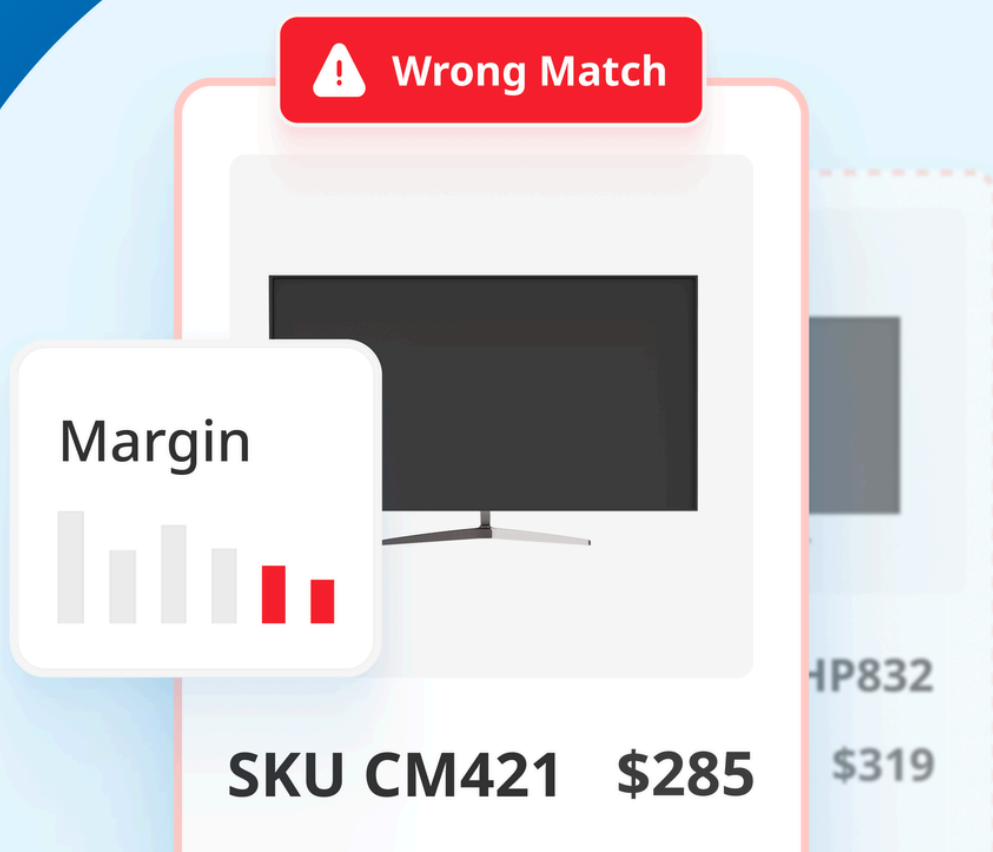


The Hidden Cost of Bad Data

What competitive data you can't trust really costs and the five pillars that make data worth acting on.



Executive Summary

Every decision built on bad data inherits the error.

Pricing, assortment and promotion decisions are only as good as the data behind them. When that data is wrong, the cost rarely shows up as a line item. It shows up as a price set against the wrong product, an alert your team spends a morning chasing or a competitor move nobody noticed until the sales report.

This ebook covers three topics:



What **bad competitive data** costs you



The **five pillars** of data quality



Wiser's **matching workflow**

THE SHORT ANSWER

- Competitive data you can't trust is more expensive than no data at all, because every decision built on it inherits the error.
- Data quality has five pillars: coverage, accuracy, completeness, stability and delivery consistency.
- Trusting your data means knowing where it stands on all five.



Wrong Match



Missed Promo



False Alert



SKU CM421

\$285

Margin

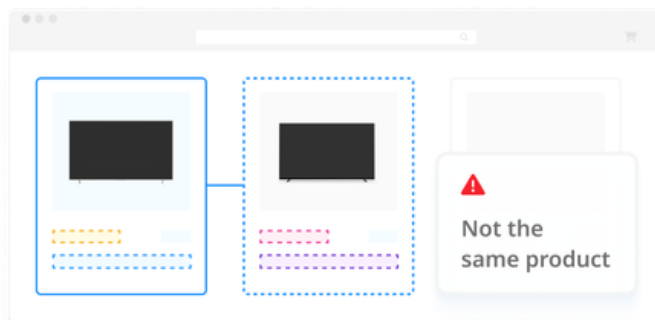


Bad data costs more than missing data

Pricing teams have plenty of competitor data. The trouble starts when they can't tell which numbers are right. Bad competitive data fails in three predictable ways:

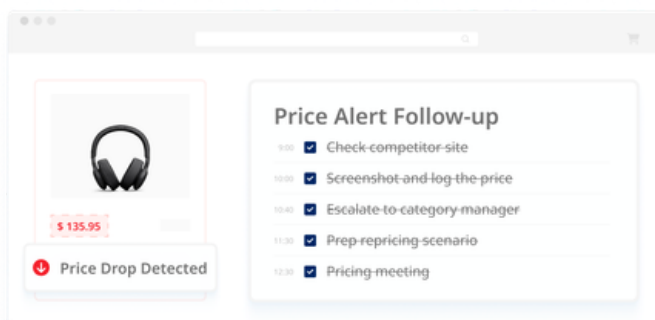
The Margin Cost: Mismatched Products

Your 65-inch TV gets matched to a competitor's 55-inch model. You cut price to close a gap that doesn't exist and give away margin on every unit.



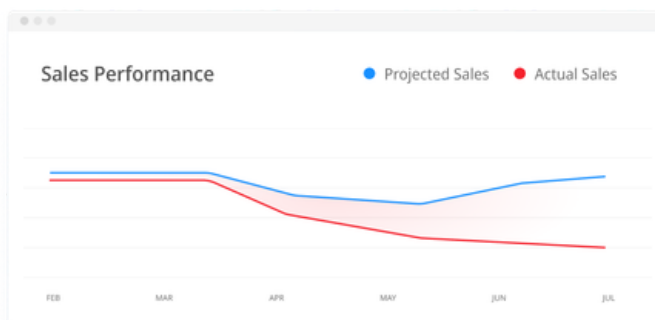
The Time Cost: False Alerts

A price drop that never really happened sends your team into a morning of checks, escalations and a pricing meeting that ends up being a waste of time.



The Sales Cost: Missing Signals

A competitor runs a weekend promotion on your top seller. Your data never picks it up, and you find out from Monday's sales numbers.



The longer-term cost is trust.

Once a category manager catches the wrong data twice, they start checking competitor sites by hand before every decision. At that point you're paying for data your team no longer uses to decide anything.

The Five Pillars of Data Quality

PILLAR 1

COVERAGE

Do you see every listing that exists, not just the ones that are easy to find?

Without It

A competitor listing you never see is a price you can't respond to.

With wiser®

Holistic crawls across retailers, marketplaces and search.

PILLAR 2

ACCURACY

Is each match actually the same product, not just a close guess?

Without It

Price against the wrong item and lose margin on a false gap.

With wiser®

97%+ match accuracy in competitive tests, vs. 52% for the competitive set.

PILLAR 3

COMPLETENESS

Out of everything that should have matched, how much actually did?

Without It

Unmatched products go missing, and parts of the competitive picture go dark.

With wiser®

Domain-level measurement tracks completeness by category and retailer.

PILLAR 4

STABILITY

Does the data hold up over time, or degrade as catalogs change?

Without It

Data that was right at onboarding drifts as sites and assortments change.

With wiser®

Accuracy and completeness monitored continuously, not audited once.

PILLAR 5

DELIVERY CONSISTENCY

Does the data show up reliably, in the format your team actually needs?

Without It

A late or hard-to-use feed means decisions run on yesterday's prices.

With wiser®

Delivered in-platform or straight into your BI tools and workflows via API and webhooks.

Wiser's Matching Workflow

The same product rarely looks the same on two retailer sites. One lists "36-Inch French Door Refrigerator, 26 cu. ft., Stainless Steel." Another lists "36in FD Fridge 26CF SS." Every product that fails to match is a gap in your competitive picture. Wiser closes those gaps with proprietary multi-stage matching, verified by AI and human quality control.



Discover

Holistic crawls across retailers and search.



Standardize

Titles, brands and identifiers normalized.



Match

Exact and semantic matching at scale.



Validate

AI verifies every candidate match.



Deliver

Verified insights, live to customers.



Wiser is the competitive intelligence platform brands and retailers trust to win more sales, starting where it matters most: price.

Our intelligence covers every attribute that shapes the buying decision and protects brand integrity — pricing, promotions, shipping cost, availability, ratings, reviews, compliance and market execution — spanning more than **443 million products, 716K sellers and 50 billion data points daily**. Wiser's platform gives you the full picture and the tools to act, unlocking confident decision-making across your entire online shelf.

Accurate, complete and proactively monitored: Wiser's data infrastructure is built to outperform industry benchmarks, giving you the confidence to act faster and deliver stronger outcomes.

443M+

Product Tracked

716K+

Sellers Monitored

50B+

Data Points Daily