

# Getrealprice industries

Parsing, Matching and price trekking in fashion market



# Some facts

1

Daily we update SKU information for fashion price aggregators

$\Sigma$  SKU updated daily > 1,400,000

2

Our machine matching methods perform billion operations and 15 human operators verify final result:  
**direct price comparison**

3

Our clients get verified results. >>

BUTIK<sup>RU</sup>

lamoda<sup>.RU</sup>  
мода с доставкой

WILDBERRIES

sapato<sup>TM</sup>  
ВСЯ ОБУВЬ ОНЛАЙН

OTTO

+ 27 e-commerce fashion web sites, check face page of [getrealprice.com](http://getrealprice.com)

<http://getrealprice.com>

# What clients get

1. Price comparison on SKU-SKU level for all possible matched items
2. Category comparison based on 'Classifier matching' action
3. Daily stock control of competitors
4. Detailed SKU analytics for each competitor

>> for details

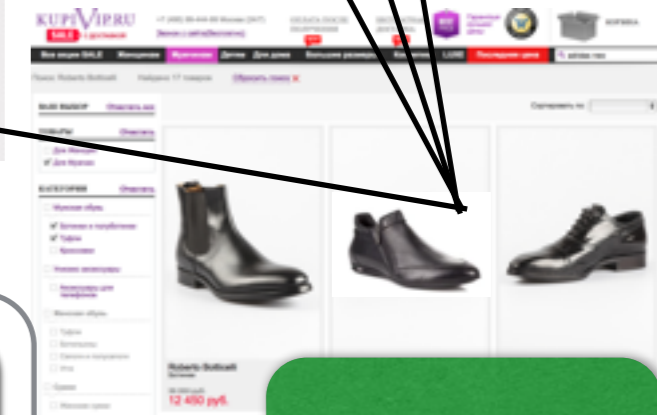
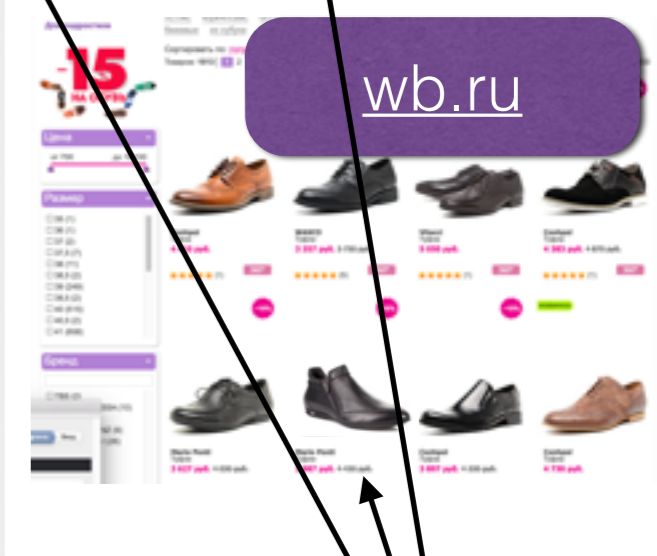
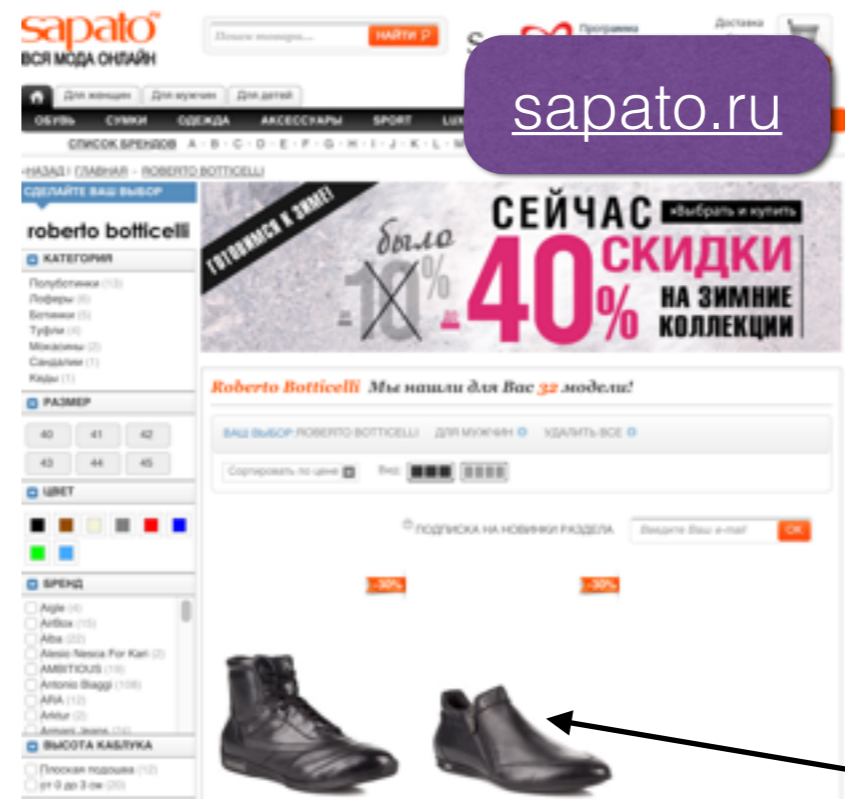
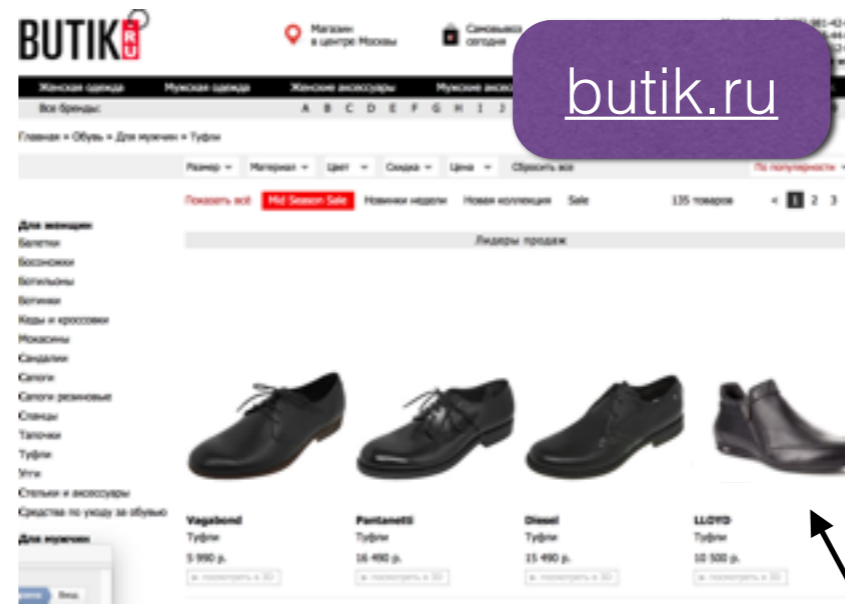
## Assortment dynamics

date	BUTIK.ru	Sapato	Wildberries
today	20798 + 257	23984 + 499	301307 + 3044
yesterday	20777	22603	303069 + 2
Nov. 13, 2014	20777 + 221	22603 + 2527	303067 + 3171
Nov. 11, 2014	20726 + 104	22039 + 118	302592 + 2409
Nov. 9, 2014	20977 + 212	21744 + 140	303096 + 3009
Nov. 7, 2014	20891 + 221	21921 + 1040	303105 + 3576

Price comparison

Case 1: SKU-SKU

Daily we manage > 4000 SKU in order you could see the price comparison for all range you are interested to



you

butik.ru

lamoda.ru

sapato.ru

wb.ru

you



x, rur

y, rur

z, rur

f, rur

Price comparison

Case 2: SKU-SKU

Our clients are supplied with comfortable web form to control the price matched SKU's. Also we provide detailed SKU's story: stock, entry price, exit price, amount of price changes, classification details and many other valued **analytical benefits**

Home

Products

Categories dynamics

Price control

Products dynamics

Assort. dynamics

Custom reports

### Price control reports

Download >>

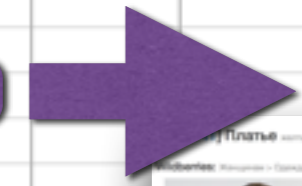
download as csv

all 23404 < avg 6786 < min 6629 < min-10% 4275 < min-20% 2976 > avg 10229 > max 9741 > max+10% 5968 > max+20% 3607

Filters

art	product	our price	butik_ru	sapato	wildberries
ASBEN0074	Платье	3599.00			3499.00
ASBEN0022	Блуза	2499.00			1999.00
ASBEN0027	Топ	2499.00			1999.00
ASBEN0028	Свитшот	3599.00			2799.00
ASBEN0024	Брюки	3199.00			2499.00
ASBEN0025	Брюки	3199.00			2499.00
ASBEN0026	Платье	3799.00			3799.00
ASBEN0024	Платье	3599.00			
ASBEN0026	Платье	3599.00			
ASBEN0027	Блуза	1799.00			
ASBEN0027	Платье	3199.00			
ASBEN0026	Платье	3599.00			
ASBEN0028	Платье	3599.00			
ASBEN0024	Блуза	1799.00			
ASBEN0024	Боди	1499.00	1799.00	1499.00	1499.00
ASBEN0025	Юбка	1999.00		1999.00	1999.00
ASBEN0027	Футболка CREEPER S/S TEE				1293.00
ASBEN0024	Свитшот ON THE TRACKS LS FLE				4999.00
ASBEN0026	Толстовка BUILDERS UNION				
ASBEN0026	Футболка MISER S/S 50/50 TEE				
ASBEN0026	Футболка DAVEY JONES S/S TEE				
ASBEN0026	Футболка JOURNEY S/S VNECK				
ASBEN0026	Футболка DISSOLVE S/S CREWN				
ASBEN0024	Футболка CREED NOISE S/S TEE				
ASBEN0025	Футболка MENS KNIT SS TEE				
ASBEN0027	Футболка CHAOS GENERATION S				
ASBEN0026	Футболка PLANET X S/S TEE				
ASBEN0026	Футболка FIRST HOPE S/S VNEC				
ASBEN0026	Футболка AUTHENTIC OCTANE S				

Click on any SKU >>



Quick detail

Classification

Details Price History Modifications Relations

Nov. 11, 2014, 5:59 a.m.

Oct. 27, 2014, 4:58 a.m.

Oct. 11, 2014, 7:24 a.m.

Oct. 9, 2014, 6:05 a.m.

Sept. 24, 2014, 12:51 a.m.

Sept. 21, 2014, 12:23 a.m.

Sept. 13, 2014, 2:16 a.m.

Sept. 9, 2014, 4:24 a.m.

Sept. 8, 2014, 2:21 a.m.

Sept. 6, 2014, 8:33 p.m.

Sept. 6, 2014, 4:30 p.m.

Aug. 7, 2014, 7 a.m.

Aug. 4, 2014, 8:59 a.m.

Compared competitors pro

Similar products

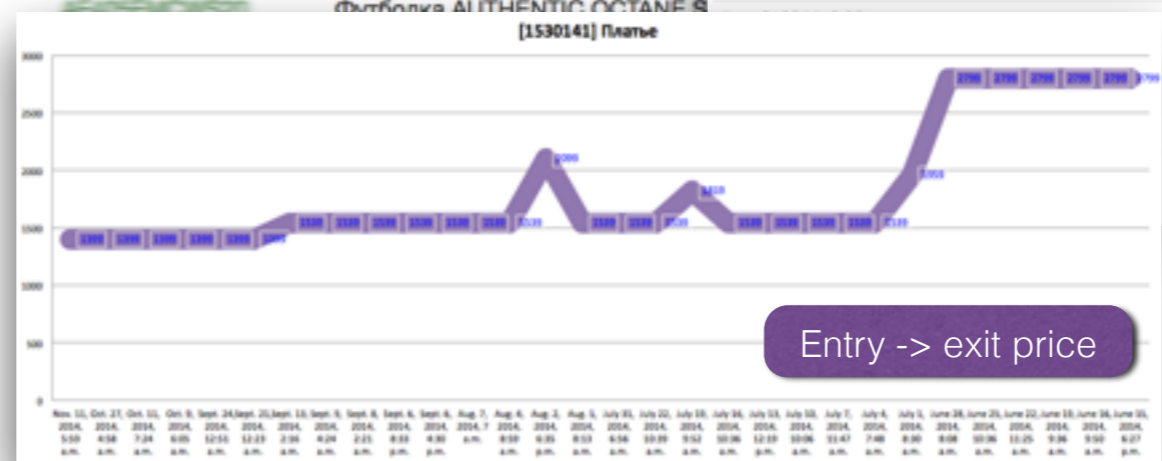
Classified to Lamoda by product

Classified to Lamoda by categories

Remove selected

Price history

1539.0	3890.00
1539.0	3890.00
2099.0	3890.00
1539.0	3890.00
1539.0	3890.00
1539.0	3890.00
1819.0	3890.00
1539.0	3890.00








Price comparison

Case 3: SKU-SKU

Our clients are able to access the mined data in **1 step**: just login to [getrealprice.com](https://getrealprice.com)












Client sample, logo covered under NDA

Catalog size:    
Compared count:    
compared price diff:  -5.3 %

upload catalog

You're always informed about SKU that are matched

### Competitors:











source	size	avg price	compared	compared price diff	last updated
 BUTIK.ru	20777 +22 %	6839	 		10 hours ago 
 Sapato	22603 +22 %	3512	 		11 hours ago 
 Wildberries	303069 +15 %	3162	 		9 hours ago 

Daily updated price and stock information

[parsing history](#)

### Goods Baskets:

Your goods baskets for monitoring

name	to date	competitors	input	found	verified	
		3				 edit
		3				 edit
		3				 edit
		3				 edit

Easy-to-manage tasks by Departments or Dates

Competitors Catalogue and Stock are able to be downloaded

Price comparison

Case 4: SKU-SKU

To provide simple front-office output we perform 3-level verification of output data:

Machine matching

Operators matching

Final verification

Operator's instrument



Final verification 1-to-1



Category comparison

Indirect matching

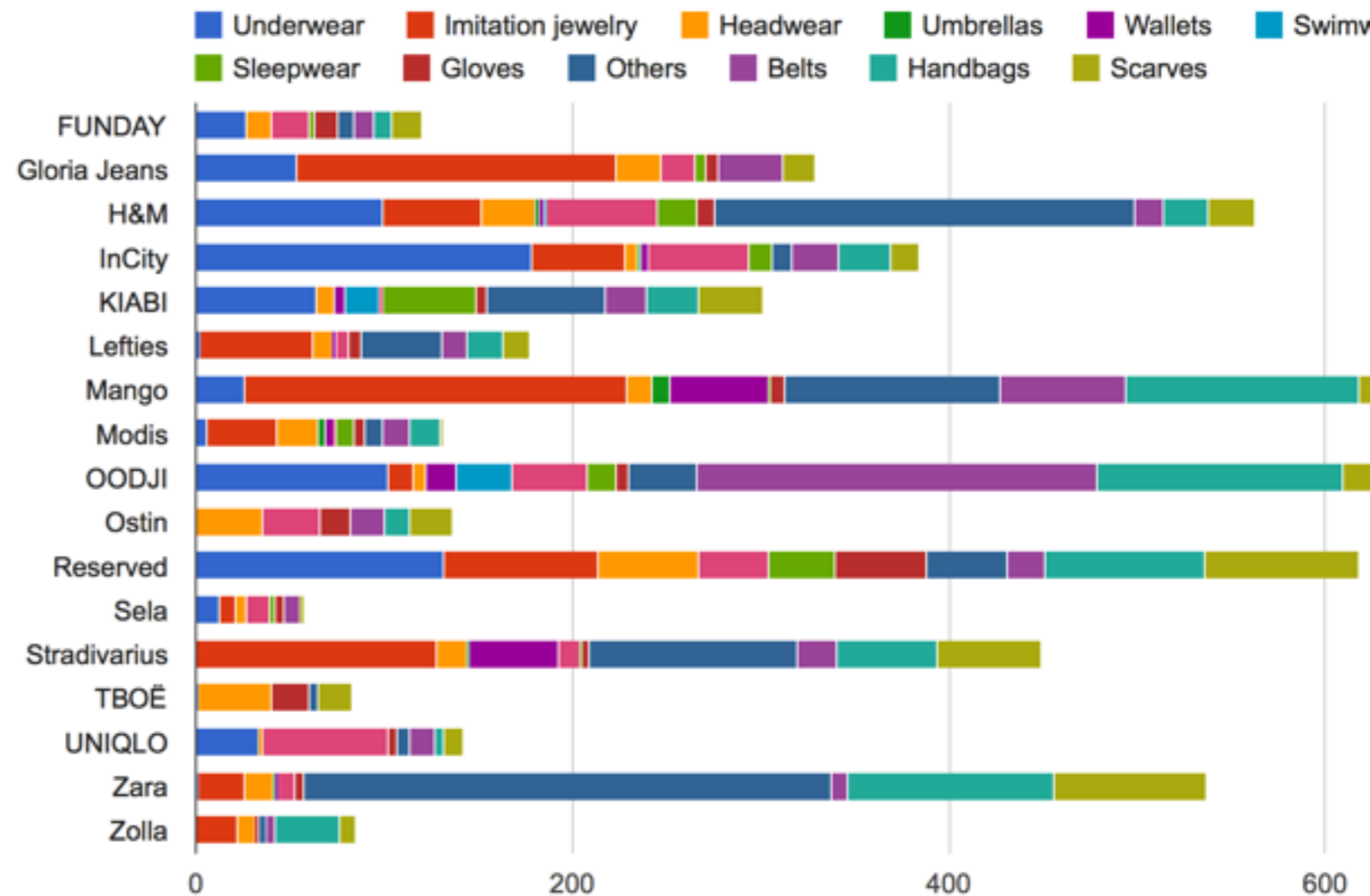
Range control

All range data is self-explained

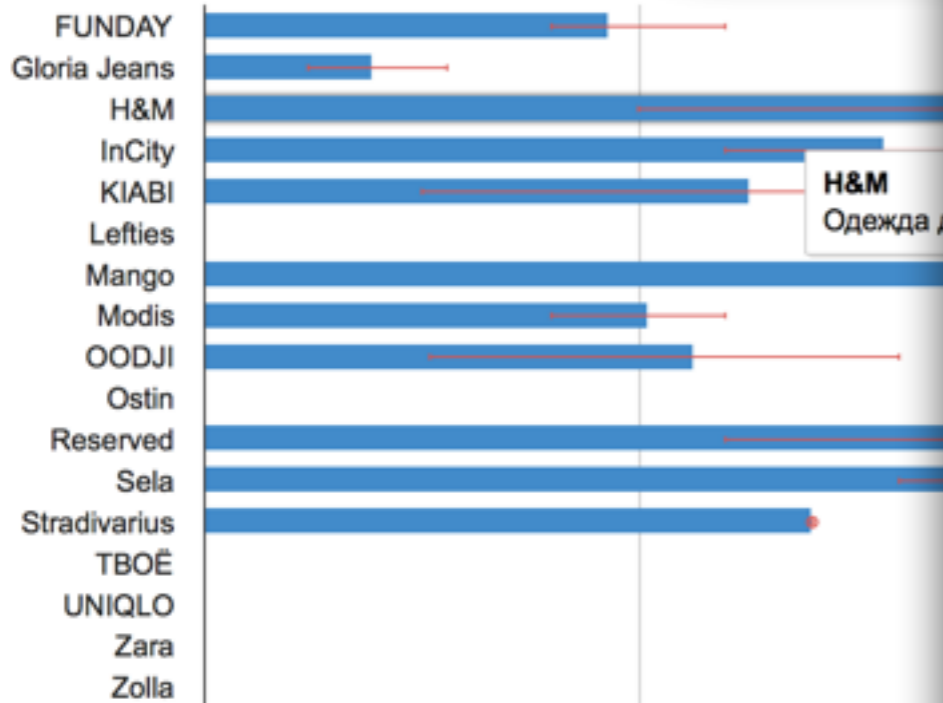
Root / Women wear / Underwear and accessories

	our		summary		funday		gloriajeans		hm		incity		kiabi		lefties		mango		modis		oodji	
name	size	price	total	avg price	size	price	size	price	size	price	size	price	size	price	size	price	size	price	size	price	size	price
Underwear	6	466	736	420	27	293	53	66	99	710	178	266	64	482	2	549	26	980	6	466	102	30
Imitation jewelry	37	175	852	499			170	69	53	482	50	255			60	412	203	852	37	175	13	240
Headwear	22	201	308	505	13	276	24	232	28	645	7	356	9	322	10	479	13	1414	22	201	7	470
Umbrellas	4	224	19	578					2	349	1	399					10	739	4	224		
Wallets	4	199	137	755					3	632	4	424	6	313	2	599	52	1051	4	199	16	361
Swimwear			49	434					1	2499			18	338							30	423
Socks, tights	1	99	367	349	20	199	18	97	59	491	54	181	2	180	7	342			1	99	40	140
Sleepwear	10	509	157	784	3	466	6	192	21	932	12	782	50	629			1	1999	10	509	15	563
Gloves	6	177	167	635	12	249	6	159	10	819			5	230	7	656	8	1486	6	177	7	308
Others																						
Belts																						
Handbags																						
Scarves																						

Assortment



Sleepwear - Avg, Min, Max prices





Category comparison

Indirect matching

Price points

Price points are the modern way to analyze your brand location within others. We provide it in full detail way

Segment	FUNDAY	Gloria Jeans	H&M	InCity	KIABI	Lefties	Mango	Modis	OODJI	Ostin	Reserved	Sela	Stradivarius	TBOË
4499 - 4999			28	13	1	2	84	1	5	10	5	4	14	
3999 - 4499				1	1		82	1	6	3	20	3		
3499 - 3999			27	16		6	190	10	6	6	9	4	30	
2999 - 3499			22	13	8		88	1	3	6	27	6	14	
2499 - 2999		1	57	23	11	11	491	6	17	17	53	16	39	
2199 - 2499		3	121	10	27	11	87	13	28	25	30	16		
1999 - 2199				13	6				5	43	23	16	3	
1799 - 1999		3	235	17	50	35	783	13	41	46	126	43	114	2
1599 - 1799		13	4	28	1	43	98	14	33	63	193	79	51	
1499 - 1599	1	7		34	63	12			16	74	17	6	37	
1399 - 1499		30	271		4		245	34	67	13	36	58		3
1199 - 1399	6	46	204	90	141	81	148	7	182	90	192	107	97	5
999 - 1199	17	57	47	74	215	64	2	47	71	67	60	44	14	
899 - 999	84	131	314	132	157	113	156	62	340	92	217	86	73	3
799 - 899	2	95		3	225		6	61	113	34	193	43	65	
699 - 799	29	128	303	192	155	128	97	83	374	109	218	58	24	11
599 - 699	44	144	139	11	498	104	90	80	374	73	270	65	85	12
499 - 599	59	192	114	166	315	130	69	99	322	123	68	41	86	18
399 - 499	62	321	292	29	556	128	27	132	458	66	381	55	47	18
349 - 399	151	273	176	153	368	77	1	121	339	141	211	33	35	46
299 - 349	2	181			391		7	5	51	15	131	23		8
249 - 299	87	424	169	122	329	99		64	267	109	178	13	7	62
199 - 249	12	456	2	7	265			49	73	11	48	20		9
169 - 199	114	468	59	150	173	33		65	184	105	119	7		95
149 - 169		123		8	51			1	19	16		4		
129 - 149	33	360	28	62	50	5		20	108	27	73	21		34
99 - 129	1	334			45			14	20	3		4		9
79 - 99	21	372	17	40	28			16	58	13	13	6		36
69 - 79	2	222	1	2	5				10					
49 - 69		196		3	2			6	3	6				4
39 - 49	3	107		21										
29 - 39	2	102												
19 - 29		53												
9 - 19		38												
0 - 9		4												

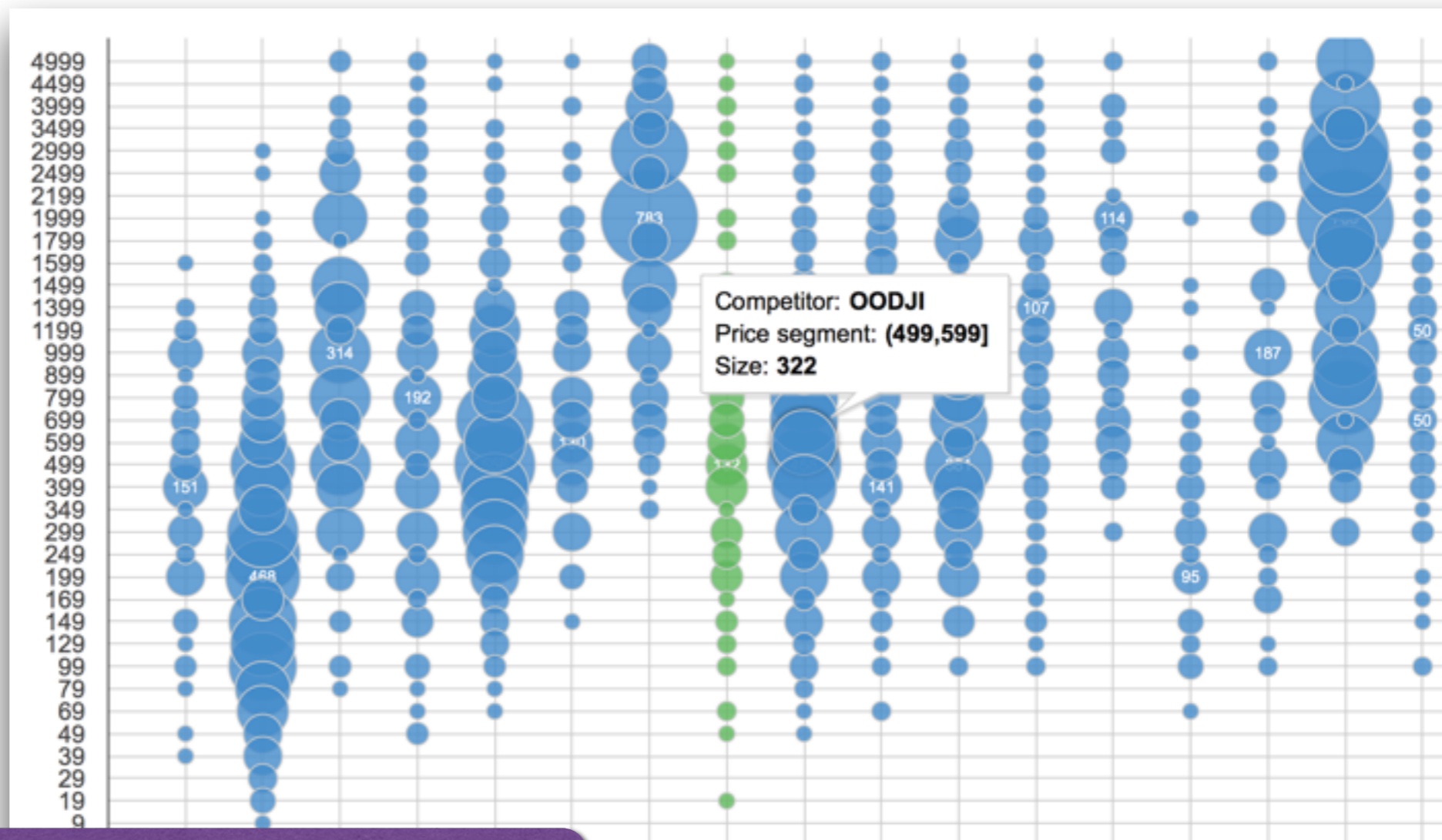
\* Data randomized in some NDA options but displayed (for better demonstration exterior)

Category comparison

Indirect matching

Price points 2.0

Visualization  
for upper-slide  
chart



Access to any category  
level data visualization

Assortment by price points

Root / Women wear / Outwear / <subcategory>

- Lightweight outerwear
- Down outerwear
- Warm outerwear
- Others

4999  
4499  
3999  
3499  
2999  
2499

8

Stock control

Additional analytics

In addition we provide some supplementary data for your leadership in managing your categories and direct SKU price/stock

SKU price details with history and special sales index count to perform prior actions for your analytics

Category tree

SKU details

Stock data

Женщинам	Одежда	Джинсы	1385190	Джинсы	синий	INCITY	839.0	1399.0	5.0	12	6	126; 27; 28; 29; 30; 31
Женщинам	Одежда	Джинсы	1760098	Джинсы	темно-серый, светло	Blend	2450.0	2450.0	3.0	1	7	725/32; 26/32; 27/32; 28/32; 29/32;
Женщинам	Одежда	Платья	523086	Платье	сиреневый, зеленый	Xenia			3.0	5	5	042; 44; 46; 48; 50
Обувь	Женская	Полусапожки	1760962	Полусапожки	коричневый	Centro	1730.0	1730.0	0.0	0	7	736; 37; 37,5; 38; 38,5; 39; 40
Мужчинам	Одежда	Верхняя одежда	1756467	Куртка	темно-синий	Jack&Jones	5070.0	5070.0	5.0	3	4	4L; M; S; XL
Обувь	Для подростков	Босоножки	1333082	Босоножки	желтый	Patrol			4.0	11	6	029; 30; 31; 32; 33; 34
Детям	Одежда	Для юношей	1728678	Рубашка	синий, красный, желт	GUESS	3240.0	3240.0	0.0	0	6	610; 12; 14; 16; 6; 8
Обувь	Женская	Полусапожки	1760721	Полусапожки	коричневый	Mario Ponti	6390.0	6390.0	0.0	0	6	635; 36; 37; 38; 39; 40
Обувь	Женская	Полусапожки	1760706	Полусапожки	темно-коричневый	Mario Ponti	5890.0	5890.0	0.0	0	6	635; 36; 37; 38; 39; 40
Обувь	Женская	Босоножки, санду	1284441	Босоножки	синий	Ralf Ringer	1492.0	1990.0	4.0	16	6	136; 37; 38; 39; 40; 41
Женщинам	Большие размеры	Платья	1750565	Платье	красный, серый, борд	Forus	1890.0	1890.0	0.0	0	5	152; 54; 56; 58; 60
Женщинам	Большие размеры	Платья	1750566	Платье	сиреневый, серый, б	Forus	2410.0	2410.0	0.0	0	5	550; 52; 54; 56; 58
Обувь	Женская	Полусапожки	719110	Полусапожки	светло-серый, темно	DC Shoes	4850.0	4850.0	4.0	6	7	15; 6; 7; 7,5; 8; 8,5; 9
Обувь	Женская	Полусапожки	1687144	Полусапожки	коричневый	Ralf Ringer	4490.0	4490.0	4.0	4	6	536; 37; 38; 39; 40; 41
Мужчинам	Одежда	Верхняя одежда	1526137	Куртка	темно-синий	RG-512			5.0	1	4	0L; M; S; XL
Мужчинам	Одежда	Верхняя одежда	1112136	Куртка	хаки, серый	Hurley			5.0	3	5	0L; M; S; XL; XXL
Мужчинам	Одежда	Верхняя одежда	1422297	Куртка	зеленый	Trespass			4.0	6	5	0L; M; S; XL; XXL
Детям	Одежда	Для девушек	979560	Сарафан	бирюзовый	GUESS			0.0	0	6	010; 12; 14; 16; 6; 8
Обувь	Женская	Сапоги	1033789	Ботфорты	темно-синий, черный	HCS			4.0	9	5	036; 37; 38; 39; 40
Женщинам	Белье и купальники	Белье	1626673	Неглиже	черный, голубой	Coquette Lir	1570.0	1570.0	5.0	1	4	1L; M; S; XL
Женщинам	Одежда	Свитшоты, толст	1748629	Толстовка	серый	Calvin Klein	7100.0	7100.0	5.0	1	3	3L; M; S
Женщинам	Одежда	Футболки	1478850	Футболка, 3 шт.	черный, серый, бел	Yerse	1776.0	2369.0	5.0	4	5	2T0; T1; T2; T3; T4
Мужчинам	Белье, пляжная мода	Майки	367947	Майка	серый	BlackSpade			5.0	8	5	02XL; L; M; S; XL
Женщинам	Аксессуары	Сумки и рюкзаки	887087	Сумка	оранжевый, прозрач	MONDIGO			3.0	3	1	0
Женщинам	Аксессуары	Сумки и рюкзаки	887088	Сумка	прозрачный, желтый	MONDIGO			3.0	3	1	0
Мужчинам	Одежда	Пиджаки	1573937	Пиджак	черный	Diesel	11034.0	16470.0	5.0	1	6	1L; M; S; XL; XS; XXL
Женщинам	Одежда	Джинсы	1042353	Джинсы	серый	VANS	2958.0	3480.0	4.0	3	8	10; 1; 11; 13; 3; 5; 7; 9
Женщинам	Одежда	Футболки	1547840	Футболка	темно-синий	Freddy	2500.0	2500.0	5.0	1	4	3L; M; S; XS
Женщинам	Белье и купальники	Белье	1755183	Неглиже	черный	Hustler Ling	1030.0	1030.0	0.0	0	1	1M/L
Женщинам	Большие размеры	Платья	959516	Платье	голубой	Giani F	5970.0	5970.0	3.0	5	7	3T0; T1; T2; T3; T4; T5; T6

# Detailed SKU

## Analytics

### SKU details

source	size	avg price	last update	
FUN DAY	FUNDAY	732 +3 %	486	11 hours
GLORIA JEANS	Gloria Jeans	4981 +15 %	326	15 hours
H&M	H&M	2673 +22 %	1270	15 hours
InCity	InCity	1433 +31 %	830	14 hours
KIABI	KIABI	4141 +12 %	559	11 hours
Lefties	Lefties	1082 +7 %	876	14 hours
Mango	Mango	2942 +25 %	2565	14 hours
Modis	Modis	1030 +17 %	727	11 hours
OODJI	OODJI	3609 +12 %	721	13 hours

### Daily monitor what was uploaded to competitor's Stores

/ Root / <category>

discont: any price diff: any label: any sort: article

1999 zara, 06 Nov Шарф С Бахромой

1299 Шарф Под

599 zara, 09 Sep Перчатки Из Трикотажа

999 Шарф С Ба

### Download and analyze over Ms Excel / datamining packages

Category	Min Price	Avg Price	Max Price	Number of offers	Other Metrics
Boys wear / Clothes / Denims	149	501,94	799	325	699, 899, 699
Boys wear / Clothes / Jackets, coats	1299	1459	1499	425, 599, 2699	1999, 899, 1124
Boys wear / Clothes / Jeans	499	632,33	699	200, 799, 1299	399, 699, 999
Boys wear / Clothes / Jumpers	399	549	699	150, 399, 699	199, 699, 799
Boys wear / Clothes / Others	499	499	499	225, 799	149, 499
Boys wear / Clothes / Pants	199	249	299	125, 399, 649	299, 149, 499
Boys wear / Clothes / Shirts	299	399	599	200, 499, 799	399, 499, 599
Boys wear / Clothes / Shorts	149	224	299	200, 499, 549	299, 199, 399
Boys wear / Clothes / Sweatshirts	299	499	699	180, 399, 799	399, 399, 699
Boys wear / Clothes / T-shirts	17	20	507	130, 44, 30	25, 26, 74

Also available:

Getrealprice || offline version

We are performing offline monitoring and deliver all data for top-sku, including prices, category tree classification and more

Boys wear / Clothes / Denims
Boys wear / Clothes / Jackets, coats
Boys wear / Clothes / Jeans
Boys wear / Clothes / Jumpers
Boys wear / Clothes / Others
Boys wear / Clothes / Pants
Boys wear / Clothes / Shirts
Boys wear / Clothes / Shorts
Boys wear / Clothes / Sweatshirts
Boys wear / Clothes / T-shirts



Thank you for your attention to our proposal of cooperation



[nikita.mikhailov@getrealprice.com](mailto:nikita.mikhailov@getrealprice.com) [anton.smirnov@getrealprice.com](mailto:anton.smirnov@getrealprice.com)