



Benchmark category competitiveness against major retailers and identify immediate opportunities and threats in a comprehensive report.

Showrooming and webrooming are the new shopping!

According to Forrester Research, US e-commerce penetration rates are averaging 12% across categories, and it is estimated that over 52% of total in-store sales are already influenced by online channels today. Even if you are not omnichannel, your customers are. So, do you know what your customers know about your competitors' prices?

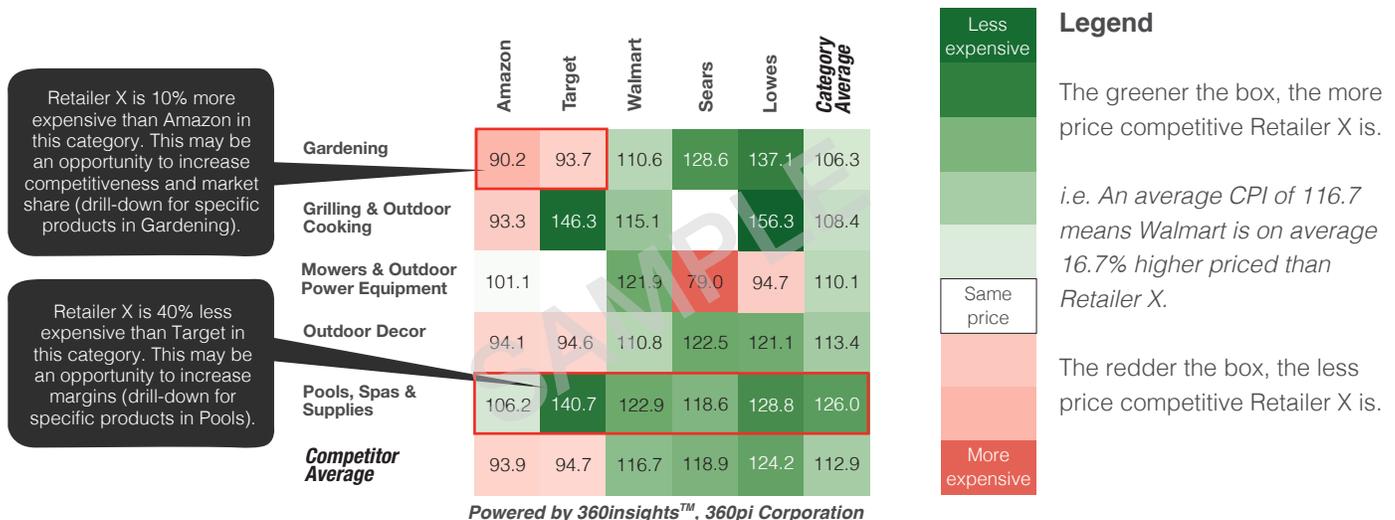
Getting started can be daunting - you don't know what you don't know. 360audit helps you get started by providing a baseline of your relative price competitiveness in any category along with highlighted opportunities to increase margins.

Give us up to 1000 SKUs in your designated category, and we will benchmark your competitive price position relative to Amazon, Target, and Walmart, plus two other major retailers from a select list.

Benchmark your competitiveness against major retailers.

Category Competitiveness for Retailer X

The chart below indicates where Retailer X is more and less price competitive in select categories relative to five other retailers at a point in time.



Note: Category averages are weighted by assortment overlap.

Changes in Price Competitiveness for Retailer X

The chart below indicates Retailer X's relative change in price competitiveness for select categories and retailers between two different dates. Green shows Retailer X's price position has improved, red shows it has weakened.

	Amazon	Target	Walmart	Sears	Lowes	Category Average
Home and Garden						
Gardening	▼ -0.23	▼ -1.76	▼ -1.54	▼ -0.44	▼ -0.46	▼ -0.67
Grilling & Outdoor Cooking	▼ -2.00	▼ -1.73		▼ -0.98	▲ 2.49	▼ -0.64
Mowers & Outdoor Power Equipment	▼ -2.65	▼ -1.36		▼ -1.35	0.00	▼ -0.58
Outdoor Decor	▼ -1.69	▼ -1.45	▼ -0.14	▼ -1.92	▼ -0.98	▼ -0.54
Pools, Spas & Supplies	▲ 3.48	▲ 2.28		▲ 4.97	▲ 4.22	▲ 3.86
Competitor Average	▼ -1.83	▼ -1.54	▼ -1.42	▼ -0.84	▼ -0.50	▼ -0.45

Legend

- ▲ More price-competitive
- ▼ Less price-competitive

Retailer X became more price competitive in this sub-category. This may be an opportunity to increase prices.

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Note: Category averages are weighted by assortment overlap.

Getting Started

1. You provide 1000 SKUs in a category of your choice.
2. Your 360audit package includes:
 - At-a-glance visualization of category competitiveness;
 - Changes in price competitiveness for selected category over 1-week period;
 - Amazon historical price trending and price dynamism insights;
 - Live 30-minute call to review report findings and insights.

Find out **how you stack up** against five major competitors, including Amazon, Walmart, and Target. [Email us at info@360pi.com](mailto:info@360pi.com).

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

“Did you know that Amazon changed prices on a third of their sampled assortment on Black Friday 2013?”

360pi Amazon Holiday Insights

[Sign up for Amazon Holiday Insights 2014!](#)

About 360pi

360pi derives profitable insights from product and pricing big data to help leading omnichannel retailers, e-tailers, and manufacturers compete and win in a price transparent world. 360pi's customer base accounts for over \$US100 billion in annual retail sales and includes Ace Hardware, Build.com, Overstock.com, and RIS Fusion award-winner Best Buy Canada. 360pi monitors millions of products with unprecedented accuracy to give retailers and manufacturers real-time visibility into the market with full awareness of the competitive pricing landscape to "right price" to their respective customers. Ultimately, 360pi helps customers make smarter pricing decisions to drive increased revenues and margins.

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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