | 3         |  |
| Belgien        | 1145            | 71.25% | Großbritannien               | 3235            | 4.15%  | 3         |  |
| Italien        | 1116            | 69.45% | Schweiz                      | 2962            | 3.80%  | 2         |  |
| Spanien        | 1084            | 67.45% | Japan                        | 2423            | 3.11%  | 3         |  |
| Kanada         | 1036            | 64.47% | Kanada                       | 2415            | 3.10%  | 2         |  |
| Dänemark       | 844             | 52.52% | Mexico                       | 2161            | 2.77%  | 2         |  |
| Japan          | 832             | 51.77% | Dänemark                     | 1233            | 1.58%  | 1         |  |

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<sup>®</sup> 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<sup>®</sup> 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.





### Give us a try!

### Learn more about your individual competitive advantage with PreisHoheit®!

Experience PreisHoheit<sup>®</sup> completely without obligation and the full range of features over a period of 4 weeks an 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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# PreisHoheit®

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