



How Low-Cost Vendors Cut Corners & What Real Coverage Looks Like

COMPETITORS	wiser®
<ul style="list-style-type: none">✗ Scrape only the first few pages of Google Search, claiming “we can scrape the internet.” The result: thousands of irrelevant listings, bundles, accessories, and duplicates.	<ul style="list-style-type: none">✓ Full-site crawling with targeted domain lists, category segmentation, and automated validation to ensure every match is relevant and complete.
<ul style="list-style-type: none">✗ Run “product discovery” only once to check for new SKUs and call it coverage.	<ul style="list-style-type: none">✓ Continuous monitoring at defined intervals, ensuring data remains accurate as assortments, prices, and availability change.
<ul style="list-style-type: none">✗ Match by text rules or UPC alone, leading to SKU-to-bundle and accessory mismatches.	<ul style="list-style-type: none">✓ AI-driven product matching using vector embeddings and supervised QA for human-verified accuracy.
<ul style="list-style-type: none">✗ Deliver raw, unverified data that looks large but requires hours of manual cleanup.	<ul style="list-style-type: none">✓ Clean, ready-to-use feeds and dashboards designed for immediate integration with pricing and analytics systems.
<ul style="list-style-type: none">✗ Offer “unlimited SKUs/domains” for a flat fee, shifting the workload to the customer (manual URL entry, no automation).	<ul style="list-style-type: none">✓ Automated extraction and structured mapping capable of scaling across tens of thousands of SKUs without manual intervention.
<ul style="list-style-type: none">✗ Use generic, one-size-fits-all scripts, easily blocked or flagged by major retail sites.	<ul style="list-style-type: none">✓ Dedicated crawling infrastructure with domain-specific logic, adaptive scripts, and anti-block technology maintained by specialists.
<ul style="list-style-type: none">✗ Sell “cheap” by skipping service and QA, leaving customers to manage failures alone.	<ul style="list-style-type: none">✓ Dedicated CSMs and data QA teams ensuring reliability, proactive fixes, and measurable KPIs on accuracy and completeness.