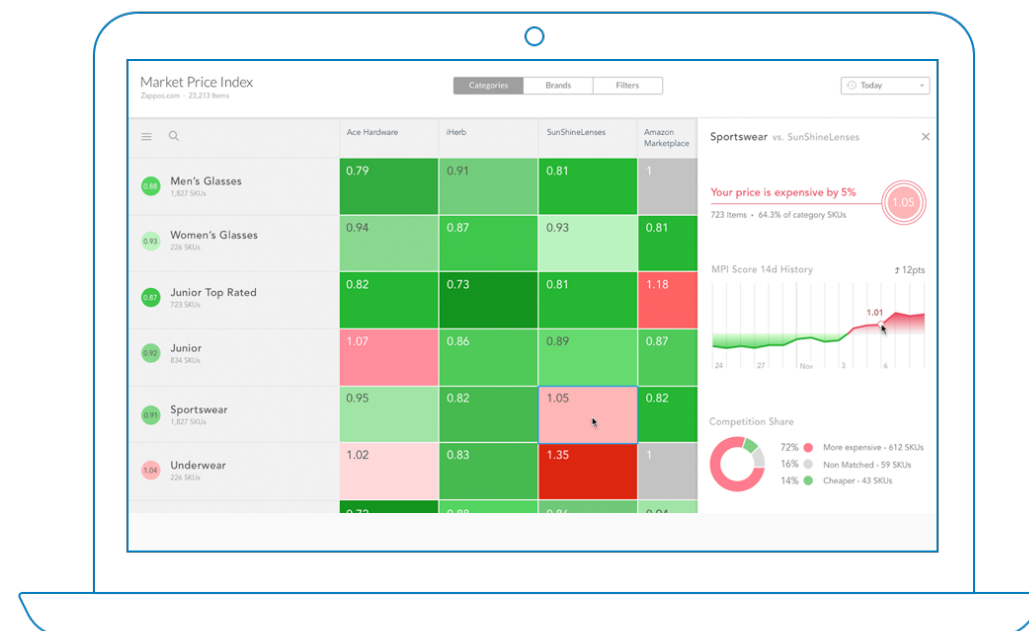# wiser

Better data, better decisions

Wiser for Online Retailers

Streamlined. Insightful. Actionable.

Online retail's share of the market is ticking up each year, but as it does, competition is as well. Tried and true in-store strategies don't always work in online retail, so adaptation and iteration are required in order to win in the current retail market.

Wiser enables online retailers to gain the data they need and make decisions that will put them in a better competitive position. Whether an online retailer needs to improve their pricing, assortment, or promotions, Wiser can help optimize them all by providing high quality data, analysis, and advanced workflow solutions, all in one place.
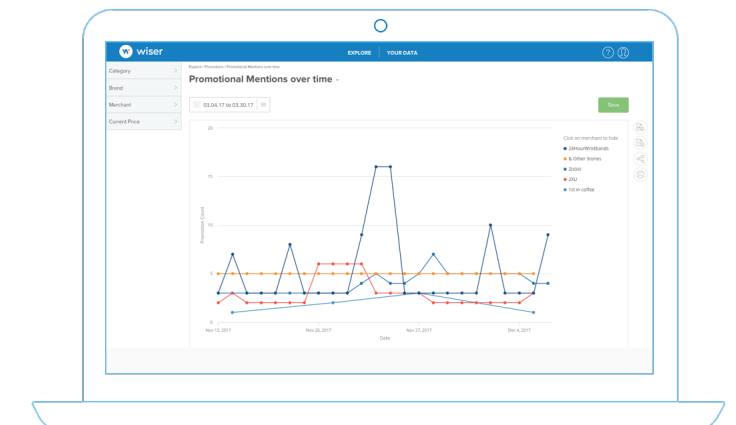
Pricing

Pricing is one of the biggest factors that influences where online shoppers choose to buy. That means your prices need to be competitive, as shoppers can conduct a price comparison in mere seconds. Wiser allows online retailers to gain timely competitive pricing data in order to benchmark their own prices accurately and reprice based on sophisticated pricing rules. Having access to pricing history gives online pricing teams an edge, as they have several years' worth of discounting data, which they can use to predict demand patterns. These insights help online retailers monitor relative price performance. Identify high-level competitive trends or filter it down to specific insights.
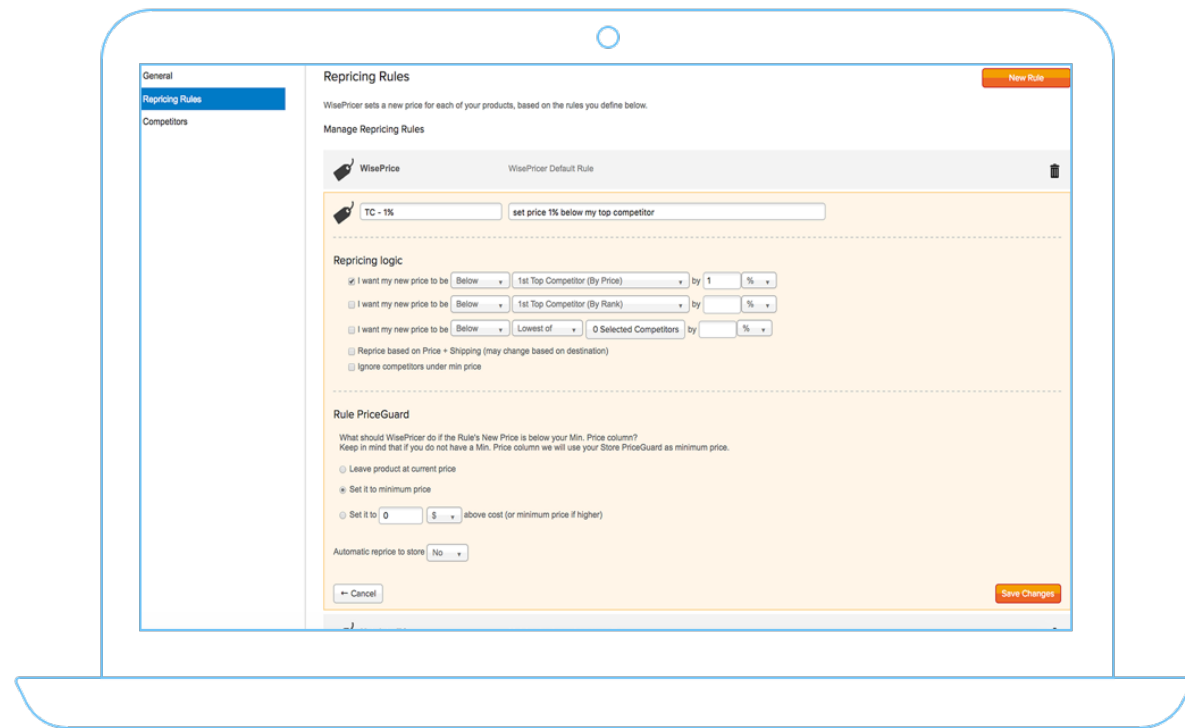
Promotions

Wiser gives online retailers more hours in the day with automated competitive promotion tracking. As with pricing, promotions can shift quickly in the online sphere. Therefore, having timely data is essential to making informed promotional decisions. Wiser's platform helps marketers understand the promotional mix of key competitors, especially when it comes to seasonal changes and trends. In addition to identifying trends, gain access a large database of historical homepage screenshots to review the look and feel of past promotions.

Assortment

In order to carry the right products, online merchandisers need to be able to identify assortment gaps and discover top selling brands. Wiser makes this possible by analyzing category and product trends to seek out new products and manage existing assortment. Proactively fill whitespaces with consistent bestsellers and gain a competitive advantage by adding unique products that are novel to the market, in terms of category, price tier, and more.

Wiser by The Numbers

28,000+
Brand Tracked

2,000+
Retailers Tracked Through
Homepages, Marketing Emails, and
Social Media

100,000,000+
SKUs Monitored

3+
Years of Product History

VALUE ONLINE RETAILERS GAIN FROM WISER

Gauge Competitive Threats

Visualize your price position at the category level to
improve your pricing strategy.

Analyze Promotional Cadence

Identify competitor promotional timing to outsmart
them in the future.

Create High Potential Assortment

Find hidden bestsellers that competitors are carrying
to improve your assortment over time.

Rule-Based Repricing

Set customizable repricing rules to maximize sales
across channels using a semi-automated repricing
approach governed by price guards.

Infer Consumer Insights

Analyze both historical and current data to deliver
compelling promotions to boost sales, profits, and
customer satisfaction.

SKU Management

Wiser grows with you and can monitor hundreds
of thousands of SKUs—all in one easy to manage
interface.

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.