

# E-commerce price monitoring proposal

To be informed about competitors e-commerce assortment daily

[Getrealprice.com](http://Getrealprice.com)





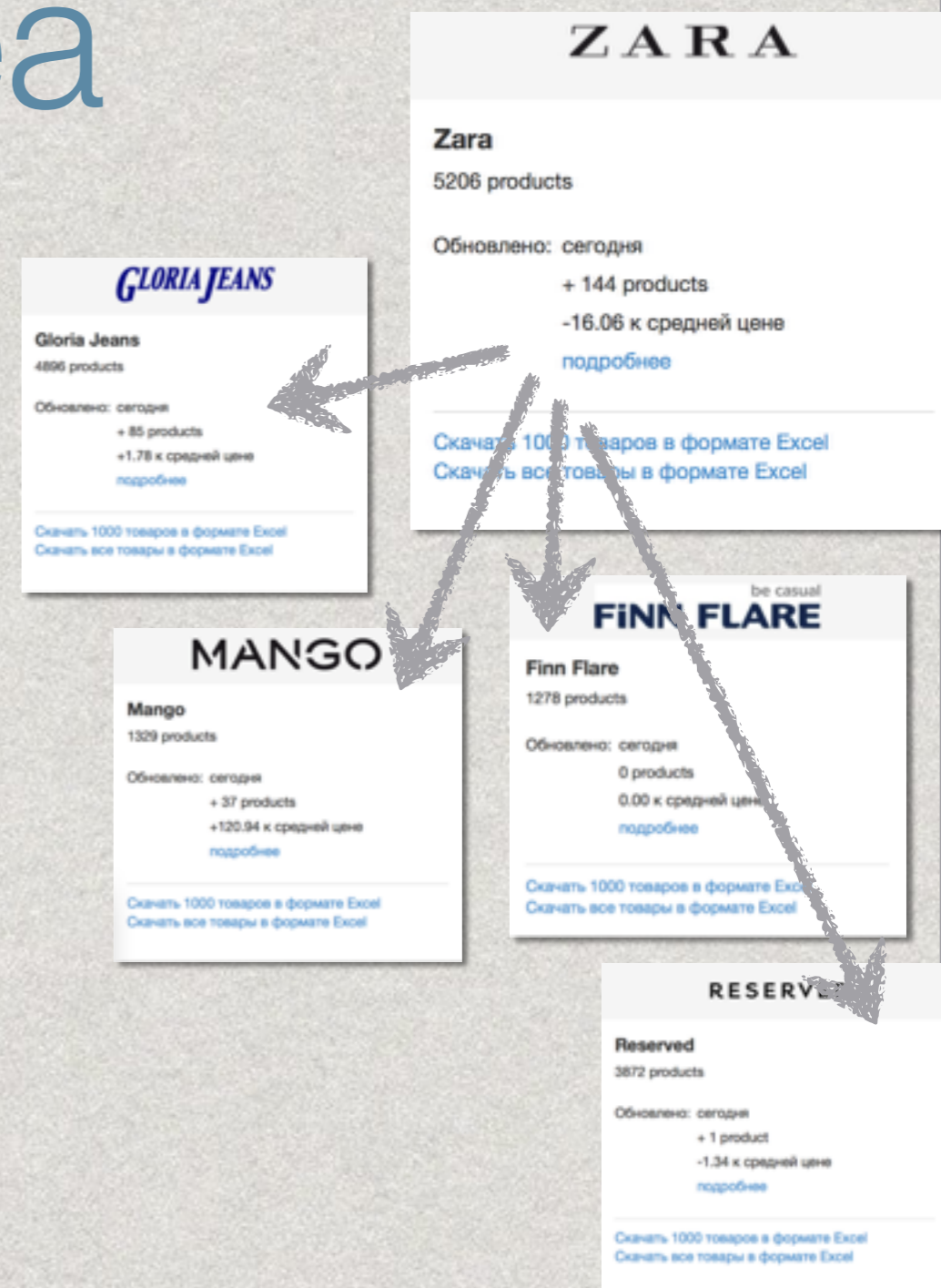
# What is the idea

GETREALPRICE.COM PROVIDES DAILY  
UPDATED INFORMATION ABOUT PRICES  
AND RANGE OF YOUR FASHION  
COMPETITORS

DAILY UPDATED

CATEGORIES ARE MATCHED TO YOUR  
CLASSIFIER. ITEMS ARE MATCHED IF ANY  
SIMILAR

WILL HELP YOU TO SEE ALL THE PICTURE





# What else





YOU ARE WELCOME TO COMPARE  
AVERAGE/MIN/MAX/MODAL PRICES  
OVER SKU OR CATEGORY

E-comm size

Dynamics

Av price

Av price dynamics

| source  |              | size       | avg price | last           |
|---|--------------|------------|-----------|----------------|
|  | H&M          | 2918 +9 %  | 1024      | 16 ч           |
| <b>ZARA</b>   | Zara         | 7892 +5 %  | 2212 ↓    | 15 ч           |
|  | Gloria Jeans | 4937 +3 %  | 342 ↓     | 15 часов назад |
| <b>MANGO</b>  | Mango        | 1247 +19 % | 2320 ↓    | 15 часов назад |
| <b>RESERVED</b>   | Reserved     | 3820 +2 %  | 848       | 15 часов назад |
|  | Sela         | 1985 +1 %  | 1068      | 15 часов назад |
|  | Finn Flare   | 1278       | 2938      | 14 часов назад |
| <b>INCITY</b>   | InCity       | 1096 +52 % | 703       | 15 часов назад |



# and..

## ALL COMPETITORS IN YOUR REPORTS ARE READY TO BE USED

your catalogue

| name             | our      |        | summary   |           | hm       |       | zara     |        | gloriajeans |        | mango |        | reserved |       | sela |       | finnflare |       | i |
|------------------|----------|--------|-----------|-----------|----------|-------|----------|--------|-------------|--------|-------|--------|----------|-------|------|-------|-----------|-------|---|
|                  | size     | price  | total     | avg price | size     | price | size     | price  | size        | price  | size  | price  | size     | price | size | price | size      | price |   |
| Аксессуары       | 126      | 559 ↓  | 1263 +0 % | 1298      | 92 +1 %  | 808   | 265 +1 % | 2722   | 103         | 165    | 124   | 1856   | 357      | 746   | 132  | 490   | 177       | 1473  | 1 |
| Джемперы         | 108 +6 % | 1169 ↓ | 1241 +0 % | 1386 ↓    | 142 +1 % | 1395  | 150      | 2290 ↓ | 213         | 471 ↓  | 184   | 1949 ↓ | 248      | 1092  | 173  | 1395  | 114       | 1676  | 1 |
| Блузки           | 76 +7 %  | 954 ↓  | 810 +0 %  | 1245      | 106 +2 % | 1219  | 184      | 2108   | 86          | 328    | 98    | 1746   | 227      | 767   | 46   | 1277  | 45        | 1108  | 1 |
| Платья           | 72 +10 % | 1278 ↓ | 770 +1 %  | 1642 ↓    | 93 +8 %  | 1290  | 138      | 2793   | 126         | 563 ↓  | 101   | 2592   | 160      | 1300  | 54   | 1779  | 39        | 1775  | 5 |
| Футболки и майки | 41       | 404 ↓  | 685 +0 %  | 775 ↓     | 68       | 763   | 232 +0 % | 1222   | 116 +1 %    | 263 ↓  | 31    | 991    | 157      | 446   | 56   | 911   | 25        | 530   |   |
| Брюки            | 65 +3 %  | 1171 ↓ | 586 +1 %  | 1613 ↓    | 96 +3 %  | 1367  | 161      | 2549   | 66          | 655 ↓  | 51    | 1765   | 72       | 1225  | 79   | 1340  | 35        | 1556  | 2 |
| Верхняя одежда   | 47       | 3829 ↓ | 558 +0 %  | 5130 ↓    | 48 +4 %  | 3043  | 146      | 6444   | 27          | 1050 ↓ | 40    | 4572   | 43       | 2236  | 55   | 3512  | 189       | 6601  | 1 |
| Юбки             | 64 +6 %  | 1008 ↓ | 378 +1 %  | 1380 ↓    | 52 +2 %  | 1222  | 105 +1 % | 2215   | 48          | 374 ↓  | 12    | 2024   | 66       | 990   | 54   | 1428  | 29        | 1085  | 1 |
| Джинсы           | 11       | 1581   | 298       | 1488 ↓    | 35       | 1742  | 64       | 2313   | 104         | 840 ↓  | 22    | 2076   | 34       | 1431  | 15   | 1727  | 5         | 1150  | 1 |
| Жакеты           | 53 +8 %  | 1293 ↓ | 254       | 2689 ↓    | 22       | 1967  | 83       | 4377 ↓ | 20          | 586    | 32    | 3280   | 42       | 1720  | 16   | 2062  | 24        | 1695  | 1 |
| Носки и колготки | 18       | 233 ↓  | 193       | 346       | 47       | 416   | 12       | 707    | 32          | 147    |       |        | 70       | 355   | 29   | 294   |           |       | 3 |
| Шорты            | 14 +7 %  | 899 ↓  | 64        | 1138      | 3        | 932   | 13       | 1768   |             |        | 19    | 1404   |          |       | 9    | 1132  | 11        | 663   | 9 |
| Жилеты           | 7        | 1099   | 36        | 2081      | 2        | 1749  | 6        | 4999   |             |        | 5     | 1899   | 3        | 1466  | 9    | 1199  | 9         | 1727  | 2 |



and..

**YOU ARE WELCOME TO SEE THE UNPLANNED PRICE DIVERGENCE BETWEEN YOUR SKU / CATEGORY**



Daily updated and managed by our operators



# and..

## MONITOR AND CONTROL ALL NEW ITEMS THAT ARE UPLOADED BY YOUR COMPETITORS IN CATEGORY LEVEL

Categories dynamics

### Categories dynamics of [Zara](#) ▾

[/ Root](#) / Женщины

[to products](#)

| name       | size |        | min price | price |          | max price |
|------------|------|--------|-----------|-------|----------|-----------|
| Топы       | 192  | +4 %   | 899       | 2109  |          | 3799      |
| Джинсы     | 68   | +6 %   | 1499      | 2318  |          | 2999      |
| Сумки      | 167  | +2 %   | 899       | 3365  |          | 7599      |
| Обувь      | 257  | +4 %   | 999       | 3676  | ↓ -0.0 % | 7599      |
| Брюки      | 180  | +3 %   | 899       | 2466  |          | 22999     |
| Пальто     | 131  | +1 %   | 1999      | 6723  |          | 39999     |
| Аксессуары | 161  | +7 %   | 499       | 1459  |          | 4999      |
| Юбки       | 111  | +8 %   | 899       | 2165  |          | 4999      |
| Футболки   | 257  | +11 %  | 299       | 1255  |          | 3599      |
| Платья     | 167  | +7 %   | 1299      | 2779  |          | 6999      |
| Трикотаж   | 171  | +9 %   | 499       | 2331  | ↓ -0.0 % | 7599      |
| Жакеты     | 101  | +2 %   | 1299      | 4498  | ↓ -0.0 % | 11999     |
| Lace       | 16   |        | 0         | 2430  | ↓ -0.0 % | 3799      |
| Studio     | 2    | +100 % | 3799      | 6399  |          | 8999      |



# MONITOR AND CONTROL ALL NEW ITEMS THAT ARE UPLOADED BY YOUR COMPETITORS

SKU was added

when it was happened

Products price dynamics of [Mango](#) ▾

/ [Root](#) / [<category>](#) ▾ to category

discont: [any](#) ▾ price diff: [any](#) ▾ label: [any](#) ▾ sort: [article](#) ▾ ☰ ☱

---

| art      | category (our) | labels | product  | price   | old    | discont   | diff | added  |
|----------|----------------|--------|--|---------|--------|-----------|------|--------|
| 11000124 | Куртки         |        | Куртка-бомбер с декоративными строчками          | 2499.00 |        |           |      | 27 Окт |
| 11000135 | Футболки       |        | Футболка из лёгкой ткани                         | 649.00  |        |           |      | 25 Окт |
| 11003523 | Прямого Покроя |        | Шерстяные костюмные брюки                        | 2499.00 |        |           |      | 25 Окт |
| 11003589 | Толстовки      |        | Принтованная толстовка с контрастными элементами |         |        |           |      | 25 Окт |
| 11003627 | Рубашки        |        | Полосатый топ с контрастной спиной               |         |        |           |      | 25 Окт |
| 11003628 | Футболки       |        | Лёгкая футболка в полоску                        | 999.00  |        |           |      | 25 Окт |
| 11003630 | Футболки       |        | Топ с галстучным принтом                         | 899.00  |        |           |      | 25 Окт |
| 11003631 | Футболки       |        | Топ в полоску с эффектом застиранности           | 999.00  |        |           |      | 25 Окт |
| 11003632 | Футболки       |        | Струющаяся майка со звёздочками                  | 999.00  |        |           |      | 25 Окт |
| 11003657 | Топы           |        | Свободная футболка с принтом барокко             | 1299.00 |        |           |      | 26 Окт |
| 11005603 | Топы           |        | Лёгкая футболка с рукавами "летучая мышь"        | 699.00  | 999.00 | ↓ -30.0 % |      | 26 Окт |
| 11010142 | Пиджаки        |        | Приталенный полушерстяной пиджак                 | 8499.00 |        |           |      | 25 Окт |
| 11010241 | Рубашки        |        | Приталенная рубашка из денима светлого цвета     | 1999.00 |        |           |      | 25 Окт |
| 11010244 | Рубашки        |        | Приталенная рубашка из денима среднего тона      | 2799.00 |        |           |      | 25 Окт |
| 11013004 | Брюки          |        | Облегающие хлопковые брюки "Чинос" Premium       | 1999.00 |        |           |      | 25 Окт |

Price change fixed



or..

All images are stored in database  
anytime available

## OR YOU COULD SEE FRESH COMPETITORS ASSORTMENT ALREADY WITH PICTURES

### Products price dynamics of [Mango](#) -

/ Root / <category> -

to category

discount: [any](#) - price diff: [any](#) - label: [any](#) -

sort: [article](#) -  



2499 mango, 27 Окт  
Куртка-бомбер с декоративн...



649 mango, 25 Окт  
Футболка из лёгкой ткани



2499 mango, 25 Окт  
Шерстяные костюмные брюки



1999 mango, 25 Окт  
Принтованная толстовка с к...



899 mango, 25 Окт  
Полосатый топ с контрастно...



999 mango, 25 Окт  
Лёгкая футболка в полоску



899 mango, 25 Окт  
Топ с галстучным принтом



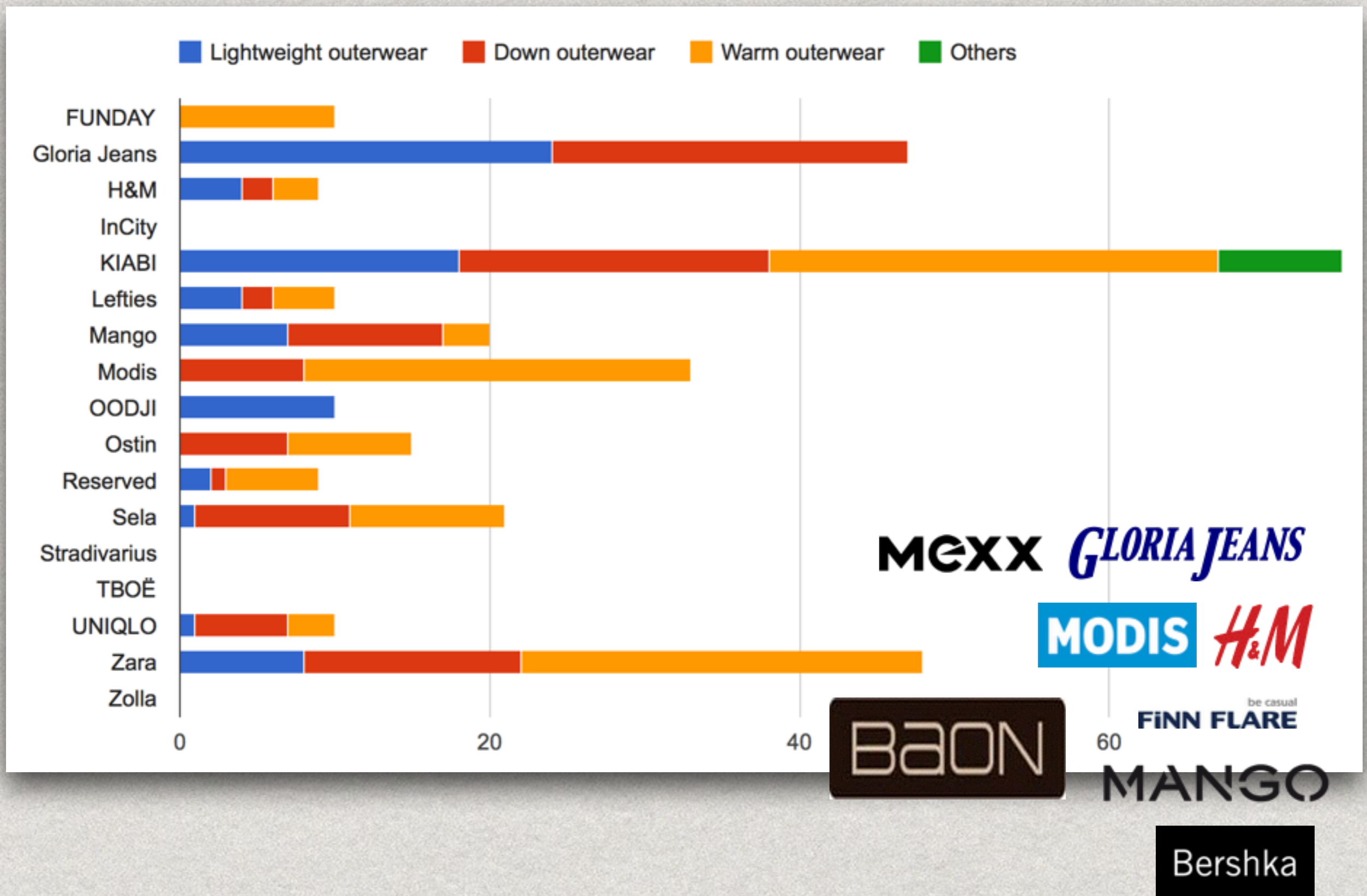
999 mango, 25 Окт  
Топ в полоску с эффектом з...





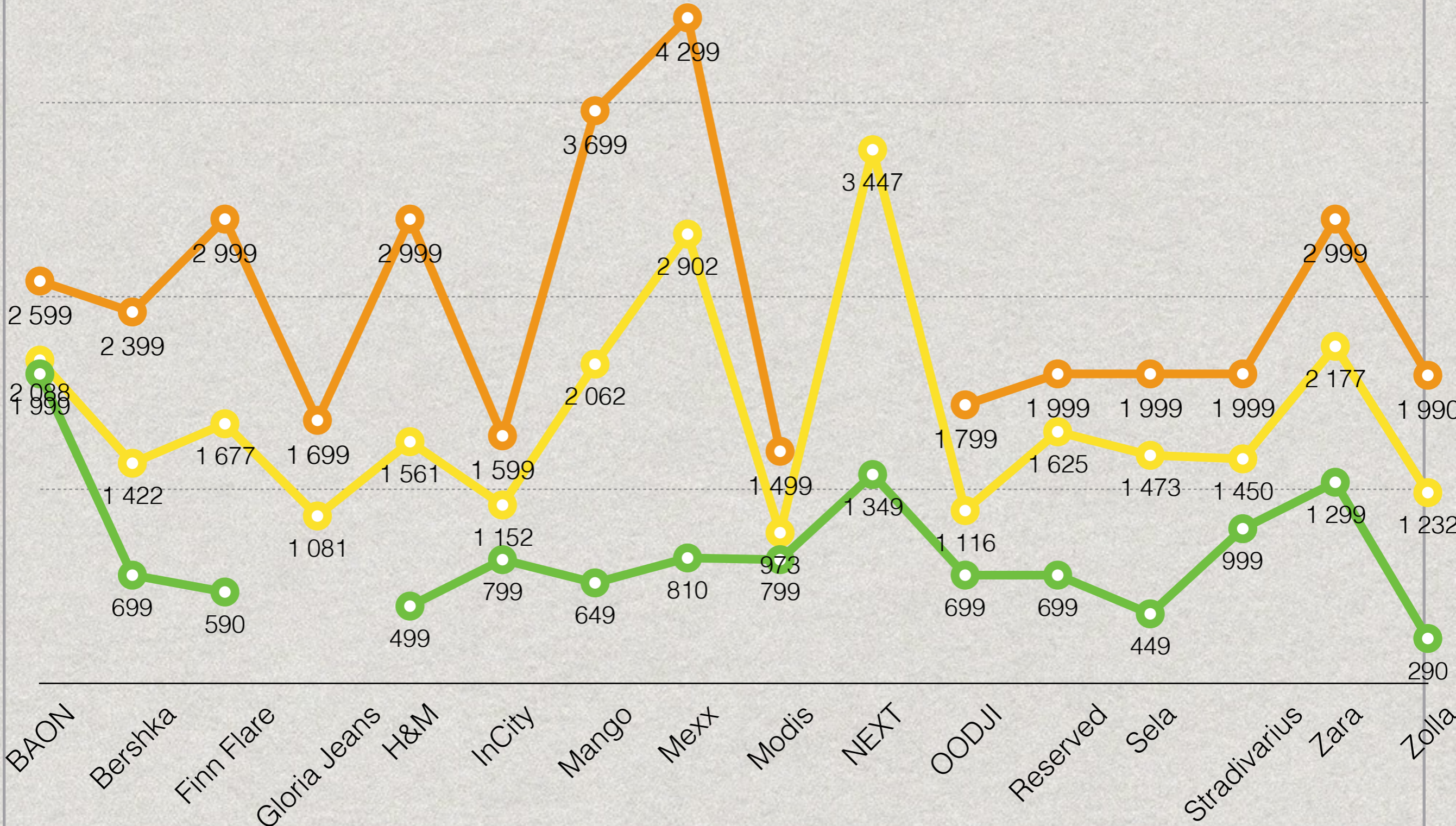


# Convenient visualization



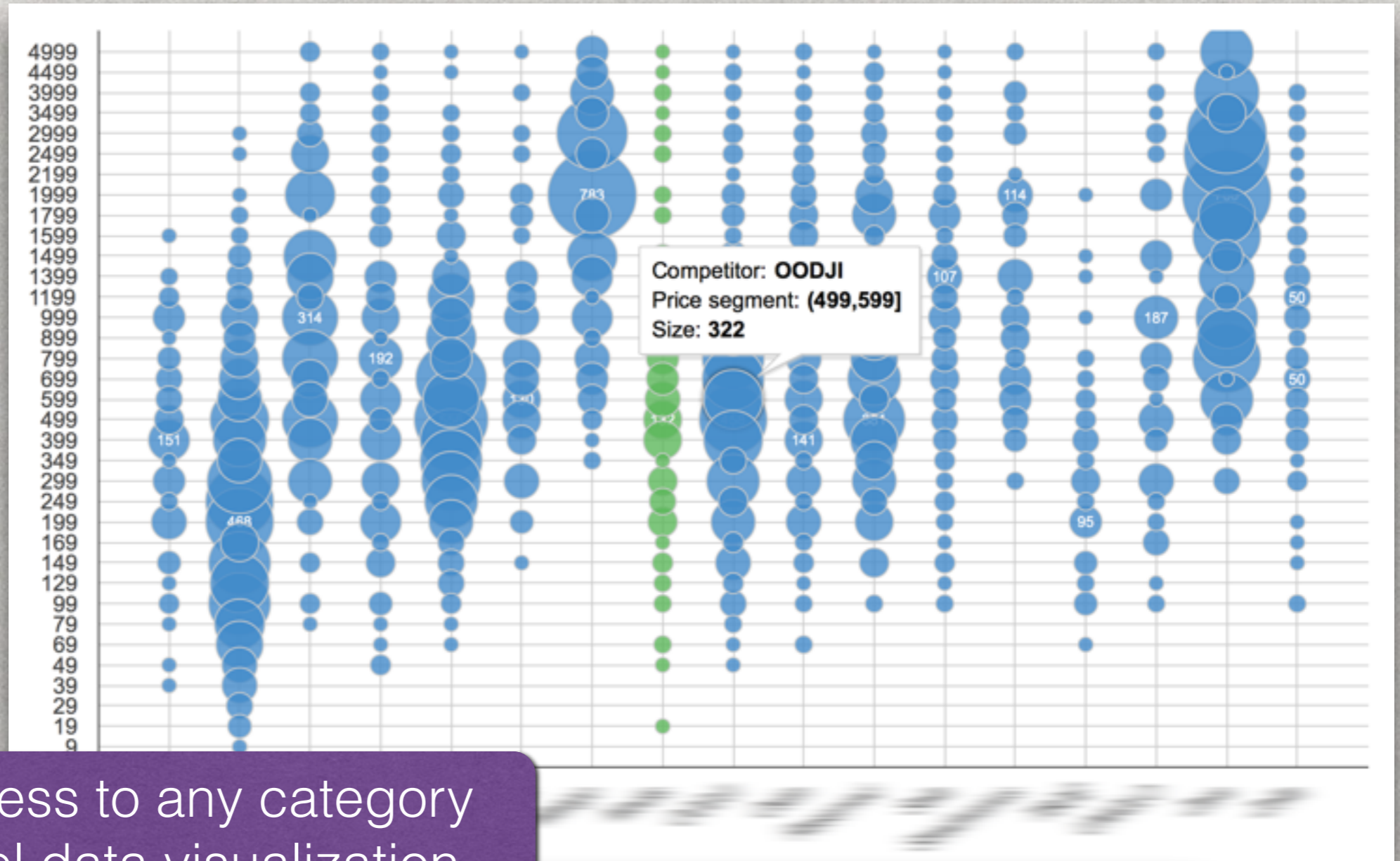


# Convenient visualization

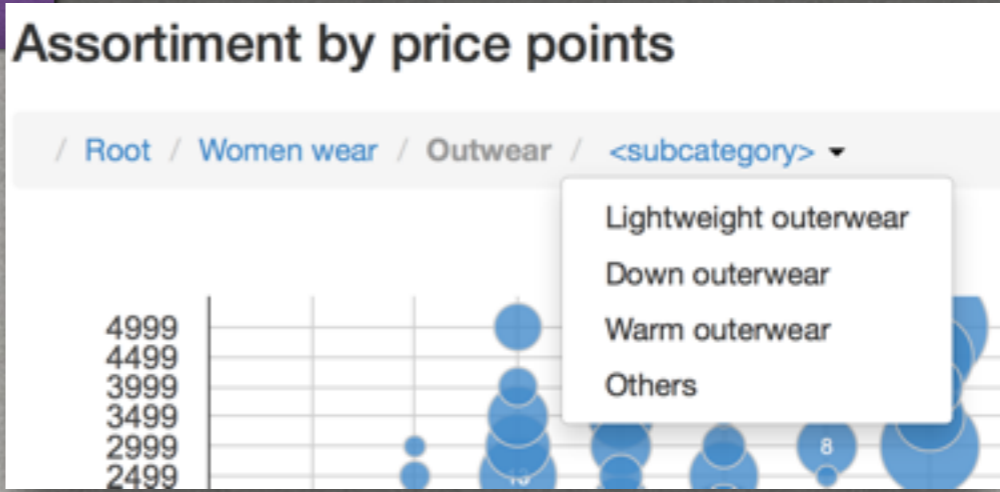




# Convenient visualization



Access to any category level data visualization









# Convenient visualization

SKU details

Daily monitor what was uploaded to competitor's Stores

| 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 |

/ Root / <category> ▾  
 discount: any ▾ price diff: any ▾ label: any ▾  
 sort: article ▾

1999 zara, 06 Nov Шарф С Бахромой

1299 Шарф По...

599 zara, 09 Sep Перчатки Из Трикотажа

999 Шарф С Б...

Download and analyze over Ms Excel / datamining packages

|                                      |                   |    |    |     |    |     |    |    |    |    |    |    |
|--------------------------------------|-------------------|----|----|-----|----|-----|----|----|----|----|----|----|
| Boys wear / Clothes / Jackets, coats | Число предложений | 5  | 5  | 1   | 1  | 2   | 4  |    |    |    |    |    |
| Boys wear / Clothes / Jeans          | Число предложений | 3  | 6  | 106 | 30 | 68  | 6  | 19 | 17 | 12 | 6  |    |
| Boys wear / Clothes / Jumpers        | Число предложений | 16 | 12 | 118 | 33 | 72  | 12 | 20 | 10 | 26 | 13 | 25 |
| Boys wear / Clothes / Others         | Число предложений | 1  | 26 | 8   | 30 | 1   | 17 | 1  |    |    |    |    |
| Boys wear / Clothes / Pants          | Число предложений | 4  | 12 | 119 | 37 | 84  | 19 | 10 | 1  | 22 | 29 | 27 |
| Boys wear / Clothes / Shirts         | Число предложений | 15 | 9  | 44  | 23 | 58  | 10 | 24 |    | 12 | 21 | 13 |
| Boys wear / Clothes / Shorts         | Число предложений | 2  |    |     |    | 11  | 2  | 6  | 4  | 2  | 2  | 3  |
| Boys wear / Clothes / Sweatshirts    | Число предложений | 16 | 8  | 90  | 28 | 61  | 19 | 11 | 1  | 14 | 20 | 16 |
| Boys wear / Clothes / T-shirts       | Число предложений | 17 | 20 | 507 | 41 | 130 | 44 | 30 | 25 | 26 | 74 | 34 |

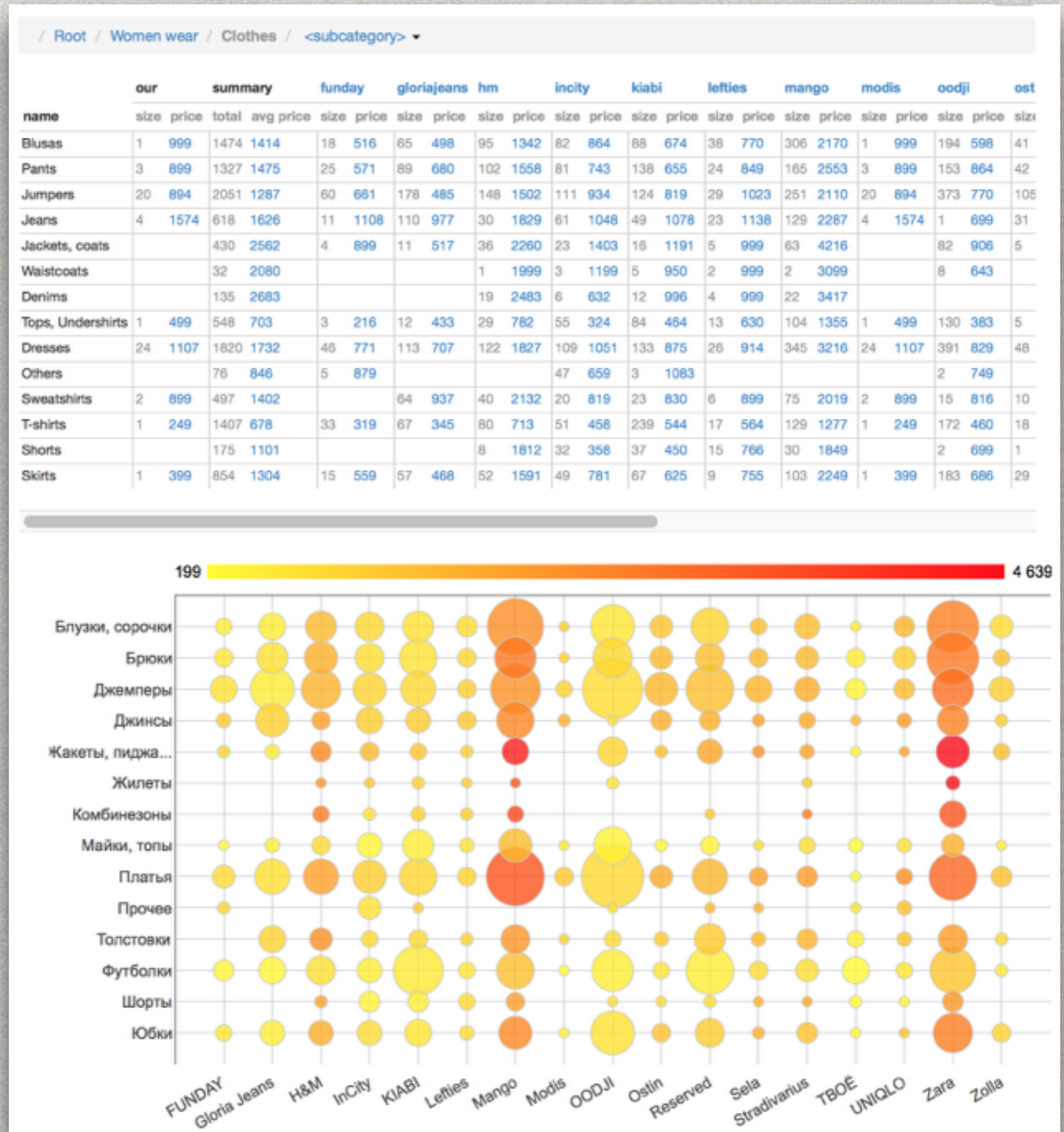


# Convenient visualization

Possibility to analyze the competitors proposal over classified category

Bubble diameter: Qty of SKU

Bubble color: average price

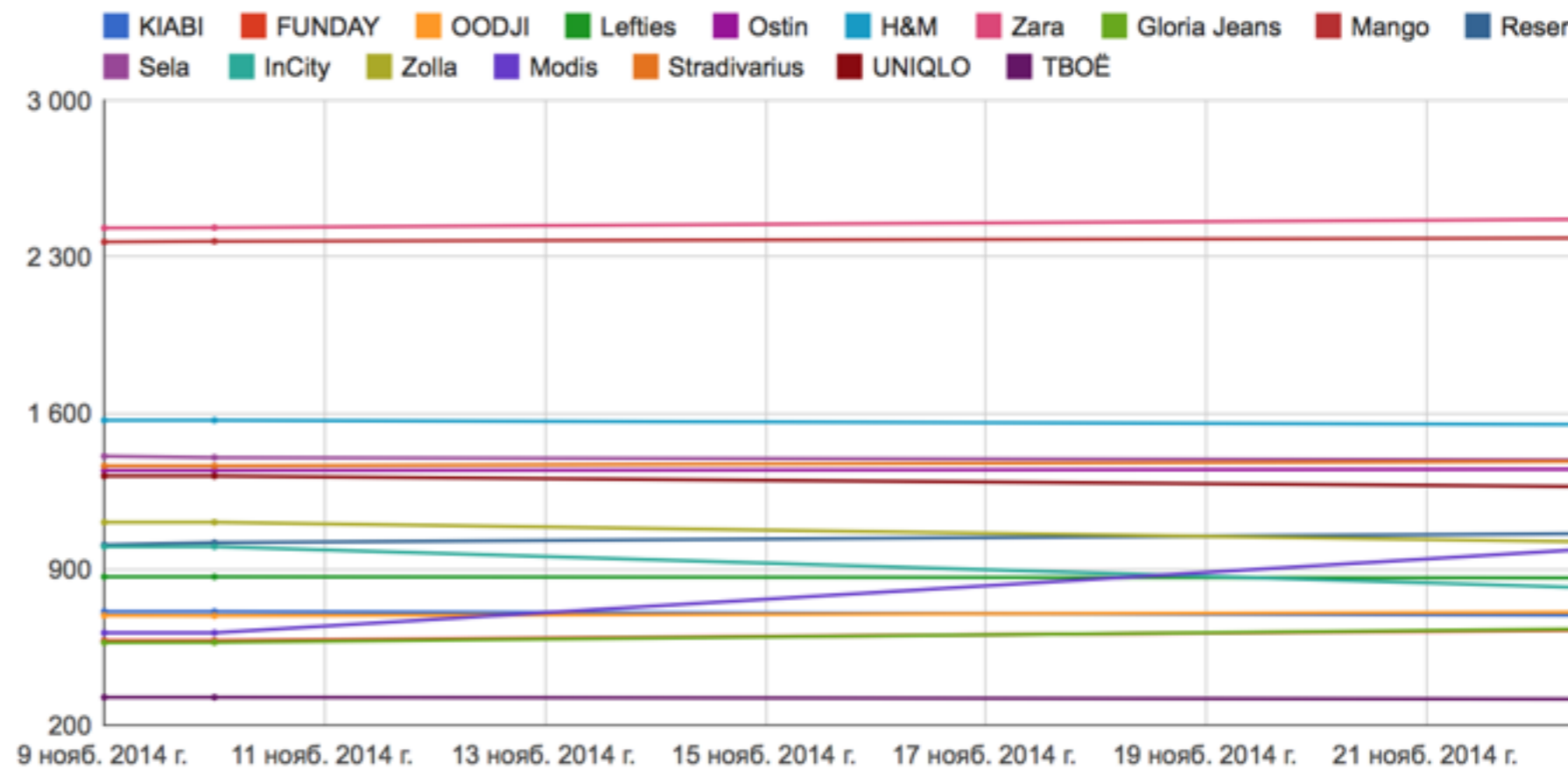




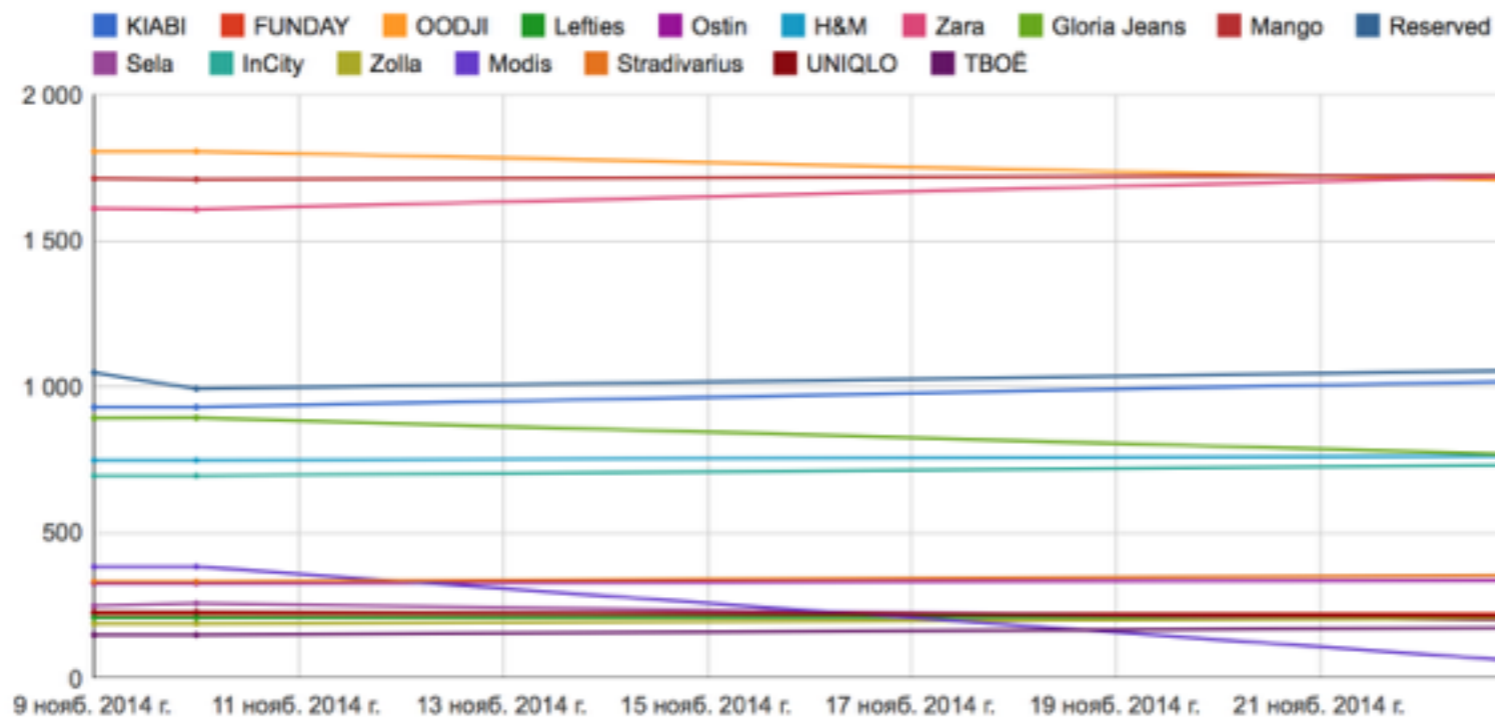
# Convenient visualization

Dynamic  
price trekking

### Avg price



### Assortiment





# Convenient visualization

Dynamic price trekking by each SKU

/ Root / <category> Select any SKU

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

| art                 | category (our)     | labels | product               | price   | old disc |
|---------------------|--------------------|--------|-----------------------|---------|----------|
| zara 00049201-l2014 | Шарфы              |        | Шарф                  | 1999.00 |          |
| zara 00049206-l2014 | Шарфы              |        | Шарф                  |         |          |
| zara 00049208-l2014 | Шарфы              |        | Шарф Из Трикотажа     |         |          |
| zara 00049209-l2014 | Головные уборы     |        | Шапка Трикотажная     |         |          |
| zara 00049210-l2014 | Перчатки, рукавицы |        | Перчатки Из Трикотажа |         |          |
| zara 00049300-l2014 | Шарфы              |        | Шарф С Бахромой       |         |          |

Get price history

Details Price History Modifications 3 Relations

| Date                     | Price |
|--------------------------|-------|
| Nov. 19, 2014, 2:54 a.m. | 999.0 |
| Nov. 6, 2014, 2:52 a.m.  | 899.0 |
| Oct. 23, 2014, 3 a.m.    | 899.0 |
| Oct. 8, 2014, 2:54 a.m.  | 899.0 |
|                          | 899.0 |

See different modification

Details Price History Modifications 3 Relations

Зеленый пепельно-серый Пепельно-серый Желто-коричневый

article: 00049208-l2014-524, SKU: 0049208524

Get chart details

### Шарф Из Трикотажа

Платки

999.00 шт Nov. 24, 2014, 3:00

220 x 50 cm.

### Price history

| Date             | Price  |
|------------------|--------|
| 15 сент. 2014 г. | 899.00 |
| 29 сент. 2014 г. | 899.00 |
| 13 окт. 2014 г.  | 899.00 |
| 27 окт. 2014 г.  | 899.00 |
| 10 нояб. 2014 г. | 999.00 |



and..

**PRICE/RANGE STORY IS AVAILABLE FOR ALL-TIME  
MONITORING**

**ALSO WE SHOULD HELP YOU TO PREDICT  
PROMOTIONS / SALES / OTHER ACTIVITIES OUTCOMING  
FROM YOUR COMPETITORS**

how to >>



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 |
|-----------|------------------------------|-----------|----------|---------|-------------|
| AD8E10C74 | Платье                       | 3599.00   |          |         | 3499.00     |
| AD8E10C6E | Блуза                        | 2499.00   |          |         | 1999.00     |
| AD8E10C67 | Топ                          | 2499.00   |          |         | 1999.00     |
| AD8E10C62 | Свитшот                      | 3599.00   |          |         | 2799.00     |
| AD8E10C64 | Брюки                        | 3199.00   |          |         | 2499.00     |
| AD8E10C65 | Брюки                        | 3199.00   |          |         | 2499.00     |
| AD8E10C68 | Платье                       | 3799.00   |          |         | 3799.00     |
| AD8E10C69 | Платье                       | 3599.00   |          |         |             |
| AD8E10C6A | Платье                       | 3599.00   |          |         |             |
| AD8E10C6B | Платье                       | 3599.00   |          |         |             |
| AD8E10C6C | Платье                       | 3599.00   |          |         |             |
| AD8E10C6D | Платье                       | 3599.00   |          |         |             |
| AD8E10C6E | Блуза                        | 1799.00   |          |         |             |
| AD8E10C6F | Платье                       | 3199.00   |          |         |             |
| AD8E10C70 | Платье                       | 3599.00   |          |         |             |
| AD8E10C71 | Платье                       | 3599.00   |          |         |             |
| AD8E10C72 | Блуза                        | 1799.00   |          |         |             |
| AD8E10C73 | Боди                         | 1499.00   | 1799.00  | 1499.00 | 1499.00     |
| AD8E10C74 | Юбка                         | 1999.00   |          | 1999.00 | 1999.00     |
| AD8E10C75 | Футболка CREEPER S/S TEE     |           |          |         | 1293.00     |
| AD8E10C76 | Свитшот ON THE TRACKS LS FLE |           |          |         | 4999.00     |
| AD8E10C77 | Толстовка BUILDERS UNION     |           |          |         |             |
| AD8E10C78 | Футболка MISER S/S 50/50 TEE |           |          |         |             |
| AD8E10C79 | Футболка DAVEY JONES S/S TEE |           |          |         |             |
| AD8E10C7A | Футболка JOURNEY S/S VNECK   |           |          |         |             |
| AD8E10C7B | Футболка DISSOLVE S/S CREWN  |           |          |         |             |
| AD8E10C7C | Футболка CREED NOISE S/S TEE |           |          |         |             |
| AD8E10C7D | Футболка MENS KNIT SS TEE    |           |          |         |             |
| AD8E10C7E | Футболка CHAOS GENERATION S  |           |          |         |             |
| AD8E10C7F | Футболка PLANET X S/S TEE    |           |          |         |             |
| AD8E10C80 | Футболка FIRST HOPE S/S VNEC |           |          |         |             |
| AD8E10C81 | Футболка AUTHENTIC OCTANE S  |           |          |         |             |

Click on any SKU >>



Quick detail

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.


Classification

Compared competitors pro  
Similar products  
Classified to Lamoda by product  
15301418Платье -> Последнее платье  
Classified to Lamoda by categories  
Последнее платье -> Последнее платье  
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 |         |
| 1539.0 |         |

[1530141] Платье

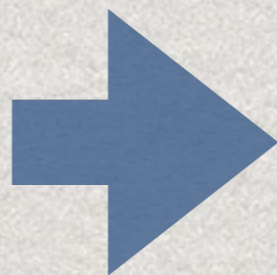


Entry -> exit price

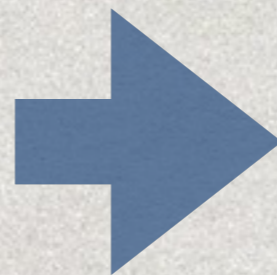


Entry-exit price stochastic categorization

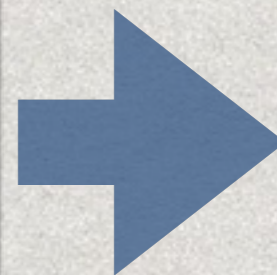
Different patterns for SKU/ manual or automatic classification



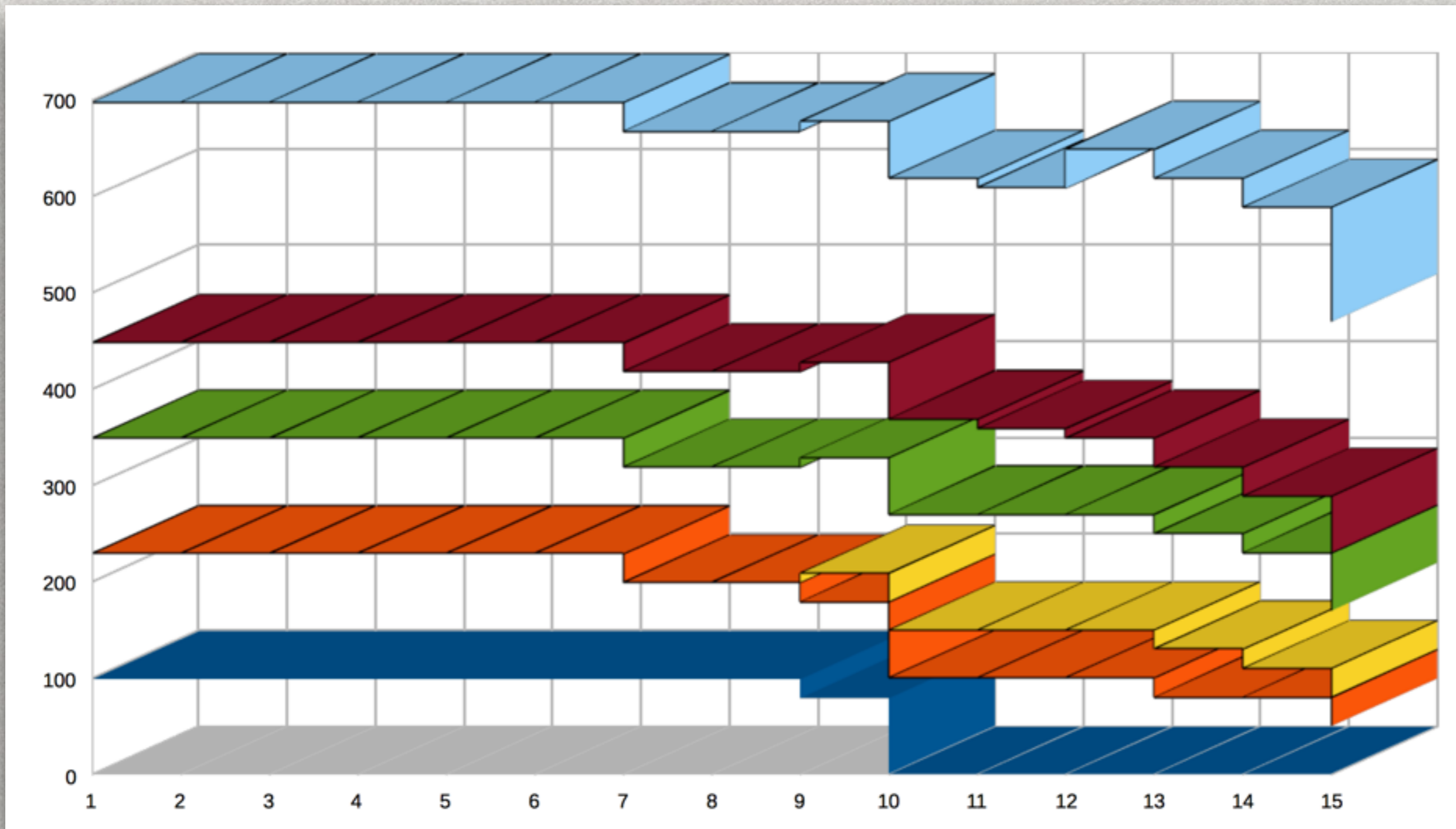
- Qty of price changes
- time series categorization
- Entry/Exit price volatile
- Secret component



classifier



Your attention!





# Let's discuss your benefits

[NIKITA.MIKHAILOV@GETREALPRICE.COM](mailto:NIKITA.MIKHAILOV@GETREALPRICE.COM)

**OWNER AND CEO**





Have a nice e-commerce leadership

