360comparables

Assess relative price competitiveness for similar products; especially well-suited for facilitating pricing decisions on unique SKUs, private label, and exclusive products.

Comparing Apples and Oranges

Retailers in more and more categories are leveraging private brands to boost margins and limit direct shopping comparisons, while cost conscious consumers are on the lookout for less expensive substitutes. Manufacturers use differentiated brands including private label to optimize revenues and margins across all channels while also minimizing channel conflict.

Completing the Retail Pricing Landscape

360comparables enables direct comparison of “like” or similar products with unprecedented accuracy, providing full visibility into the retail landscape.

- See prices for similar or “like” products by retailer, by category, and/or at the individual SKU level including shipping and availability for a truly valid comparison;
- Get zone pricing for matched products;
- Assign up to 100 attributes for a specific category to determine the relevance of matched products;
- Get price updates when you need them: continuously, hourly, weekly, monthly, or other frequencies.

Smart Matching

360pi compiles an initial list of product matches based on similar attributes.

You then edit and append to this list over time, creating a living smart list of “like” products.

Last observed: 17 hours ago
SKU: B0074GFGP4Y
UPC: 0003672523695 0
Model: UN46EH5300
Your Price: $521.64
Shipping: $0.00
Category: Flat Screen TVs
Manufacturer: Samsung

Your 60-Day
High: $597.99
Low: $521.64
Average: $578.15

Required Attributes

	SKU	Product Title	Match	Avg Price	Competitors	Vertical Resolution	Refresh Rate	Display Rate
		46" Samsung LED 1080p Smart HDTV	78	$689.99	2	✓	✓	✓
		Samsung 46" Class 1080p 120Hz LED HDTV (45.9" actual diagonal size)	62	$948.09	2	✓	✓	✓
		Samsung UN46EH5300 46" Class LED HDTV	21		0	✓	✓	✓

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Competitor	Price	Shipping	Price + Shipping	% Diff. vs Your Price	60-day High	60-day Low	Available
Sears Marketplace	$647.99	$16.50	$664.49	↑ +24.22%	$677.99	$647.99	✓
TigerDirect	$731.99	n/a	n/a	↑ +40.32%	$731.99	$731.99	✗

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360pi

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Add other 360pi products, such as 360assortment to see what products other retailers are carrying and 360live for in-store and call center price intelligence.

360price™
Compare prices of identical products.

360live™
Win more sales with price intelligence on-the-go.

360comparables™
Compare prices of similar products.

360insights™
Identify competitive threats and opportunities at-a-glance.

360assortment™
Evaluate retailer product mixes.

360audit™
Benchmark category competitiveness.

We understand retail & brands.

360pi customers depend on us to deliver:

- Assortment Intelligence
- In-Cart Pricing with Shipping & Availability
- Private Label & "Like" Product Matches
- Accurate Product Matching Options
- Zone-based Price Monitoring
- Integrated Online & In-Store View
- "Plug & Play" Compatibility With Price Optimization Software

> *Having an effective private label strategy is critical to long term success in the hardware/home renovation market and being competitively priced is a critical component. 360pi is essential to our private label success, providing an accurate view of the competitive pricing landscape for both exact and 'like' products.*
>
> **Andy Voelker,**
> **Retail Pricing Strategy Manager,**
> **Ace Hardware**

Getting Started

Choose your categories (unlimited). Select your attributes (up to 100) that will determine which products constitute a match. 360pi will deploy your customized Web portal, complete with data feeds and reporting in as little as 10 days.

Note: 360comparables must be used in conjuction with 360price.

360comparables Value

- Boost margins
- Increase revenues
- Reinforce brand image
- Achieve a winning price strategy
- Manage private brands effectively

About 360pi

360pi derives profitable insights from product and pricing big data to help leading omnichannel retailers, etailers, and brand manufacturers compete and win with shoppers. 360pi's customer base accounts for over $US200 billion in annual product sales and includes Ace Hardware, Build.com, and Overstock.com, along with several Fortune 500 consumer products companies. With the majority of in-store purchases being influenced online, 360pi helps retailers and brands successfully navigate the multi-channel landscape with real-time insight into who is selling what, where, when, and for how much. Ultimately, 360pi customers make smarter decisions faster to drive increased revenues and margins across all channels.

Get in touch with us

To request a call or to ask a question, please contact us in one of the following ways:

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