



Retailer negotiations & compliance in practice:

How Brand Teams Use Market Data to Support Fair, Fact-Based Retailer Relationships

Retailer Data

Retailer	SKU 1	SKU 2	SKU 3
CURRYS	£399.00 4.30 ★ (95) 5 days	£348.97 4.50 ★ (78)	£431.97 5.00 ★ (1)
IE CURRYS	€459.99 4.30 ★ (95) 7 days		€599.99 5.00 ★ (1) 7 days
APPLIANCES DIRECT	£387.00 4.30 ★ (95) 1 day		£432.00 ★ (0) 1 day
AO.COM	£387.00 4.60 ★ (75)		

Use Case: Optimizing Category & Retailer Negotiations

- Category and product management teams at a leading MDA brand use Wiser's Market Intelligence and Price Check solutions to **maintain a market-wide view of pricing and promotions** across key retail partners.
- By monitoring pricing fluctuations, promotional activity, and historical trends, the teams **identify competitive pressure and pricing gaps at the category level**.
- These insights support **more informed, fact-based discussions with retailers**, helping ensure competitive pricing while protecting healthy margins.

TEAM INFO

Category & Product Management Teams
France

21
retail partners monitored

Daily
data extraction delivered

19
product sub-categories extracted

Use Case: Retailer Pricing Compliance

- A global appliances manufacturer has used Wiser's Market Intelligence and Price Check solutions since 2010 to **monitor retailer pricing and track alignment with commercial pricing policies.**
- Insights collected through Wiser help the team **identify pricing inconsistencies and patterns over time**, supporting informed discussions with retail partners.
- When discrepancies arise, the team can **adjust product allocations or offer exclusive assortments** to partners who consistently adhere to pricing guidelines, helping maintain stable retailer relationships.

TEAM INFO

Pricing Analyst & Category Teams
France

16
year partnership

25
retail partners monitored

Daily
price data points extracted

Use Case: Pricing Transparency & Retailer Negotiations

- A Small Domestic Appliances brand previously relied on manual Excel-based tracking to monitor pricing across its 14 key retail partners, limiting visibility into pricing trends, retailer-driven discounts, and product availability.
- With Wiser's Market Intelligence and Price Check solutions, the team now has **real-time visibility into price movements across its catalog, with a focus on the top 20 SKUs**. This enhanced visibility allows the brand to assess retailer compensation claims more confidently when discounting occurs.
- Additionally, the brand can **proactively identify when retailers delist their products due to uncompetitive pricing**, enabling them to take corrective action to maintain availability and sales.

TEAM INFO

Sales & Brand Teams
France

14
retailer websites monitored

2X
increase in monitoring frequency

20
top SKUs monitored daily

Use Case: MAP Monitoring

- Brand teams in the U.S. and Canada use Wiser to **monitor MAP compliance across online sellers** in the Home Appliances and Home Electronics categories.
- Daily tracking, including test buys of selected SKUs, helps the team **identify unauthorized sellers and trace product origins**.
- Regular reporting supports **consistent application of pricing policies**, helping protect brand integrity and inform go-to-market decisions.

TEAM INFO

GTM & Procurement Teams
United States & Canada

Daily
data refresh, weekly trend report

300+
SKUs monitored daily

40+
sites extracted from

Use Case: Pricing Integrity

- This global manufacturer's Commercial Planning team leverages Wiser's monitoring services to enforce its PURE policy, **managing pricing discrepancies and protecting its market position** in the U.S. and Canada.
- Wiser provides daily price monitoring, identifying pricing trends and flagging instances where products fall above or below agreed pricing thresholds.
- Regular reporting enables the Commercial Planning team to **respond quickly to pricing deviations**, supporting fair competition and consistent pricing structures.

TEAM INFO

Commercial Planning Team
France

Real-time
alerts for pricing deviations

100K+
datapoints analyzed monthly

5X
faster response time

Use Case: Policy Compliance

- A second division of the manufacturer uses Wiser to **monitor compliance with SURE and MAP policies** across more than 200 retailer sites in the U.S. and Canada.
- Daily monitoring and weekly enforcement workflows help the Business Planning & Compliance team **address issues proactively across retail channels**.
- Monthly reporting supports **trend analysis and informed decision-making** around retail relationships and policy adjustments.

TEAM INFO

Business Planning & Compliance Teams
France

200+
Retailers monitored daily

2 Regions
Supported

5+
Years of collaboration



Facing challenges aligning pricing and execution across retailers?

Get in touch for a free assessment from Wiser.

