



Value Driven Data

Support and
Training

Where to start

- 1 Check our competitors' products in a structured table
- 2 Compare our products' prices versus the competitors
- 3 Compare partners' prices on our platform versus their own or competitors' platforms



P0 - Use Cases

1 – How can I check my competitors' products?

The screenshot shows the vdd eBench interface. The left sidebar contains navigation options: Reports, Digital Shelf, Pricing, Data Rooms (with Product Lists highlighted), Product Matching Lists, and Logout. The main content area displays a 'List Report' for Italy, Milano-Carrefour - Ferraro, Glovo, and Carrefour. The report includes a table with columns for Country, Product Name, Brand, Shelf Price, Base Price, Discount, In Stock, Rating, and Seller Name.

Country	Product Name	Brand	Shelf Price	Base Price	Discount	In Stock	Rating	Seller Name
Italy	ACQUA NATUR.SANTONIO CL50. - 8741		0.19 EUR	0.19 EUR	-	✓	★★★★★ 0/5	CARREFOUR
Italy	ACQUA NATUR.SANTONIO CL50. - 8741		0.19 EUR	0.19 EUR	-	✓	★★★★★ 0/5	CARREFOUR
Italy	ACQUA NATUR.SANTONIO CL50. - 8741		0.19 EUR	0.19 EUR	-	✓	★★★★★ 0/5	CARREFOUR
Italy	ACQUA NATUR.SANTONIO CL50. - 8741		0.19 EUR	0.19 EUR	-	✓	★★★★★ 0/5	CARREFOUR
Italy	ONE DAY + IGIENE MASCHERINE FILTRANTI MONOUSO IGIENIZZATE 16		0.2 EUR	0.2 EUR	-	✓	★★★★★ 0/5	CARREFOUR

Step 1: go to the Product Price List view

Step 2: select the scope I want to check

Step 3: view the products on the app or download it

2 – How can I benchmark my prices?

The screenshot shows the vdd eBench interface. The top navigation bar includes the vdd logo and 'eBench'. The left sidebar contains navigation options: Reports, Digital Shelf, Pricing, Data Rooms, Product Lists, and Product Matching Lists (highlighted). The main content area displays a 'Matching Report' with a table of product comparisons. The table has the following columns: Product ID, Our Product Name, Our Price, Our Size, Shelf Price CPI, Base Price CPI, Competitor Product Name, Competitor Price, and Competitor Size. A purple box highlights the 'Shelf Price CPI' and 'Base Price CPI' columns. The table contains three rows of data:

Product ID	Our Product Name	Our Price	Our Size	Shelf Price CPI	Base Price CPI	Competitor Product Name	Competitor Price	Competitor Size
8006820000031.0	3 CUOCHI ZAFFERANO 6GR	4.99	6 G	167	167	ZAFFERANO RISODORO	2.99	-
8051084009900.0	4 SALTINI IN PADELLA FINDUS SPINACI FILANTI 450GR	3.99	450 GX4	114	114	4 SALTINI IN PADELLA FINDUS SPINACI FILANTI	3.49	450 GX4
8076809507103.0	4451 TARALLUCCI		800	0	0	BISCOTTI TARALLUCCI	2.99	800 G

Step 1: go to the Product Matching List view

Step 2: select the scope I want to check

Step 3: view the products on the app or download it

Step 4: focus on the CPI. If it is higher than 100, it means we are more expensive per UOM.

3 – How can I compare my partners my prices?

The screenshot shows the vdd eBench interface for product matching. The left sidebar contains navigation options: Reports, Data Rooms, Product Lists, and Product Matching Lists (highlighted). The main area displays a 'Matching Report' with a table of product comparisons. A purple box highlights the 'Shelf Price CPI' and 'Base Price CPI' columns for two entries.

Product ID	Our Product Name	Our Price	Our Size	Shelf Price CPI	Base Price CPI	Competitor Product Name
377802743	36 FETTE BISCOTTATE CEREALI SENZA OLIO DI PALMA 320GR DESPAR - 771774	1.42	320 G	103	103	CARREFOUR FETTE BISCOTTATE CEREALI 9 X 36 G
377802744	36 FETTE BISCOTTATE CLASSICHE SENZA OLIO DI PALMA 320GR DESPAR - 771790	1.25	320 G	142	142	CARREFOUR FETTE BISCOTTATE CLASSICHE 9 X 36 G

Step 1: go to the Product Matching List view

Step 2: select the scope I want to check

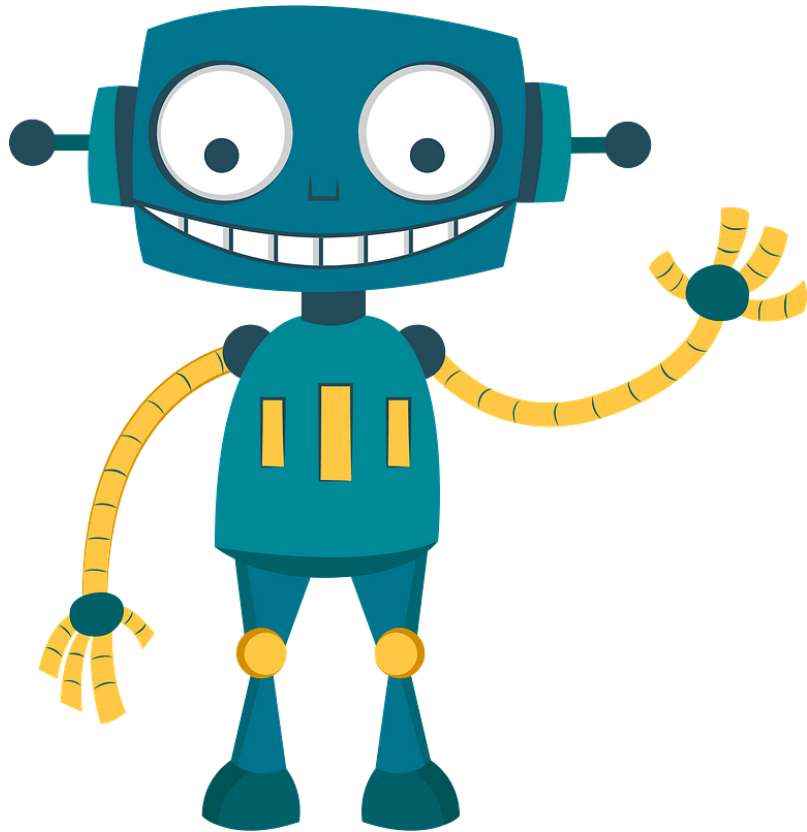
Step 3: view the products on the app or download it

Step 4: focus on the CPI. If it is higher than 100, it means we are more expensive per UOM.



P0 - Methodology

Meet Ben, one of your AI Pricing Copilots



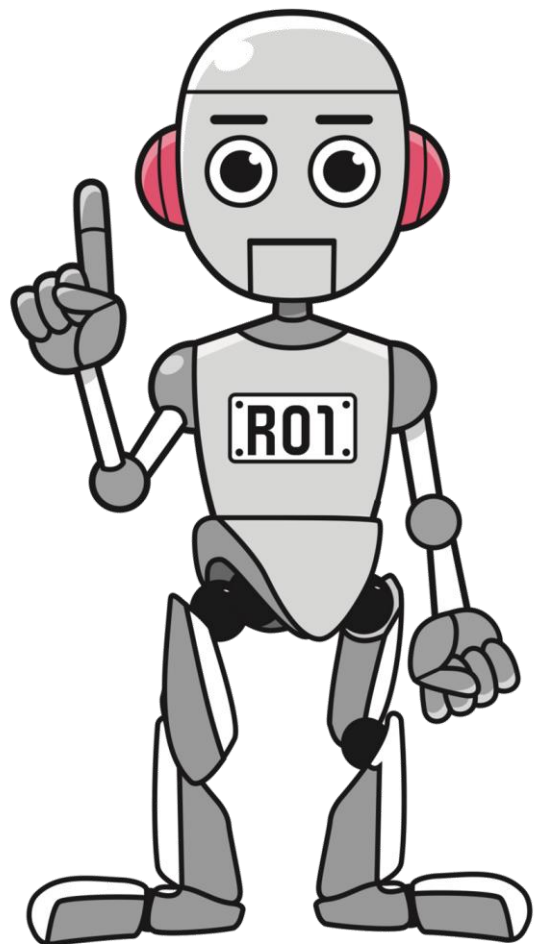
Ben goes each day on all the websites we chose.

He collects the maximum amount of data and writes it on his notebook.

Ben is a robot, and his notebook is a database.

Ben then hands his notebook to Charlie.

Meet Charlie another AI Pricing Copilot



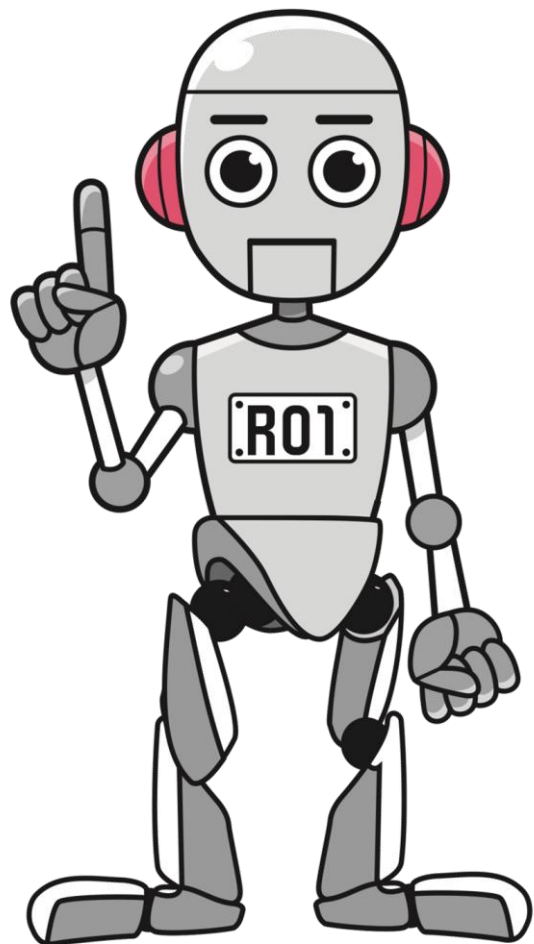
Charlie has to match the products Ben collects online.

At the beginning, he had a barcode, it was easy...



Then, Ben couldn't find barcodes on all websites. So Charlie had to think of something new!

Charlie did sort out something relevant for you



Charlie started comparing product names. He calculated a ratio of similarity on a scale of 100 between the product names.

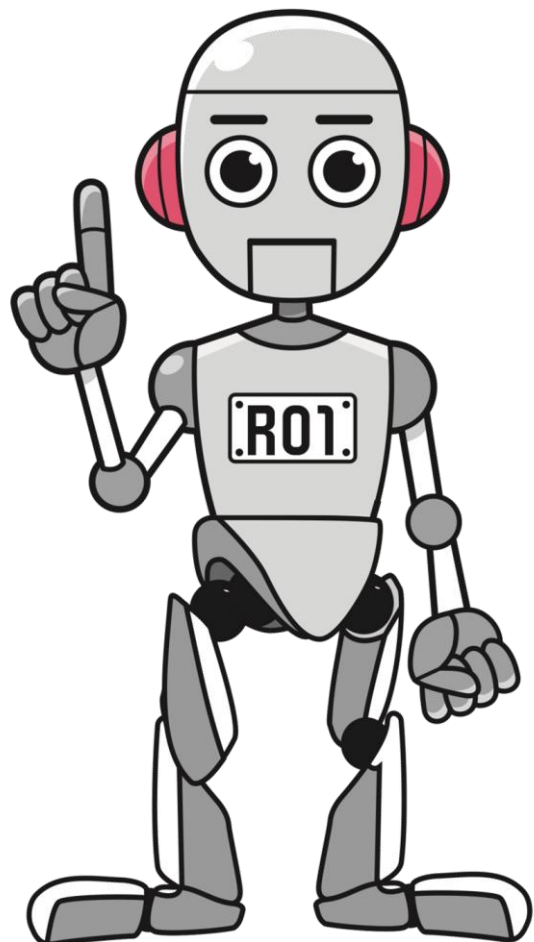
Product 1	Product 2	Similarity - ratio
Coca Cola Diet	Coca Cola Diet	100
Coca-Cola Diet	Coca-Cola Diet	93

He called the method ratio!!

But ratio was not enough:

Product 1	Product 2	Similarity - ratio
Coca Cola Diet	Diet Coca Cola	57
Coca Cola Diet	Bottle of Coca Cola Diet	63

Charlie didn't stop there



Charlie then invented 2 other ways:

- In the first he tokenized then **sorted** the words in the product names

Product 1	Product 2	Similarity – token sort
Coca Cola Diet	Diet Coca Cola	10

He called the method Token Sort!!

- In the second, he tested the similarity on **sets** of the product names

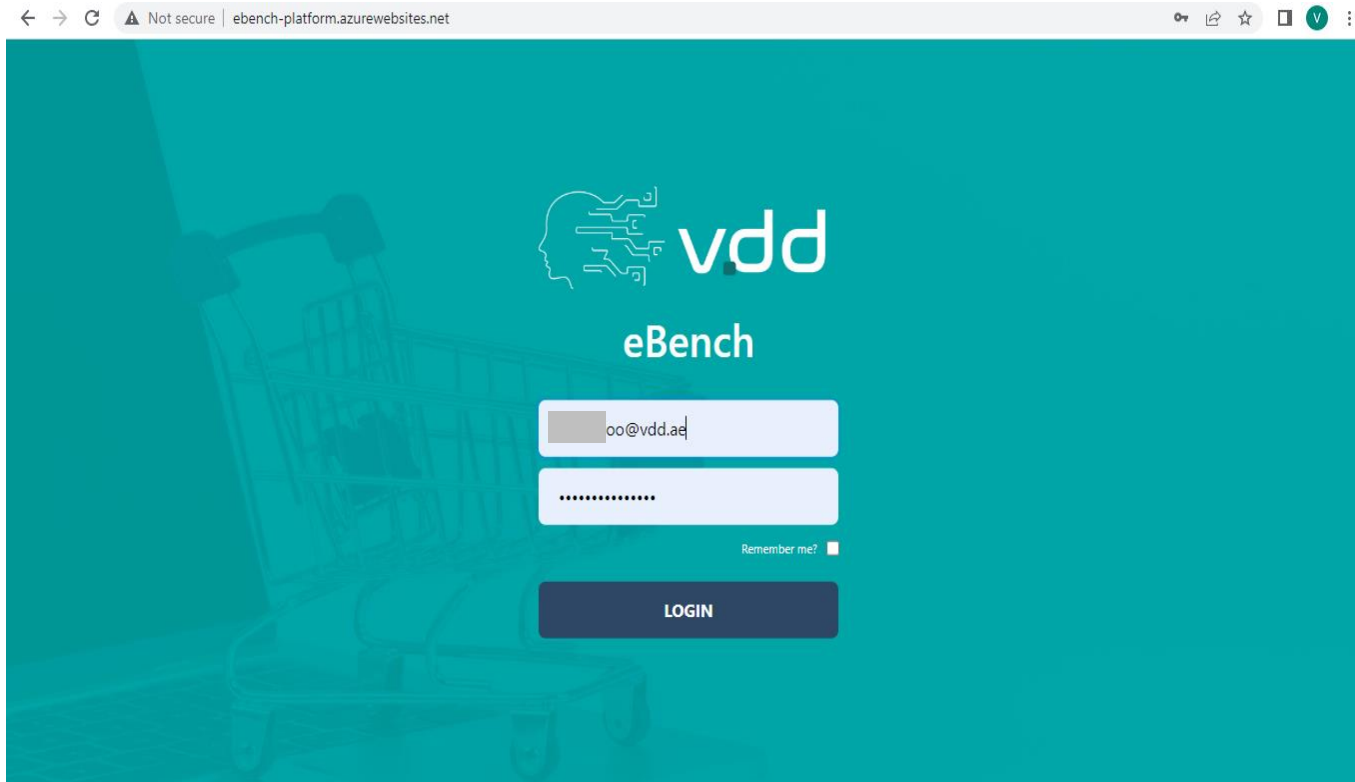
Product 1	Product 2	Similarity – token set
Coca Cola Diet	Bottle of Coca Cola Diet	100

He named this approach the method Token Set!!



Product Pages Support Screenshots

Log In



▶ Username/ Password & Accounts Access

▶ Each user has access to a personal account

▶ The personal account is linked to a country account to restrict access for local users in their own country

Filters & Menu Pages Presentation

General Filters



The screenshot shows the 'List Report' page in the vdd eBench application. The 'Country' filter dropdown is open, showing 'ITALY' as the selected option. The table below displays product data for Italy.

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
🇮🇹	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	ZONIN CUVÉE 1821 PROSECCO DOC		4.99	11%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RONCADIN PINSA CLASSICA FRESCA		4.69	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

Country

▶ The country filter allows you to choose the country

▶ . Local users will be restricted to their own countries whereas Central users will have access to all countries.

Filters & Menu Pages Presentation

General Filters



The screenshot shows the 'Product Price List' interface. The 'Zone' filter is highlighted with a purple box, and its dropdown menu is open, displaying several location options. Below the filters, a table titled 'List Report' displays product data.

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
IT	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
IT	ZONIN CUVÉE 1821 PROSECCO DOC		4.89	11%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
IT	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
IT	RONCADIN PINSA CLASSICA FRESCA		4.59	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
IT	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

Zone

Zone filters the geolocation simulated to collect the data.

The geolocation is chosen by the central team and is defined to cover the most important sellers and the largest assortment possible.

Filters & Menu Pages Presentation

General Filters



The screenshot shows the eBench platform interface. At the top, there are filter dropdowns for Country (ITALY), Zone (Milano-Carrefour - Ferrar), Source (Getir), Source Seller (Getir|Carrefour - Ferrar), Category (All), and Sub-Category. A date range filter is set to 05/10/2022 - 05/17/2022. Below the filters is a 'List Report' section with a table of product data.

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
🇮🇹	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	ZONIN CUVÉE 1921 PROSECCO DOC		4.89	11%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RONCADIN PINSÀ CLASSICA FRESCA		4.59	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

► Source

► Source filters on the platform from which the data is collected.

Filters & Menu Pages Presentation

General Filters



The screenshot displays the vdd.ai eBench interface. The top navigation bar includes the vdd.ai logo, 'eBench', and a user profile for 'deliveroo@vdd.ae'. The main content area is titled 'List Report' and features a table of product data. Above the table, there are several filter dropdowns: 'Country' (set to ITALY), 'Zone' (Milano-Carrefour - Ferrar...), 'Source' (Getir), 'Source Seller' (with a dropdown menu open showing options like 'Getir|Carrefour - Ferrari', 'Getir|Carrefour - Via...', and 'Getir|Carrefour - Via P...'), 'Category' (All), and 'Sub Category'. A 'Date Range' filter is set to '05/10/2022 - 05/17/2022'. The table below has columns for Country, Product Name, Brand, Price, Discount, In Stock, Rating, Seller Name, and Date. The data rows show products like ZUCCHINE MULTIPACK, ZONIN CUVÉE 1821 PROSECCO DOC, TENNENT'S SUPER CHILLED, RONCADIN PINSA CLASSICA FRESCA, and RED BULL ENERGY DRINK CHILLED, all with a rating of 5 stars and a seller of 'Getir|Carrefour - Ferrari'.

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
🇮🇹	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	ZONIN CUVÉE 1821 PROSECCO DOC		4.89	11%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RONCADIN PINSA CLASSICA FRESCA		4.59	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

► Source Seller

► Filters the seller to zoom on from a list of most important sellers

Filters & Menu Pages Presentation

General Filters



Country: ITALY | Zone: Milano-Carrefour - Ferrara | Source: Getir | Source Seller: Getir/Carrefour - Ferrara

Date Range: 05/10/2022 - 05/17/2022 | Apply | Advanced

List Report

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
🇮🇹	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir/Carrefour - Ferrari	5/16/2022
🇮🇹	ZONIN CUVÉE 1821 PROSECCO DOC		4.89	11%	✓	★★★★★ 0/5	Getir/Carrefour - Ferrari	5/16/2022
🇮🇹	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrari	5/16/2022
🇮🇹	RONCADIN PINSA CLASSICA FRESCA		4.59	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrari	5/16/2022
🇮🇹	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrari	5/16/2022

► Category

► Filters the Product Category

Filters & Menu Pages Presentation

General Filters



The screenshot shows the eBench product list report interface. The top navigation bar includes the vdd eBench logo, user profile (deliveroo@vdd.ae), and a Reports menu. The main filter area includes Country (ITALY), Zone (Milano-Carrefour - Ferrara), Source (Getir), Source Seller (Getir|Carrefour - Ferrara), and Category (All). A date range filter is set to 05/10/2022 - 05/17/2022. A 'Sub Category' dropdown menu is open, showing 'No results found'. Below the filters is a 'List Report' table with the following data:

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
🇮🇹	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	ZONIN CUVÉE 1821 PROSECCO DOC		4.89	11%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RONCADIN PINSA CLASSICA FRESCA		4.59	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

► Sub Category

► Filters the Product within the Category

Filters & Menu Pages Presentation

General Filters



The screenshot displays the eBench platform interface. The top navigation bar includes the vdd eBench logo, user profile (deliveroo@vdd.ae), and a Reports menu. The main content area shows a 'List Report' for 'Product_Price_List'. The filter section includes Country (ITALY), Zone (Milano-Carrefour - Ferrar), Source (Getir), Source Seller (Getir|Carrefour - Ferrar), and Category (All). A 'Date Range' filter is set to 05/10/2022 - 05/17/2022. A 'Sub Category' dropdown menu is open, showing 'No results found'. Below the filters is a table with the following data:

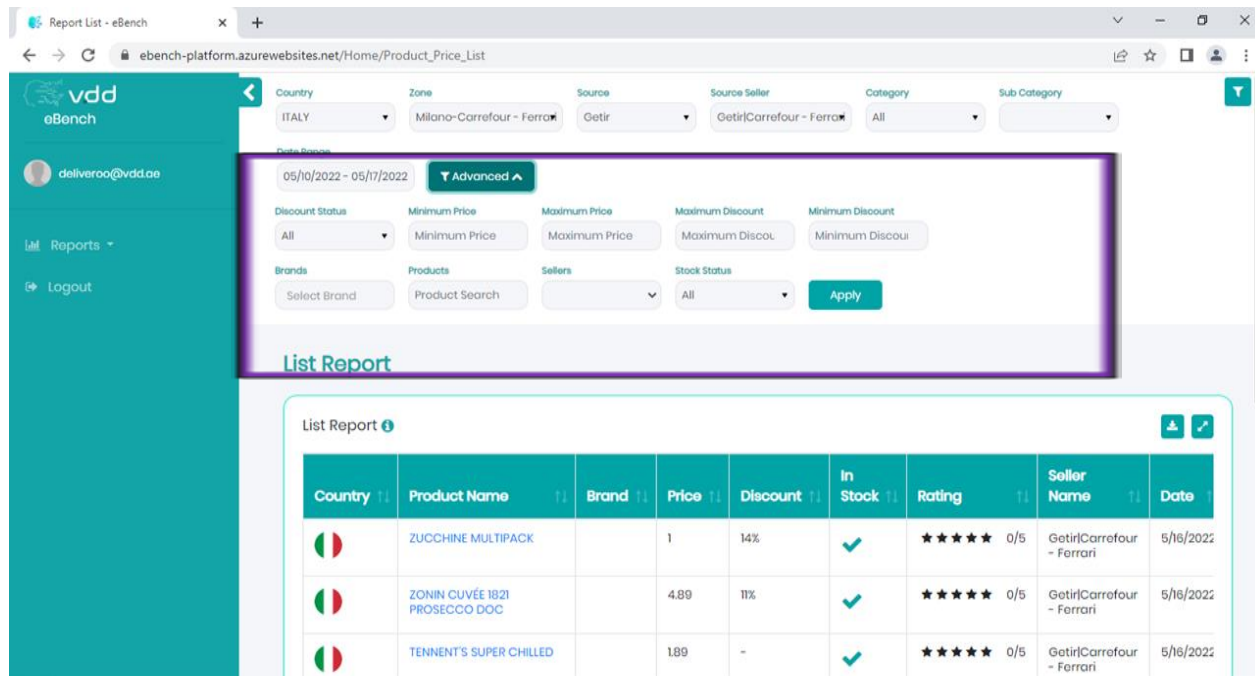
Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
🇮🇹	ZUCCHINE MULTIPACK		1	14%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	ZONIN CUVÉE 1821 PROSECCO DOC		4.89	11%	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	TENNENT'S SUPER CHILLED		1.89	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RONCADIN PINSA CLASSICA FRESCA		4.59	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
🇮🇹	RED BULL ENERGY DRINK CHILLED		1.49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

► Sub Category







► Filters the Product within the Category

Filters & Menu Pages Presentation

General Filters



The screenshot shows the 'List Report' page in the vdd eBench application. The page includes a sidebar with the vdd logo and user information, and a main content area with filters and a data table. The filters are categorized into 'General Filters' (Country, Zone, Source, Source Seller, Category, Sub Category) and 'Advanced Filters' (Discount Status, Minimum Price, Maximum Price, Maximum Discount, Minimum Discount, Brands, Products, Sellers, Stock Status). The data table below the filters lists products with columns for Country, Product Name, Brand, Price, Discount, In Stock, Rating, Seller Name, and Date.

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
	ZUCCHINE MULTIPACK		1	14%		★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
	ZONIN CUVÉE 1821 PROSECCO DOC		4.89	11%		★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
	TENNENT'S SUPER CHILLED		1.89	-		★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

Advanced

► Provides extra filters on the data such as price and discount ranges, specific sellers and stock status.

Filters & Menu Pages Presentation

General Filters



Product Matching List - eBench

Country: ITALY | Zone: Milano-Carrefour - Ferro | My Source: Deliveroo Hop Catalog | My Seller: Carrefour_Italy | Source: Getir | Source Seller: Getir/Carrefour - Ferro

Category: All | Sub Category: | Matching Type: FEATURE EXTRACTION | Matching Scorer: RATIO | Similarity Threshold: 85 | Date Range: 05/17/2022 - 05/17/2022 | Apply

Advanced

Matching Report

Matching Report ⓘ

Search:

Product ID	Our Product Name	Our Price	Our Size	Competitor Product Name	Competitor Price	Competitor Size	Similarity
1107100080006.0	OLIVOLI' VERDI SNOCC.SACLA' G 120		120 G	SACLÀ OLIVOLI VERDI SNOCCIOLATE		-	87
20607425.0	CHAMPAGNE POMMERY BRUT ML 750		750 ML	CHAMPAGNE VEUVE CLICQUOT BRUT		-	63
216012310	BIRRA MENABREA 150 ANNIVERS. ML		660 ML	PERONI BIRRA 175 ANNIVERSARIO		-	71

Threshold

Filters the matches with a minimum similarity score.

The higher the threshold is, the more exact matches are.

The minimum threshold recommended is 80

Filters & Menu Pages Presentation

General Filters



Product Matching List - eBench

Country: ITALY | Zone: Milano-Carrefour - Ferro | My Source: Deliveroo Hop Catalogo | My Seller: Carrefour_italy | Source: Getir | Source Seller: Getir/Carrefour - Ferro

Category: All | Sub-Category: | Matching Type: FEATURE EXTRACTION | Matching Scorer: RATIO | Similarity Threshold: 85 | Date Range: 05/17/2022 - 05/17/2022

Advanced

Matching Report

Search:

Product ID	Our Product Name	Our Price	Our Size	Competitor Product Name	Competitor Price	Competitor Size	Similarity
1107100080006.0	OLIVOLI' VERDI SNOCC.SACLA' G 120		120 G	SACLA OLIVOLI' VERDI SNOCCIOLATE		-	87
20607425.0	CHAMPAGNE POMMERY BRUT ML 750		750 ML	CHAMPAGNE VEUVE CLICQUOT BRUT		-	63
21601231.0	BIRRA MENABREA 150 ANNIVERS. ML		660 ML	PERONI BIRRA 175 ANNIVERSARIO		-	71

Matching Type

▶ Ean Matches :matches products according to Ean whenever it is available

▶ Feature extraction: matches products according to their name similarities

▶ Aggregated score: a computed score based on ean matching and feature extraction

Filters & Menu Pages Presentation

General Filters



Product ID	Our Product Name	Our Price	Our Size	Competitor Product Name	Competitor Price	Competitor Size	Similarity
1107100080006.0	OLIVOLI' VERDI SNOCC.SACLA' G 120		120 G	SACLÀ OLIVOLI VERDI SNOCCIOLATE		-	87
20607425.0	CHAMPAGNE POMMERY BRUT ML 750		750 ML	CHAMPAGNE VELVE CLICQUOT BRUT		-	63
21601231.0	BIRRA MENABREA 150 ANNIVERS. ML		660 ML	PERONI BIRRA 175 ANNIVERSARIO		-	71

Matching Scorer

Ratio: a distance between the product names as they are

Token sort: a distance between resorted product name .It is very good on detecting similar product names that are ordered differently

Token set: a distance between name partitions .It is very good on detecting similar products with missing descriptions in one of the names

Wratio: a weighted ratio of all the above and partial match which will match on the smallest partition of the product names .It is the least exact match but one that can detect any similarity between the names

Filters & Menu Pages Presentation

General Filters



Product Matching List - eBench

ebench-platform.azurewebsites.net/Home/Product_Matching_List

Country: ITALY | Zone: Milano-Carrefour - Ferrar | My Source: Deliveroo Hop Catalog | My Seller: Carrefour_Italy | Source: Getir | Source Seller: Getir/Carrefour Ferrar

Category: All | Sub Category: | Matching Type: FEATURE EXTRACTION | Matching Scorer: RATIO | Similarity Threshold: 85 | Date Range: 05/17/2022 - 05/17/2022 | Apply

Advanced

Matching Report

Matching Report ⓘ

Search:

Product ID	Our Product Name	Our Price	Our Size	Competitor Product Name	Competitor Price	Competitor Size	Similarity
1107100080006.0	OLIVOLI VERDI SNOCC.SACLA' G 120		120 G	SACLÀ OLIVOLI VERDI SNOCCIOLATE		-	87
20807425.0	CHAMPAGNE POMMERY BRUT ML 750		750 ML	CHAMPAGNE VELIVE CLICQUOT BRUT		-	63
21601231.0	BIRRA MENABREA 150 ANNIVERS. ML		660 ML	PERONI BIRRA 175 ANNIVERSARIO		-	71

Date Range

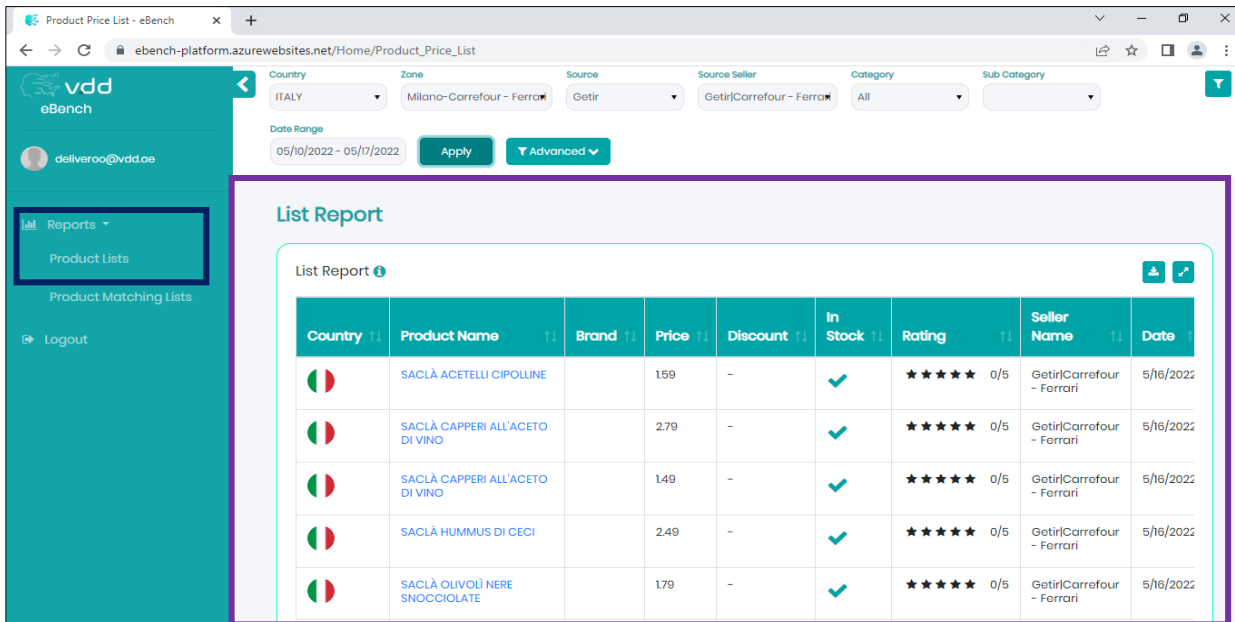
Filters the range in which the product was detected.

The best match across all detected products is shown






It is recommended to use a date range that is more than one day up to one week. As many sources change their displayed assortment, the screening scripts might miss collecting the full range of products during one day.

Reports

Products List



The screenshot shows the vdd eBench Product Price List interface. The left sidebar contains navigation options: Reports (highlighted), Product Lists, Product Matching Lists, and Logout. The main content area displays a 'List Report' table with the following data:

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
	SACLÀ ACETELLI CIPOLLINE		1,59	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
	SACLÀ CAPPERI ALL'ACETO DI VINO		2,79	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
	SACLÀ CAPPERI ALL'ACETO DI VINO		1,49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
	SACLÀ HUMMUS DI CECI		2,49	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022
	SACLÀ OLIVOLI NERE SNOCCIOLATE		1,79	-	✓	★★★★★ 0/5	Getir Carrefour - Ferrari	5/16/2022

Listing

Provides a listing of all products screened.

If a product is captured multiple times, the displayed prices are the averages of the product prices across the collected data.

Reports Products List



Product Price List - eBench

Country: ITALY | Zone: Milano-Carrefour - Ferrar | Source: Getir | Source Seller: Getir/Carrefour - Ferrar | Category: All | Sub Category: [dropdown]

Date Range: 05/10/2022 - 05/17/2022 | Apply | Advanced

List Report

Country	Product Name	Brand	Price	Discount	In Stock	Rating	Seller Name	Date
	SACLÀ ACETELLI CIPOLLINE		159	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrar	5/16/2022
	SACLÀ CAPPERI ALL'ACETO DI VINO		279	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrar	5/16/2022
	SACLÀ CAPPERI ALL'ACETO DI VINO		149	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrar	5/16/2022
	SACLÀ HUMMUS DI CECI		249	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrar	5/16/2022
	SACLÀ OLIVOLI NERE SNOCCIOLATE		179	-	✓	★★★★★ 0/5	Getir/Carrefour - Ferrar	5/16/2022

▶ Download

▶ Expand

▶ Sort

Reports

Products Matching List



Product ID	Our Product Name	Our Price	Our Size	Competitor Product Name	Competitor Price	Competitor Size	Similarity
1107100080006.0	OLIVOLI' VERDI SNOCC.SACLA' G 120		120 G	SACLÀ OLIVOLI' VERDI SNOCCIOLATE		-	87
20607425.0	CHAMPAGNE POMMERY BRUT ML 750		750 ML	CHAMPAGNE VEUVE CLICQUOT BRUT		-	63
21601231.0	BIRRA MENABREA 150 ANNIVERS. ML		660 ML	PERONI BIRRA 175 ANNIVERSARIO		-	71

The Products Matching List

It is recommended to use a date range that is more than one day. As many sources change their displayed assortment, the screening scripts might miss collecting the best match during one day. In this case, the second best match present on the screened day replaces the best match.

Going up to one week is recommended. However, more than one week will pose a risk of benchmarking old data that could be less relevant given the pace of changes in eCommerce and quick commerce landscapes.

Reports

Products Matching List



The screenshot shows the vdd eBench Product Matching List interface. The top navigation bar includes the vdd logo and the text 'eBench'. Below this, there is a sidebar with 'Reports' and 'Logout' options. The main content area features a 'Matching Report' section with a search bar and a table of product matches. The table has columns for Product ID, Our Product Name, Our Price, Our Size, Competitor Product Name, Competitor Price, Competitor Size, and Similarity. The table contains three rows of data. A purple arrow points to the 'Our Product Name' column header, a yellow arrow points to the 'Our Size' column header, and a green arrow points to the 'Similarity' column header. There are also icons for download and expand in the top right corner of the table area.

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▶ Download

▶ Expand

▶ Sort

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