Home Perfect

"The internet arena is competitive and unforgiving. Wiser levels the playing field and gives me the tools I need to win."

— Alex Teller, Home Perfect

WHO

Home Perfect - The Perfect Place to Outfit Your Home

Since its opening in 2000, pure play retailer HomePerfect.com has been one of the best-kept secrets on the Web. They are the ultimate design destination for consumers who are looking to renovate their home at a reasonable price. Not only do they deliver incredible customer service, they offer the lowest prices for high quality kitchen and bath products online.

WHAT: PAIN POINTS

1 No visibility into competitors on Google Shopping

2 Unsure of standing compared to competitors

3 Manual competitive data yielded unreliable results

HOW

A Bird's-Eye View of the Industry

Before Wiser, Home Perfect had very limited visibility into their industry. Aside from manual searches, they had little data regarding their competitors' prices. They felt as if they were running their business blindly, lacking actionable insights to make informed pricing decisions. Wiser helps Home Perfect get a better understanding of where they stand in their industry.

With Wiser, Home Perfect can visualize where they stand in the competitive landscape. They accomplish this by viewing and comparing price trends against competitors at the individual SKU level. Wiser's filters give Home Perfect the power to look at specific slices of data (for example, by brand, category, or a custom filter of their choosing), according to their needs at that time.

RESULTS WITH WISER:

Home Perfect needed awareness into their hyper-competitive industry, and Wiser puts that power into their hands. The days of manually searching competitor sites and Google Shopping are in the past, and they are now equipped with timely, accurate, and reliable data that helps them get ahead of the competition.

Some key features and benefits include:

1 Comparing prices with their competitors

2 Filtering data to compare results at a specific product or category level

3 Collecting data automatically to make informed pricing decisions

Since Home Perfect is known for their lower prices, Wiser has been crucial for their business. They can now make sure they are offering the highest quality products at the lowest prices, while staying as profitable as possible.

ABOUT WISER

Wiser is the leading provider of actionable data for better decisions. Wiser collects and analyzes online and in-store data with unmatched speed, scale and accuracy. The Wiser platform then blends these insights with advanced workflow software to drive business value for brands and retailers, including restaurants. Using a unique combination of data science and human validation, Wiser offers integrated solutions for every aspect of retail, all in one place.

Learn more at www.wiser.com

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