



Online Retail Price Matching for Enterprise

Scaling assortment and price matching - globally



Online retailers are locked in a daily price war on like-for-like brands to attract and retain customers. Consumer trends drive thousands of product/price variations creating a market place of billions of data points that companies fail to capture. Retailers are forced to make strategic pricing decisions with limited competitor information that has a direct impact on profitability.

blackbee's solution

blackbee's price matching platform identifies daily price changes of millions of like-for-like products in any region or language. Using machine learning, blackbee gathers unstructured pricing and assortment information from online sources to process and compare against brands that clients sell. blackbee's data is instantly available to retailers giving them the power to make informed decisions.



Why customers use blackbee

- Trusted by international online retailers
- Results delivered on a daily basis
- Multi-language price and assortment capture
- Very high accuracy results
- Integrate data into Microsoft Power BI
- Identify competitor pricing strategies
- Use market data to track the growth of global trends

Beat the competition

- Track the price of millions of multi-competitor SKUs **daily**.
- Adapt product range/price to meet consumer demand & increase sales.
- Maximise profit by increasing price of products under market value.

Use case saw revenues increase by 33% in 2 weeks

Informed Strategic Pricing

- Increase revenues using data to compete in the right price/segment.
- Validate go to market strategies by comparing or increasing assortments.
- Avoid sales reductions that damage brand image and revenues.

Accuracy rates of 98% provide retailers data they can rely on

Win new markets

- Bring new products to market at the right price.
- Anticipate spread of global trends and react to competitors.
- Share market insight to enhance country-level strategies.

Inform decisions by comparing millions of competitor data points

"blackbee is the benchmark for product matching. At Douglas we benefit from complete market transparency made possible by the quality data we receive."

Ralf Hluchy, Senior Business Manager, Douglas



blackbee deployed on Microsoft Azure sets the standard for both speed and accuracy of retail price matching



Superior data quality at speed

- Up to 98% accuracy processing data sets.
- Stable data delivery, integrated into Power BI.
- Blackbee finds all relevant matches in the market.



Global scalability with Microsoft Azure

- All industries with no language limitations.
- Elastic compute – ability to process billions of SKU data points on a daily basis.



Protect proprietary data

- Best in class security with Microsoft Azure.
- Advanced threat and DDoS protection.
- Disaster recovery and backup solutions.

Our promise to you

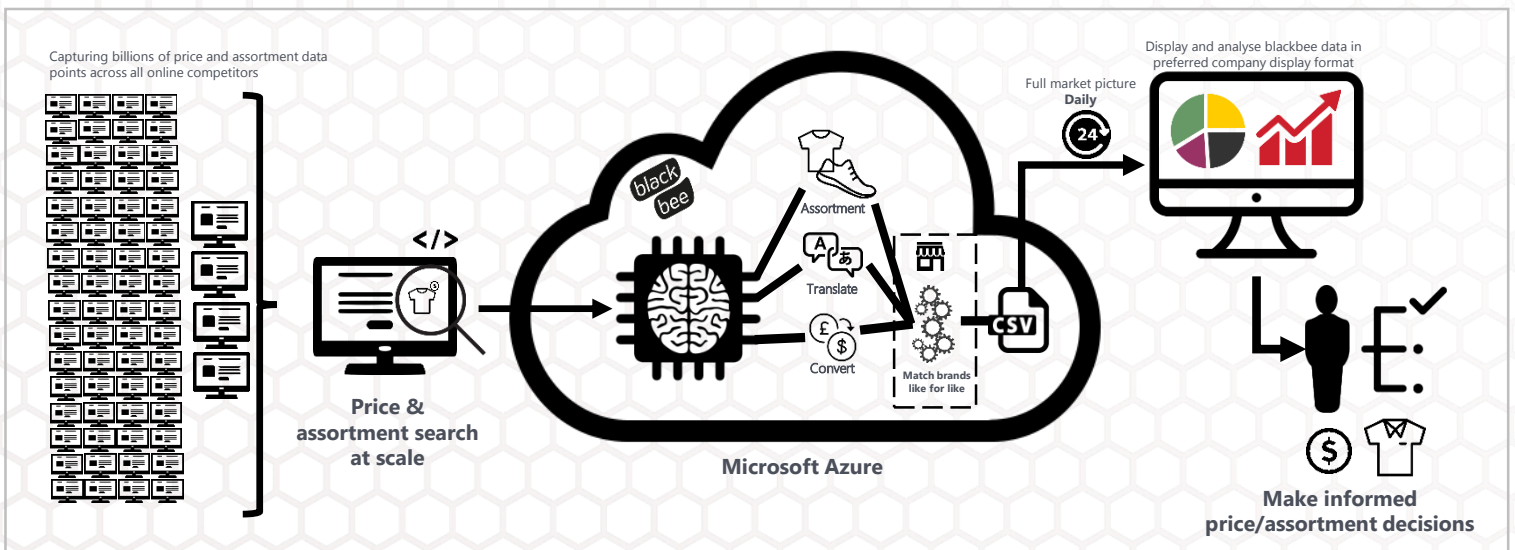
We are deeply passionate about supporting online retailers to capture and analyse competitor data.

Pricing/category managers operate on the frontline of price wars. We have developed blackbee to meet the needs of online merchants operating in a hyper-competitive market.

An offer to get you started

Request a demo today to see how your company can benefit from blackbee.

Free consultancy to help you build your company requirement.



Why blackbee

The consumer's buying journey has become increasingly sophisticated. Retailers are forced to make complex procurement decisions due to limited information that impacts directly on revenue. blackbee gives online retailers a competitive advantage by capturing and comparing their competitors' prices and assortment, not limited by location or language.