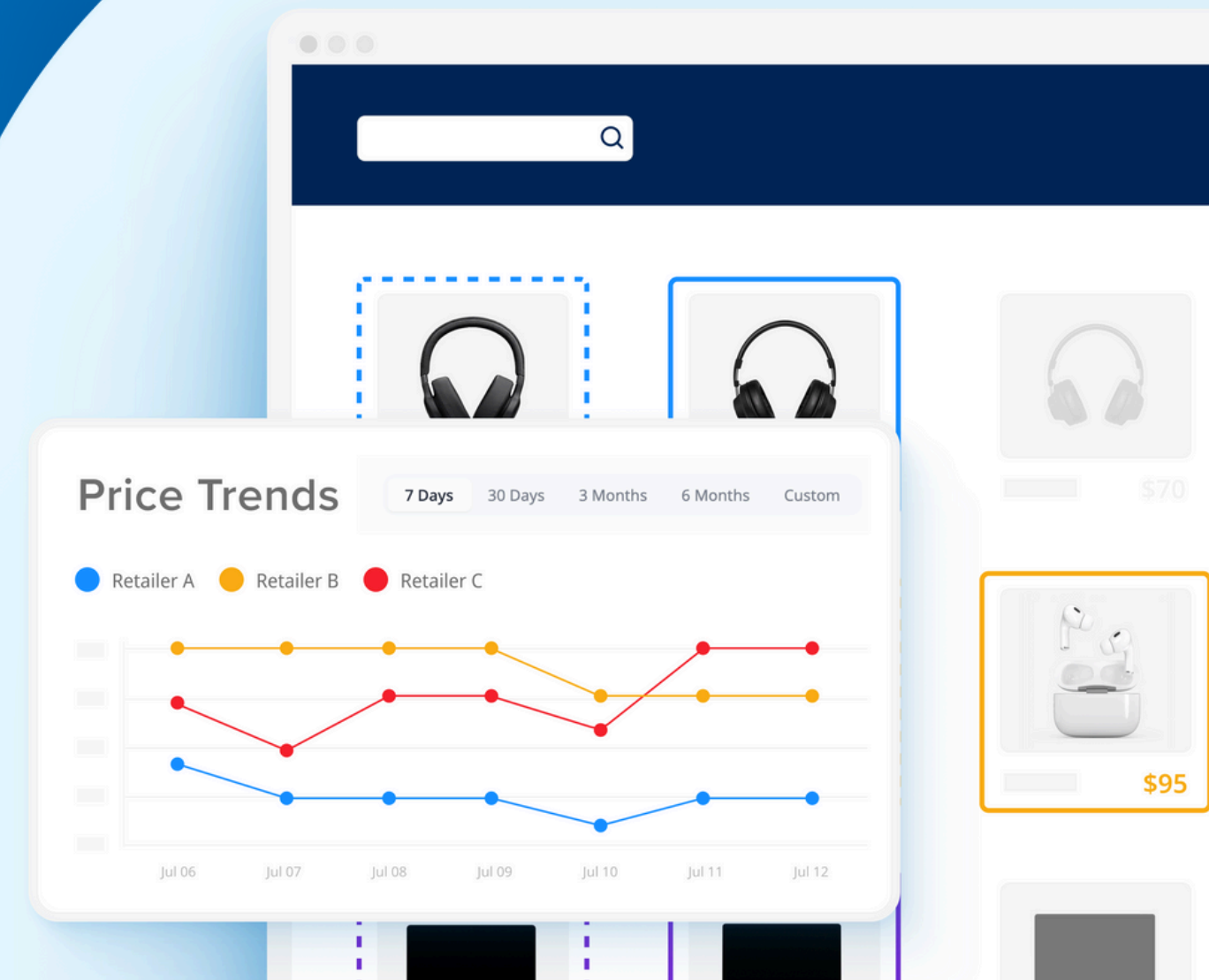




Market & competitive trends in practice:

How Brand Teams Use Wiser to Support Strategic Decision-Making



Use Case: Market Visibility for Online Sales & Trade Marketing Teams

- E-commerce, sales, and product teams at a global appliances manufacturer in France use Wiser's category intelligence to **monitor product positioning, availability, and pricing trends** across 20 retail partners.
- By analyzing historical data across categories such as Webcams, Cameras, Soundbars, and TVs, teams **gain a clearer view of competitive dynamics and category-level movement**.
- These insights help teams **adjust pricing and promotional plans in line with market conditions**, supporting stronger online performance in a rapidly evolving retail environment.

TEAM INFO

Sales & Trade Marketing Teams
France

20
retail partners monitored

Daily
data extraction delivered

6
product categories extracted

Use Case: Market Visibility for Online Sales & Trade Marketing Teams

- A global appliances manufacturer uses Wiser's Market Intelligence to **monitor pricing dynamics, promotional activity, and assortment changes** across key retail partners in Small and Home Appliances.
- By analyzing these signals over time, the brand **identifies competitive shifts, pricing pressure, and category-level trends**, helping teams understand how market dynamics evolve.
- Sales, pricing, and commercial teams use this analysis to **inform planning discussions and align decisions with real market behavior** across e-commerce channels.

TEAM INFO

Sales & Pricing Teams
United Kingdom

£15 billion
market to compete in

Daily
data extraction delivered

27
retailer sites monitored

Use Case: Regional Competitive Benchmarking for Strategic Planning

- The Business Intelligence team in LATAM uses Wiser's tools to **analyze competitor pricing and market positioning** across the gaming and entertainment sectors.
- Ongoing benchmarking across more than 1,000 SKUs helps the team **understand regional differences, shifts in consumer preferences, and emerging competitive threats**.
- These insights support **more agile regional planning and closer alignment with vendor and commercial partners**, helping teams stay responsive to changing market demand.

TEAM INFO

Business Intelligence Team
LATAM

13

countries supported across LATAM

1000+ SKUs

monitored daily

Daily

monitoring and alerting



Seeing unexpected market shifts or pricing pressure?

Get in touch for a free assessment from Wiser.

