wiser®

WHITE PAPER

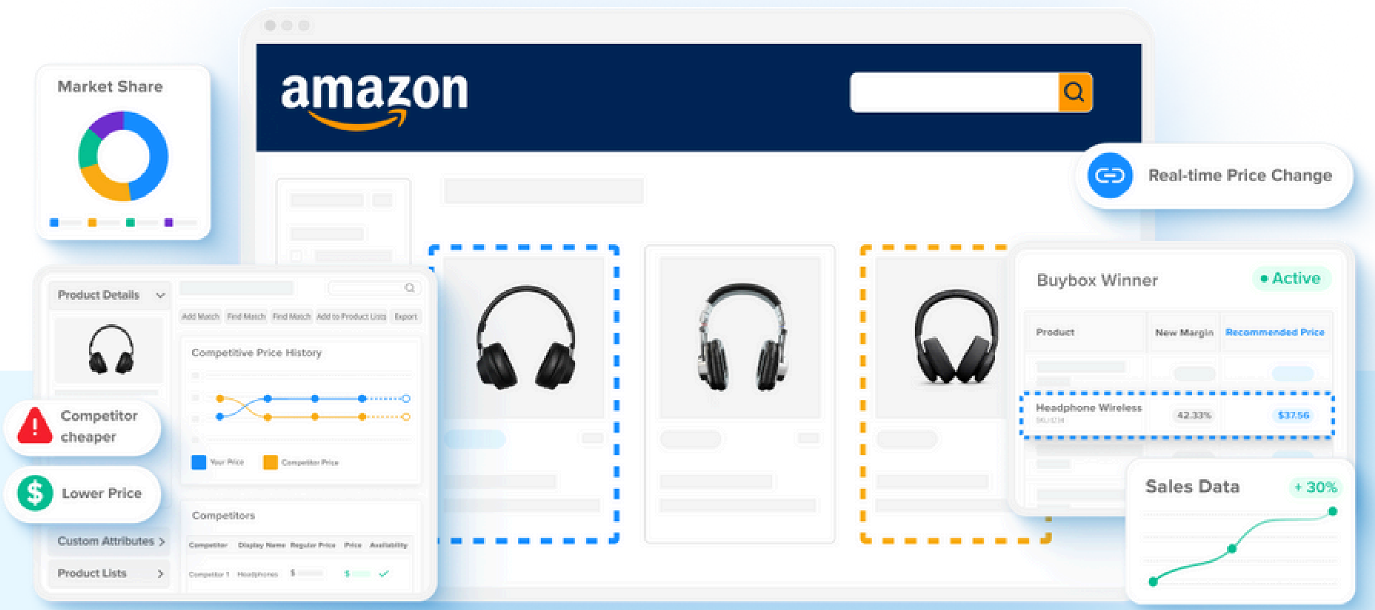
How to Decide between Price Crawling and Price Intelligence

Executive Summary: Choosing the Best Pricing Strategy for Your Business

At Wiser, we often hear from pricing teams wondering whether we provide price crawling or price intelligence—and what exactly is the difference between those two.

It's a great question! These two strategies may seem similar, but they serve different purposes—and choosing the right one can make all the difference for your business. Once you understand what price crawling and price intelligence actually do, the next step is figuring out which approach fits your needs best.

That's where we come in. This whitepaper will break it all down in a clear, no-jargon way. We'll define price crawling and price intelligence, walk through who they're for, how they work, and why they matter—so you can confidently answer the big question: "Which one is right for me?"



The Importance of Prices on Consumer Buying Decisions

Retail pricing is more dynamic than ever, with rapid shifts driven by real-time data, consumer expectations, and competitive pressures. Shoppers have instant access to price comparisons via mobile apps and websites, fueling trends like showrooming and webrooming. Many retailers now offer price-match guarantees to maintain customer loyalty, but with marketplaces and third-party sellers in the mix, staying competitive requires agility.

The rise of online marketplaces has opened the door for millions of new sellers by lowering the barriers to entry. With minimal startup costs, a simple and accessible listing process, and built-in access to a vast customer base, businesses of all sizes can quickly start selling. Many of these sellers operate with leaner business models and flexible pricing strategies, making it easier to adjust prices in real time and compete aggressively. This expansion has provided consumers with more choices than ever, intensifying price competition across nearly every product category.

For established brands and retailers, this surge in sellers has added new layers of complexity to price management. The sheer number of marketplace competitors makes it challenging to track pricing across platforms, enforce pricing policies, and maintain consistency. As prices shift constantly, businesses that rely on manual tracking or outdated data risk falling behind. Without reliable, real-time insights, brands may struggle to compete while protecting their margins.

In fact, consumers care as much about prices as you do. And recent data shows just how much pricing influences their buying decisions.

According to the latest consumer research from First Insight, price remains the most important factor in purchasing decisions.

62 %

of consumers rank price as the leading factor in their shopping decisions.

52 %

of consumers say that rising costs, including tariffs, will significantly impact their purchasing behavior.

31 %

plan to prioritize essentials such as groceries and rent, while 25% intend to reduce the number of items they purchase in response to increasing prices.

Source: First Insight. 2025 Shopping Trends: Economic Concerns Shape Consumer Priorities, AI Enhances Tailored Experiences. Link

To stay competitive, you need access to reliable pricing data. The question isn't whether to track prices—but how. Should you focus on price crawling for raw data or consider price intelligence for deeper insights?

Last year, over 6 million sellers were actively listing products on Amazon, marking a 20% increase compared to the previous year.

This surge highlights the intense competition businesses face in marketplaces.

What is:

Price Crawling

Pull back the curtain on the internet to see what makes it tick: advanced algorithms, AI-driven models, real-time data processing, and bots. These technologies—and many more—power everything from search engines to digital assistants. Enter a search term on Google, and machine learning refines your results. Every web page is built on code, while sophisticated bots and APIs now automate complex tasks, gather insights, and analyze vast amounts of data, shaping how information flows across the internet.
This is the world of price crawling.

Price crawling utilizes **bots to crawl websites for pricing data**, sometimes referred to as price spiders, spiderbots, crawlers, or scrapers. These tools can pull information such as **prices and product descriptions from nearly any eCommerce site.**

Once you select your desired crawling solution, you provide a list of eCommerce websites you want to monitor. Then, the bots crawl your competitor data to extract the relevant prices, product descriptions, and any other information that the tool can provide. Finally, the data is compiled in a readable format such as CSV and shared with you. The amount of data could be immense depending on the number of competitors and products you started with.

At its core, **crawling** is about **providing as much raw pricing data as possible, as quickly as possible.**

Price Intelligence

Like crawling, price intelligence begins with a concrete understanding of your competitors' prices. Unlike crawling, intelligence goes several steps beyond data extraction.

Wiser defines **price intelligence as tracking, monitoring, and analyzing pricing data to understand the market and make educated pricing changes at speed and scale.**
It is both a continual and iterative process that necessitates ongoing visibility into the competitive landscape.

It is the 'analyze' part of the definition that differentiates pricing intelligence from price crawling.

Intelligence takes the extraction involved with crawling and builds on it, providing more robust and comprehensive data so you can confidently reprice, implement discounts, and carry out additional price-related actions in a constantly-changing retail environment.

Think of price crawling as stepping on a scale—it gives you a quick snapshot of your weight at that moment.

Price intelligence, on the other hand, is like using a full fitness tracker that **monitors trends, analyzes patterns, and helps you optimize your performance over time.** With price intelligence, you don't just see competitor prices—you can understand their impact on your business and take action.

Who Benefits from:

Price Crawling

A further distinction between price crawling and price intelligence can be made by looking at the end user of each. Who benefits?

In theory, both strategies could work across many key departments including pricing, business intelligence, eCommerce, and category management teams. However, they are not equally suited for every professional, as different teams require varying levels of data granularity and analysis to inform their pricing decisions.

As noted previously, **price crawling is a surface-level extraction of pricing data and product descriptions.** Depending on the tool, you may have to spend hours parsing the data once received to identify any trends to make confident decisions.

Benefiting from price crawling comes down to time:

- Do you have the time to review and interpret raw pricing data?
- Do you have the time to develop and adjust pricing strategies based on that data?
- Do you have the time to implement and monitor those changes effectively?

That's a significant investment of time. Price crawling may be the right choice if you need **real-time access to raw pricing data** and have the **expertise to analyze and act on it quickly.** It's also a good fit if you have **dedicated internal resources** — such as a **pricing team or data analysis tools** — to handle the process efficiently.

Price Intelligence

Price intelligence goes beyond simple data extraction. While price crawling gathers raw pricing data, intelligence takes it further by **incorporating analysis, reporting, and a defined workflow for taking action.** This added value makes it especially **useful for pricing and eCommerce teams that require more than just raw numbers.**

There is a close relationship between data analysis and action. Once you understand what your competitors' prices can tell you about your business, you can take steps to improve your own pricing strategy and better serve your customers.

Even if you don't have the time or resources to manually analyze data and develop pricing strategies, pricing intelligence can help. It's particularly **beneficial for teams managing a large number of competitors or balancing multiple responsibilities beyond pricing.**

Additionally, many intelligence platforms offer expert guidance, making it an ideal solution for those who prefer a more hands-off approach to pricing strategy.

Price intelligence not only **helps you analyze and report on price movements**, but it also **provides the competitive insights necessary to refine your current strategies.**
By understanding market trends and competitive movements, you can **make informed pricing decisions that drive profitability and keep your business competitive.**

Price Intelligence in Action

Price intelligence goes beyond price tracking—it's about **transforming raw data into meaningful insights that drive smarter sales decisions.**

With Wiser, you begin by providing the products you want to monitor. Once we begin extraction, we monitor the current price of each product, along with competitor prices for each. This provides you with an understanding of the pricing landscape similar to the type of data you would receive from price crawling.

The similarities end there.

With Wiser's Price Intelligence, you don't just collect pricing data—you **gain a strategic advantage in a rapidly shifting market.**

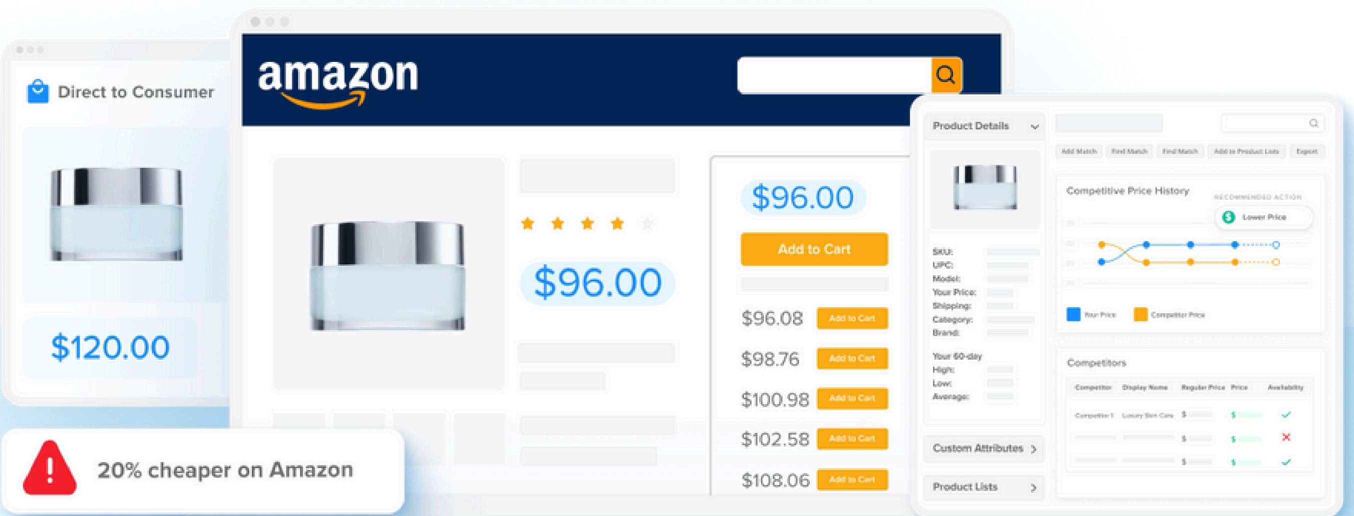
Pricing moves fast, and manual processes can't keep up. Instead of reacting after price changes erode your margins or cost you sales, Wiser equips you with the real-time insights needed to stay ahead of competitors before their moves impact your bottom line.

With Wiser's Price Intelligence, you can:

- Get instant alerts on competitor price changes so you can respond before losing market share.
- Track SKU-level performance to identify price-sensitive products and premium pricing opportunities.
- Analyze historical pricing trends to spot patterns, anticipate shifts, and refine your strategy.
- Benchmark at scale to measure how your pricing stacks up against the competition.
- Generate clear, actionable reports to highlight trends and uncover pricing opportunities.

No more guesswork. No more broad, inefficient pricing adjustments. But intelligence alone isn't enough—it's how you act on it that drives results. Once you have clear, reliable data, the **next step is turning insights into strategy.**

Here's how to put Price Intelligence into action.



Price Intelligence in Action

ACTIONS STEPS

01 Identify Broad Competitors

- Use price positioning tools to track not just direct rivals but also emerging or indirect competitors, such as third-party sellers or private labels, to stay ahead of potential threats.

02 Monitor Prices Daily with Alerts

- Set up a robust daily price tracking system with custom alerts for key competitors, marketplace sellers or products.

03 Evaluate Competitor Assortment Tactics

- Assess how competitors bundle products, offer exclusives, or use variations to appeal to different segments.

04 Analyze Trends with Predictive Insights

- Regularly analyze pricing data and leverage predictive analytics to forecast competitor actions and market shifts, enabling proactive adjustments to your pricing strategy.

05 Benchmark Against Competitors

- Develop KPIs to measure your performance on key marketplace metrics like buy box ownership (on Amazon). Regularly assess and adjust your pricing strategy to ensure competitiveness across these dimensions.

Price Intelligence in Action: Real-World Success Stories

We've already seen why Price Intelligence is critical for retailers looking to stay competitive in an unpredictable market. But how does it actually work in practice? Here's how two leading retailers are using Price Intelligence to make smarter pricing decisions, improve margins, and stay ahead of the competition.

THE VERY GROUP

From Guesswork to a Precision-Based Pricing Strategy

Managing 50,000 live products in a fast-moving retail environment isn't easy. Before Wiser, The Very Group struggled to keep up with competitor price shifts. Their pricing decisions were inconsistent, relying on a mix of instinct and fragmented data across hundreds of merchandisers. By the time they realized competitors had undercut them, it was often too late—sales were lost, and margins suffered.

With real-time competitive insights, The Very Group transformed how they manage pricing. Today, they proactively adjust strategies instead of reacting too late. Teams no longer rely on ad-hoc pricing changes; instead, they use data-driven decision-making to track promotions, optimize discounts, and spot margin-draining pricing trends before they become a problem. The result? Faster, smarter pricing adjustments that drive revenue without eroding profitability.

Read the full use case here.

build WITH FERGUSON

Scaling from Manual Adjustments to Real-Time Pricing Precision

With 400,000+ SKUs to manage, Build.com faced a serious challenge: their pricing process was slow, reactive, and imprecise. Broad category-level price changes left some products underpriced, eroding margins, while others remained too high, leading to lost sales. They needed granular, real-time insights to make precise pricing moves at the SKU level.

By leveraging Wiser's automated price tracking and competitive insights, Build.com now fine-tunes pricing at the product level, rather than applying broad adjustments. Instead of reacting blindly, their teams track competitor movements, analyze price elasticity, and adjust strategically—ensuring they stay competitive while protecting profitability.

With Price Intelligence, Build.com doesn't just keep up with the market—they stay ahead of it, ensuring every price is optimized to win.

Read the full use case here.

The Takeaway

From eCommerce giants to specialized retailers, Price Intelligence is a game-changer. These case studies prove that businesses using real-time data, competitive tracking, and pricing insights aren't just adjusting prices—they're outmaneuvering competitors, protecting margins, and shaping their own success in a dynamic market.

From Insights to Execution: The Next Step in Pricing Strategy

In summary, **price crawling gives you raw pricing data** while **price intelligence helps you understand what that data means.** But to stay ahead in today's market, you need more than insights—you need execution.

Data is powerful, but only if you **act on it.**

Retail is more unpredictable and fast-moving than ever—prices fluctuate constantly, driven by shifting consumer demand, supply chain disruptions, and algorithmic pricing. Even with the best intelligence, if your prices stay static while competitors adjust dynamically, you risk falling behind. Blind spots grow. Margins shrink. Opportunities slip away.

That's why many businesses take the next step: **leveraging price execution and optimization tools to bring strategy to life.**

To act on pricing intelligence effectively, many businesses integrate external pricing execution tools that work alongside their intelligence platform. These tools help **automate price updates, enforce pricing rules, and ensure that strategic decisions translate into real-world adjustments—at the speed the market demands.**

By pairing price intelligence with execution software, teams can **move beyond insights and take action**—whether that means responding to competitor price changes, aligning with promotional strategies, or optimizing for margin growth in real time. This seamless connection between analysis and execution enables businesses to stay agile, proactive, and competitive in a rapidly shifting market.

By combining price intelligence with execution, businesses can:

- Stay ahead of competitors by adjusting proactively, not just reacting.
- Automate pricing updates to maintain competitiveness across channels.
- Enforce pricing rules that align with revenue, margin, and growth objectives.
- Continuously refine pricing strategies with testing and performance tracking.

When intelligence and optimization work together, businesses don't just keep up—they set the pace. Pricing remains agile, competitive, and aligned with business goals.

The bottom line? Tracking prices isn't enough. **Winning businesses don't just watch the market—they shape it.**

From Crawling to Intelligence: Turning Pricing Insights into Action

Success in today's market isn't just about tracking prices—it's about making pricing a competitive advantage. Price crawling gives you raw data, but pricing intelligence transforms that data into strategic action. The businesses that thrive aren't just reacting to price changes; they're anticipating market shifts, optimizing strategies, and protecting margins with confidence.

By leveraging real-time insights, competitive benchmarking, and automated execution, price intelligence enables companies to move beyond data collection and into decisive, profit-driven action. The question is no longer whether to track prices—it's how to turn that intelligence into smarter decisions that keep you ahead.

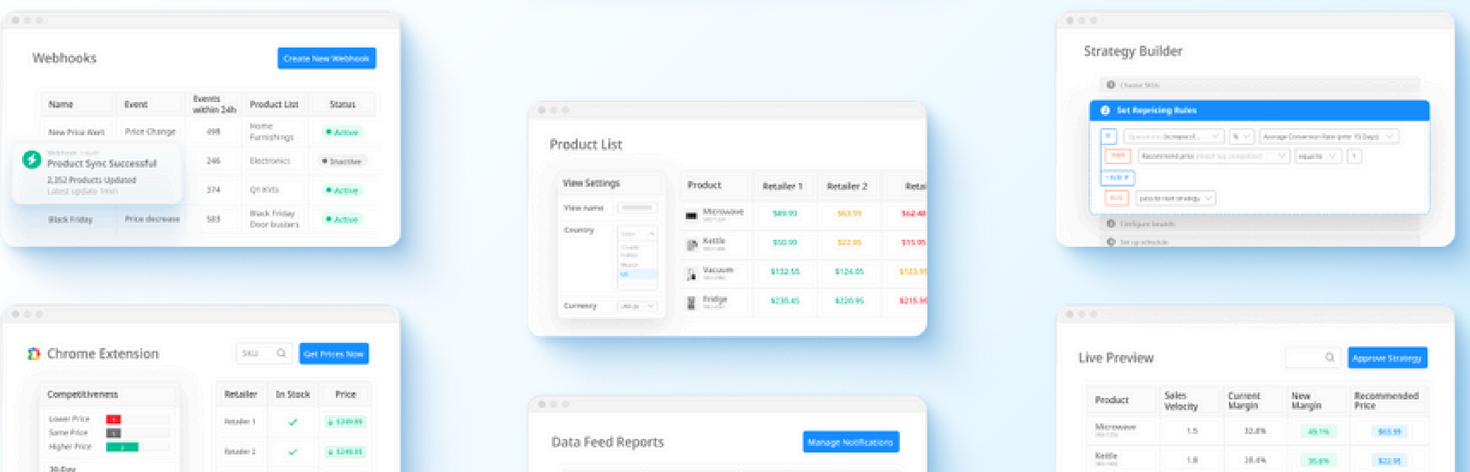
With the right tools and strategy, businesses can maintain agility, outmaneuver competitors, and build a pricing approach that's both resilient and profitable in an ever-changing market. The future of pricing belongs to those who don't just follow the market—but shape it.

Explore More: How to Optimize Your Prices

Understanding your competitors' prices is just the beginning—true success comes from optimizing your own pricing strategy. In **A "How To" Guide for Optimizing your Prices**, we explore how businesses can navigate competitive pressures, adjust prices in real time, and implement agile pricing strategies that drive both profitability and market share.

learn how to segment your products, refine pricing with detailed inputs, and extend strategies beyond marketplaces.

Download the Full Report



About Wiser Solutions

Wiser Solutions is a pioneering force in the retail analytics space, leveraging real-time data to empower brands and retailers with actionable insights across multiple channels. Every day, we analyze billions of data points, tracking seller activities, price dynamics, and promotional strategies both online and in-store. Our expertise lies in identifying and resolving the decision point disadvantage—ensuring our clients are equipped to make fast, informed decisions that enhance consumer experiences, foster loyalty, and drive sales. With Wiser, businesses gain access to the largest and most accurate dataset, enabling them to maintain competitive pricing, optimize stock availability, and achieve significant ROI. Join the ranks of leading brands and retailers who trust Wiser to transform their sales strategies and market execution.