



John Wannamaker,
marketing pioneer:

**"I know half the
money I spend
on advertising is
wasted, but I do not
know which half."**

PriceSynergy:

**"We'll show you
which half."**

Today's challenge for brand owners is the huge number unknowns restricting visibility of the retailers selling their products, and competing ones, online.

PriceSynergy, a Microsoft-backed retail platform, delivers near real-time insights into retailers advertising on Google Shopping and eBay. With PriceSynergy you can visualise retailer pricing strategies, monitor price changes, discover under-sold pricing, identify retailers selling competitor brands, and even check retailer sales data.

We gather billions of product data points every hour to present analytical visualisations on eCommerce marketplaces. We remove doubt, uncertainty and guesswork, so you can concentrate on protecting and growing your brand among your customers.

PriceSynergy in Action

A Customer Case Study

The Business

Monument Tools, a high quality hand tool manufacturer, needed to protect its brand and commercial agreements across online marketplaces.

The Application

Monument Tools used PriceSynergy's analysis to visualise and understand resellers and pricing points across online marketplaces. These insights enabled several departments to improve critical business decision making.

The Results



Global licence
agreements
protected



Unauthorised
resellers shut
down



On-going monitoring
and awareness of
online marketplaces



"The ability to educate our customers about potential loss of profits based on this data is already helping to strengthen our brand"

Jamie Fisher
Monument Tools



Quantifiable Business Benefits

PriceSynergy delivers the information you need: make better commercial decisions, more quickly than your competitors.

- Turn unknowns into knowns – replace guesswork with market intelligence
- Visualise resellers' pricing and advertising strategies
- Protect your brands, channels and resellers
- Discover undersold and second place products
- Identify where your products sit in the market against competitors, right now and historically

Challenge us!

We can give you the information you need to protect and grow your brand online, and build stronger relationships with your retailers.

Call us to discover how PriceSynergy can tell you what you need to know.

We understand what you need to know to protect your brand online, and to understand the marketplace.

We've built the tools to reveal that information.

And we want to share it with you.

Discover what PriceSynergy could do for you today, and request a demo.

PriceSynergy continually collects, collates and analyses product and brand data from Google Shopping and eBay to uncover your unknowns across global eCommerce marketplaces.

We provide unique, essential insights, enabling you to make swift and strong commercial decisions on the basis of real-world data, including previously unavailable information on retailers pricing and advertising stances.

Available globally on a simple monthly subscription basis, PriceSynergy leverages the scale and cutting-edge technology of the Microsoft Azure cloud platform to deliver a secure, on-demand service offering exceptional stability and uptime.

Contact us today

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 **PriceSynergy.IO**

