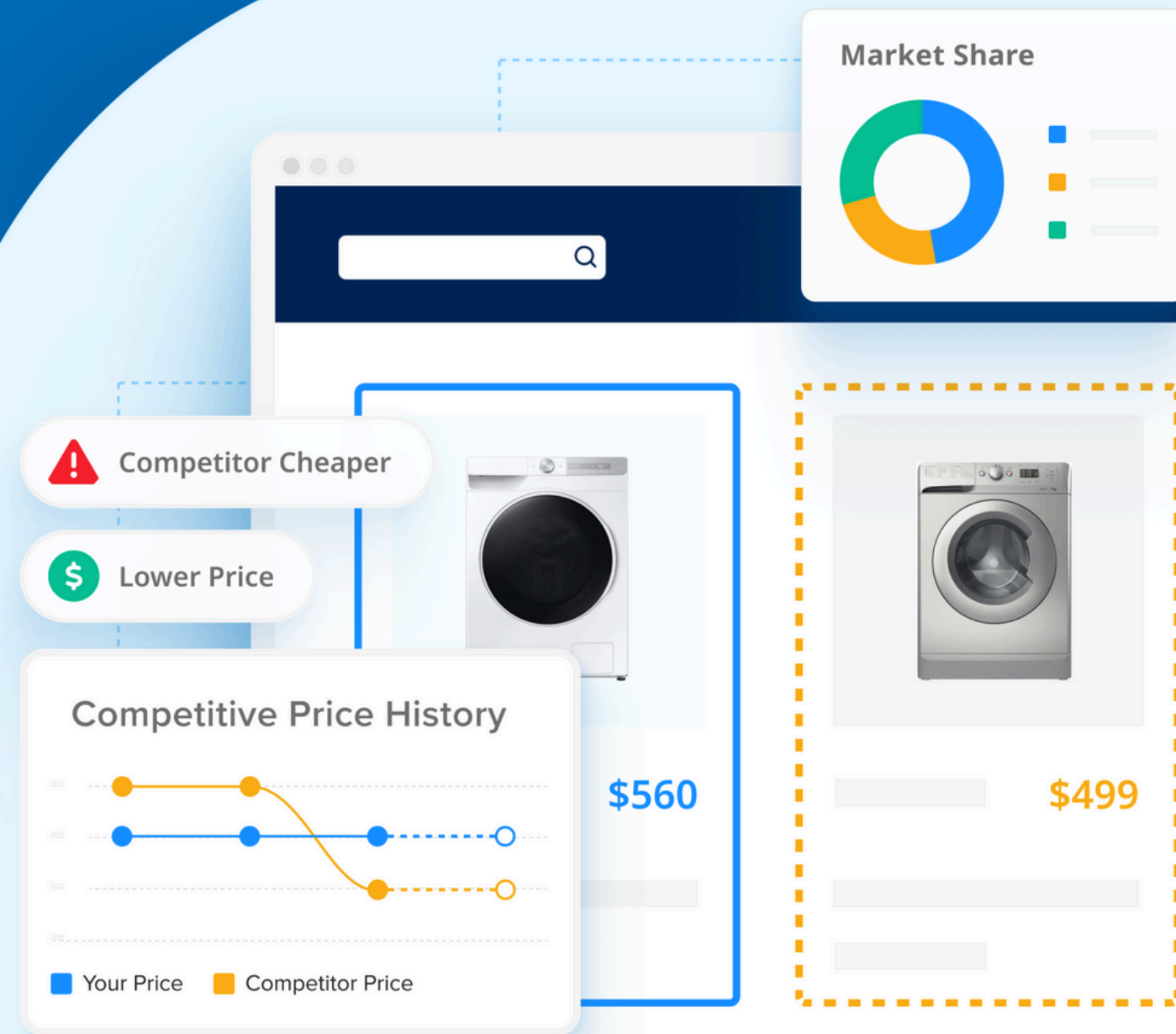




Pricing intelligence in practice: How Brand Teams Use Market Data to Compete, Protect Margin, and Respond Faster



Use Case:

Balancing Marketplace & D2C Pricing

- The direct-to-consumer (D2C) team at a major appliances brand uses Wiser's Price Intelligence to **manage pricing across its direct website and two key marketplace channels**, where competitive pressure and margin protection must be balanced daily.
- The primary challenge is **maintaining competitive pricing on marketplaces to win the buy box without eroding margins on their direct site**. By integrating real-time data insights, the brand can rapidly adjust pricing strategies, ensuring they remain competitive in the marketplace while optimizing profitability on their own platform.

TEAM INFO

Direct-to-consumer Team
France

3
key sales channels monitored

2.5X
increase in monitoring frequency

10 billion €
market to compete in

Use Case: Pricing Strategy Across Retail Channels

- Category and product teams at a global appliances manufacturer use Wiser's Market Intelligence to **monitor pricing and promotional dynamics** across key retail partners and sales channels.
- These insights allow teams to **identify pricing gaps, competitive pressure, and retailer-driven inconsistencies**, providing a clearer view of where strategy needs adjustment.
- By acting on these signals, the teams **prioritize pricing actions and retailer discussions**, helping maintain competitive positioning across channels without unnecessary margin erosion.

TEAM INFO

Key Categories & Product Teams
France

36
retail partners monitored

Daily
data extraction delivered

10
product categories extracted

Use Case:

Competitive Price Monitoring at Scale

- Wiser works closely with pricing teams in the Home Appliances and Consumer Electronics divisions, providing category-level market intelligence and custom data feeds.
- The team uses this data to monitor pricing movements and benchmark against competitors across more than 30 retail sites, tracking trends across categories over time.
- These insights help the team identify pricing discrepancies early and maintain competitive alignment with the market, supporting more confident pricing decisions at scale.

TEAM INFO

Pricing Team
United Kingdom

Daily
data extraction delivered

1,000
monthly user activity sessions

30+
retail sites monitored

Use Case: Competitive Pricing Alignment for Forecast Teams

- Price analysts and forecast teams at a major appliances brand use Wiser's Market Intelligence and Live Price Check solutions to **track price movements, historical trends, and promotional activity** across major retail sites.
- This visibility helps the team **identify emerging pricing gaps and sustained competitive pressure**, ensuring the brand's pricing stays aligned with the market without introducing unnecessary volatility.
- By benchmarking continuously against market dynamics, the team **adjusts pricing and promotional plans with greater confidence**, supporting more accurate forecasting and a stronger competitive position in the UK market.

TEAM INFO

Price Analysts & Forecast Team

United Kingdom

3

key pricing indicators tracked

Daily

data extraction delivered

6

product categories extracted

Use Case:

Real-Time Price Monitoring

- The sales team at a global small and major appliances brand relies on Wiser's Market Intelligence to monitor pricing trends across key retailer websites. Their primary objective is **identifying which retailer initiates price changes first**, allowing them to adjust their pricing strategies in response.
- By identifying pricing fluctuations early, the team can respond with targeted pricing actions and incentives, supporting stronger retailer collaboration and competitive positioning.
- This proactive approach enables the brand to **protect its market share, prevent margin erosion, and optimize promotional strategies** in a dynamic retail environment.

TEAM INFO

Sales Team

United Kingdom

19

retail partners monitored

£15 billion

market to compete in

Daily

price data monitoring

Use Case:

Competitive Price Positioning

- The sales team at a major appliances manufacturer in Germany uses Wiser's Market Intelligence and Price Check to track pricing trends across 30 major retailers in the washing machine and dryer categories.
- By analyzing price deviations from recommended retail pricing, the sales team can quickly identify competitive threats and adjust pricing strategies with confidence.
- These insights help **ensure the brand's products remain competitively positioned** while maintaining profitability in an increasingly price-sensitive market.

TEAM INFO

Sales Team
Germany

30
retail partners monitored

Daily
data extraction delivered

2
product categories extracted



Losing market share? Missing sales? Struggling with execution?

Get in touch for a free assessment from Wiser.

