



More market understanding - better decisions

oraya insights



ORAYA
insights

A tall, balanced stack of smooth, light-colored stones on a beach, with a blurred background of water and trees. The stones are stacked in a slightly irregular but stable manner, with some larger, flatter stones at the base and smaller, more rounded ones at the top.

What actually happens to my products on the market?

oraya insights helps brands and manufacturers to better understand their own market and make better decisions.

Who sells my brand's products where and at what price?

Successful **retailers** and **manufacturers** use customised market information for their daily decisions.

Product insights

Article analysis in oraya insights



ORAYA insights

Analytics Portfolio Reports Oraya panel

Show divergences above the RRP within the last 30 days

Products Sellers Channels

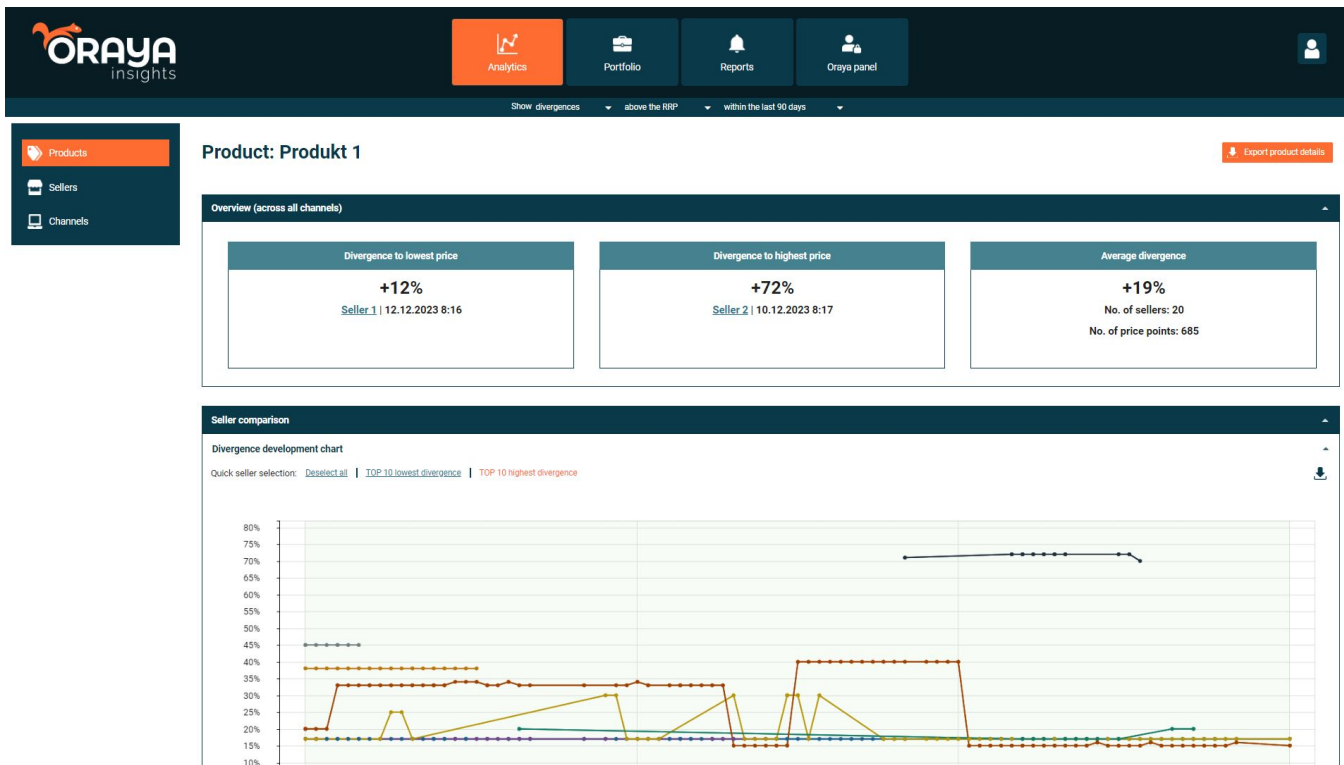
Products

Columns

Article number	Article name	EAN	Labels	Category	Brand	RRP	Div to lowest p...	Div to highest ...	Div to avg price	No. of sellers	Det...
1	Produkt 1	1000000000001		Cat 1	Brand 1	89.95	+10 %	+751 %	+603 %	26	
2	Produkt 2	1000000000002		Cat 1	Brand 1	89.95	0 %	+39 %	+30 %	17	
3	Produkt 3	1000000000003		Cat 1	Brand 1	99.95	+15 %	+42 %	+24 %	16	
4	Produkt 4	1000000000004		Cat 1	Brand 1	79.95	0 %	+43 %	+30 %	16	
5	Produkt 5	1000000000005		Cat 1	Brand 1	79.95	+10 %	+100 %	+32 %	16	
6	Produkt 6	1000000000006		Cat 2	Brand 1	269.85	0 %	+33 %	+27 %	15	
7	Produkt 7	1000000000007		Cat 2	Brand 1	59.95	+10 %	+50 %	+19 %	15	
8	Produkt 8	1000000000008		Cat 2	Brand 1	29.95	0 %	+100 %	+58 %	14	
9	Produkt 9	1000000000009		Cat 2	Brand 1	79.95	0 %	+38 %	+35 %	14	
10	Produkt 10	1000000000010		Cat 2	Brand 1	89.95	0 %	+39 %	+31 %	13	
11	Produkt 11	1000000000011		Cat 2	Brand 1	99.95	+15 %	+48 %	+24 %	13	
12	Produkt 12	1000000000012		Cat 2	Brand 1	59.95	+12 %	+74 %	+17 %	12	
13	Produkt 13	1000000000013		Cat 2	Brand 1	59.95	+12 %	+72 %	+18 %	12	
14	Produkt 14	1000000000014		Cat 2	Brand 1	269.85	0 %	+33 %	+25 %	12	
15	Produkt 15	1000000000015		Cat 2	Brand 1	79.95	+13 %	+38 %	+35 %	11	
16	Produkt 16	1000000000016		Cat 2	Brand 1	269.85	+10 %	+33 %	+27 %	11	

Product insights

Article analysis in oraya insights



Seller insights

Seller analysis and overview in oraya insights



ORAYA insights

Analytics Portfolio Reports Oraya panel

Show divergences above the RRP within the last 365 days

Products Sellers Channels

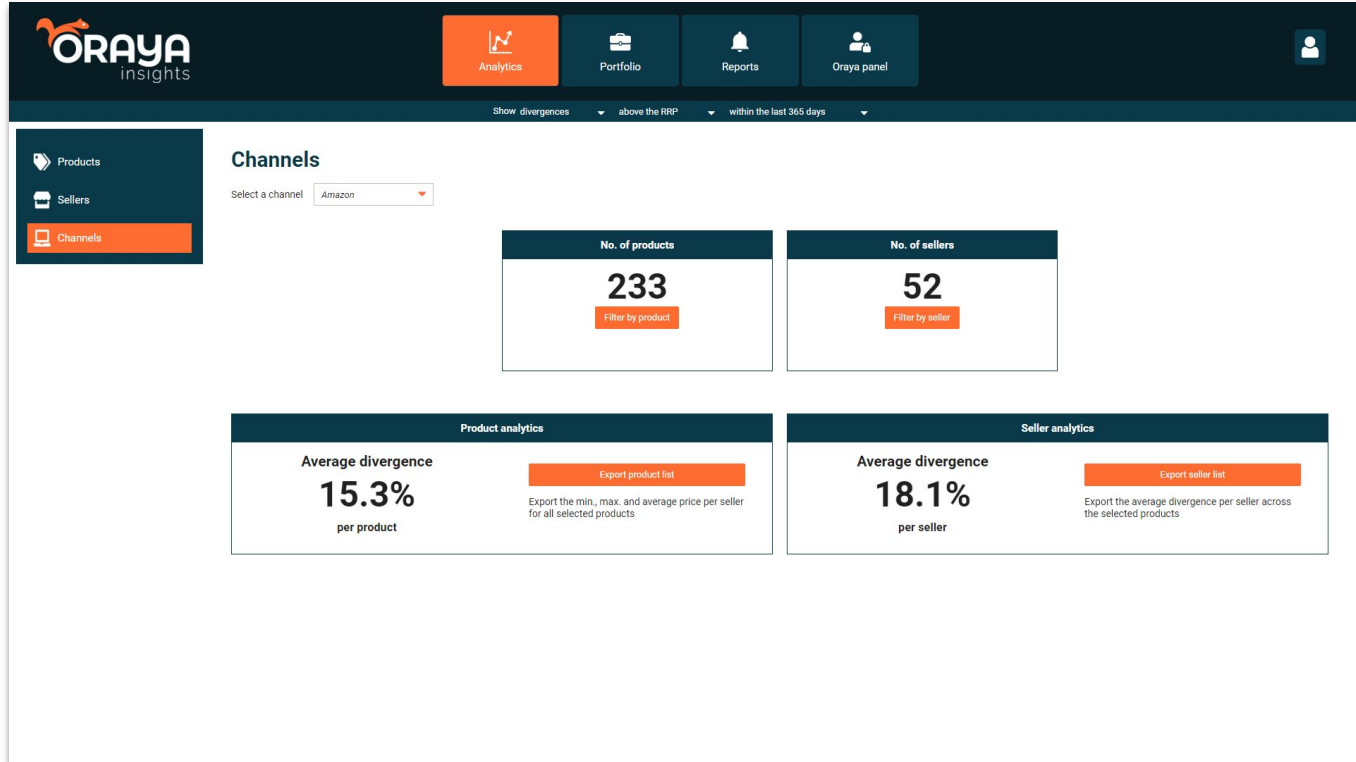
Sellers Seller group management Columns

Sellername / URL	Seller group	Channel	Found first on	Found last on	Number of products	Average divergence	Comments	Seller info	Contact details	Author...	
<input type="text" value="search..."/>	All seller groups	Show all					<input type="text" value="search..."/>			all	
Seller 1	Group 1	Google Shopping	27/02/2019	05/01/2024	171	+17 %				☆	□
Seller 2	No seller group	Amazon	24/09/2020	05/01/2024	159	+13 %				☆	□
Seller 3	No seller group	Amazon	18/12/2019	24/12/2023	123	+8 %				☆	□
Seller 4	No seller group	Google Shopping	20/06/2020	05/01/2024	121	+11 %				☆	□
Seller 1	Group 1	Idealo	17/01/2020	05/01/2024	116	+26 %				☆	□
Seller 9	No seller group	Idealo	03/03/2023	05/01/2024	98	+14 %				☆	□
Seller 13	No seller group	Google Shopping	27/02/2019	05/01/2024	97	+26 %				☆	□
Seller 8	No seller group	Google Shopping	05/09/2020	05/01/2024	95	+16 %				☆	□
Seller 19	No seller group	Google Shopping	27/02/2019	05/01/2024	86	+30 %				☆	□
Seller 10	No seller group	Idealo	03/03/2023	05/01/2024	86	+36 %				☆	□
Seller 20	No seller group	Google Shopping	27/02/2019	05/01/2024	84	+24 %				☆	□
Seller 12	No seller group	Idealo	03/03/2023	05/01/2024	76	+26 %				☆	□
Seller 34	No seller group	Google Shopping	26/11/2020	05/01/2024	70	+21 %				☆	□
Seller 21	No seller group	Idealo	03/03/2023	21/12/2023	70	+23 %				☆	□



Channel insights

Sales channels in oraya insights



A background image with a blue tint showing a person's hand pointing at a laptop screen. Another hand is visible at the bottom right, resting on the laptop keyboard. The overall scene is dimly lit, focusing on the interaction with the technology.

Does it really make sense for brands to analyse the market?

Our experience shows that **systematically analysing market information** can have a lasting impact on profitability within a few months.



Was oraya insights bietet

Ihre Key-Benefits



Demand-oriented analyses



Data from amazon, google shopping, ebay, idealo and much more



Discovery of unknown sellers



Notifications for price deviations



Individually configurable search frequency



Configurable exports



Automatic reports



Personalised service with helpdesk



You are an expert in your industry.
We collect the data you need.
And with oraya insights, we offer the tool for visualisation.



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