Product matching and price monitoring

Online retail

 business-process is adapted for international retailers (Decathlon, Castorama, etc.)

Pharmacy

- special price monitoring mode adapted for collecting prices over city and over exact pharmacy store.

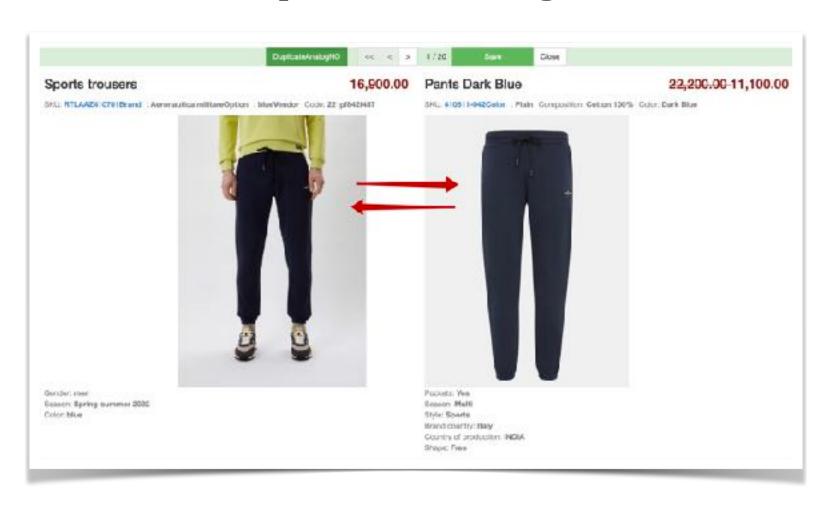
Marketplaces

- adapted for large range (5-30 million SKU);
- many competitors in matching and monitoring;
- able to match same item or similar sub-model.

FMCG

- adapted for manufacturers (Nestle, Mars, Unilever, etc.);
- covers competitor prices corridor;
- controls all sales platforms with FMCG products in 1 or few countries.

How can <u>maximising your experience</u> with <u>product matching</u> across different web-shops allow you to <u>increase productivity</u> in <u>marketplaces and FMCG</u>?



Product matching in e-commerce >> What is GetRealPrice?

B2B E-commerce tool for **product matching** and price monitoring

Getrealprice is a B2B web-based service for marketplaces, webshops and online retailers. We match the same products between different sales places and perform regular price tracking.

- For manufacturers: to control the RSP so that the resellers do not violate it;
- For retailers: to control their prices vs competitors' prices;
- For marketplaces: to control your prices vs the competitors' prices and automatically set quotation prices.

Online retail

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Pharmacy

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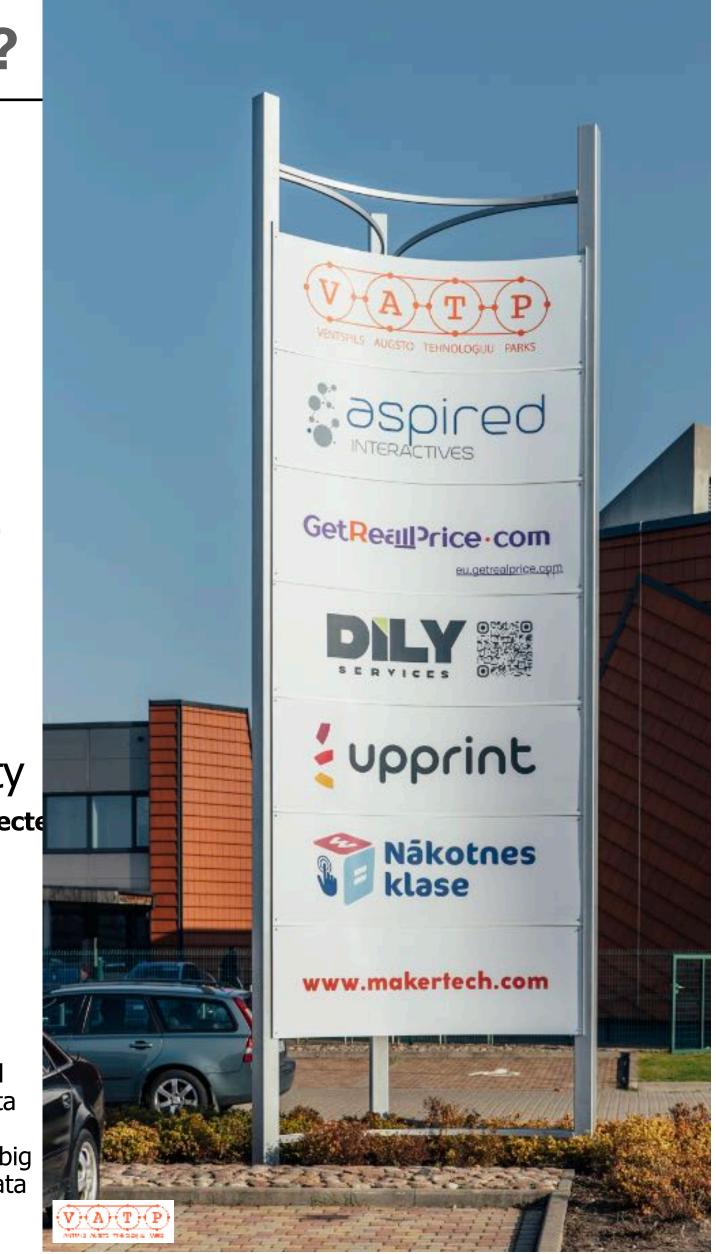
Intellectual property

Intellectual property is protecte Russia: Local Software secure service

Europe: WIPO int #1448888 **USA**: Library of Congress

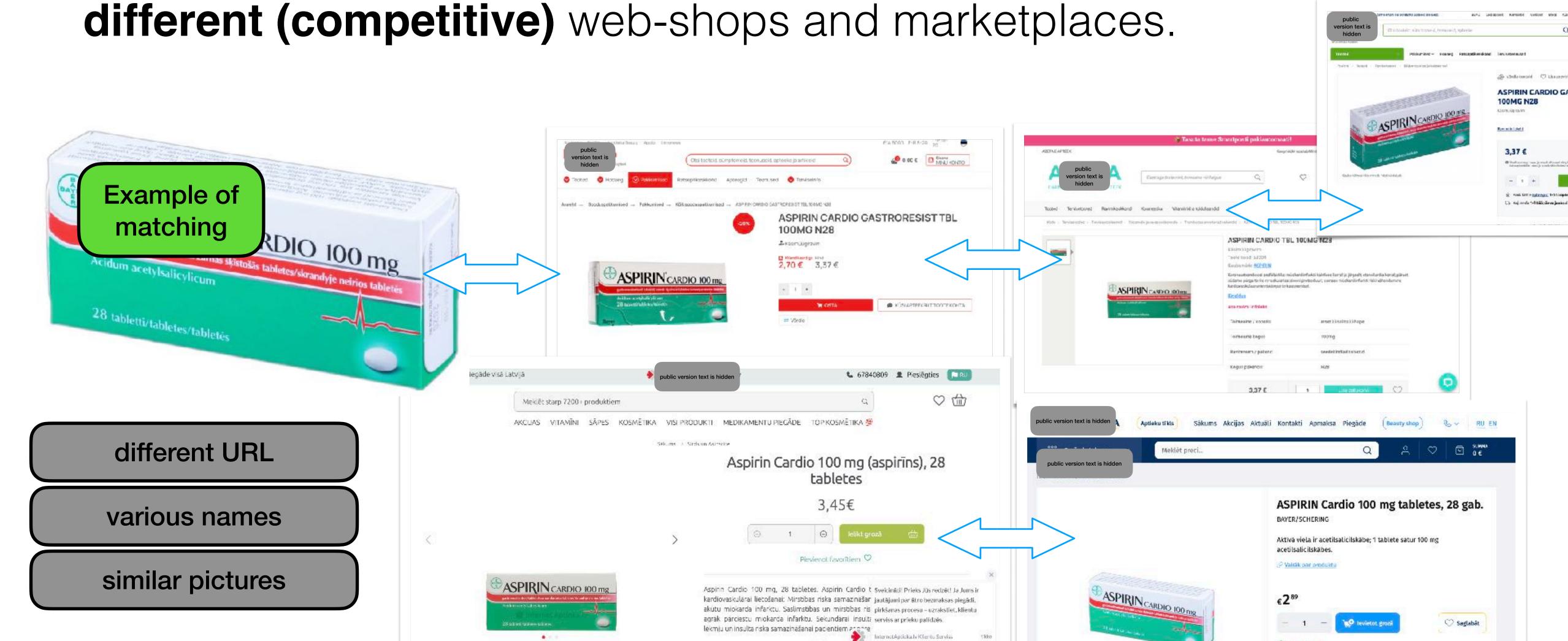
Technology

Technology: Getrealprice has highly stable cluster hosting structure and uses self-invented math. alghoritms to process data by RAM-based methods. Our product matching machine is a big competitive advantage in Big data automation.



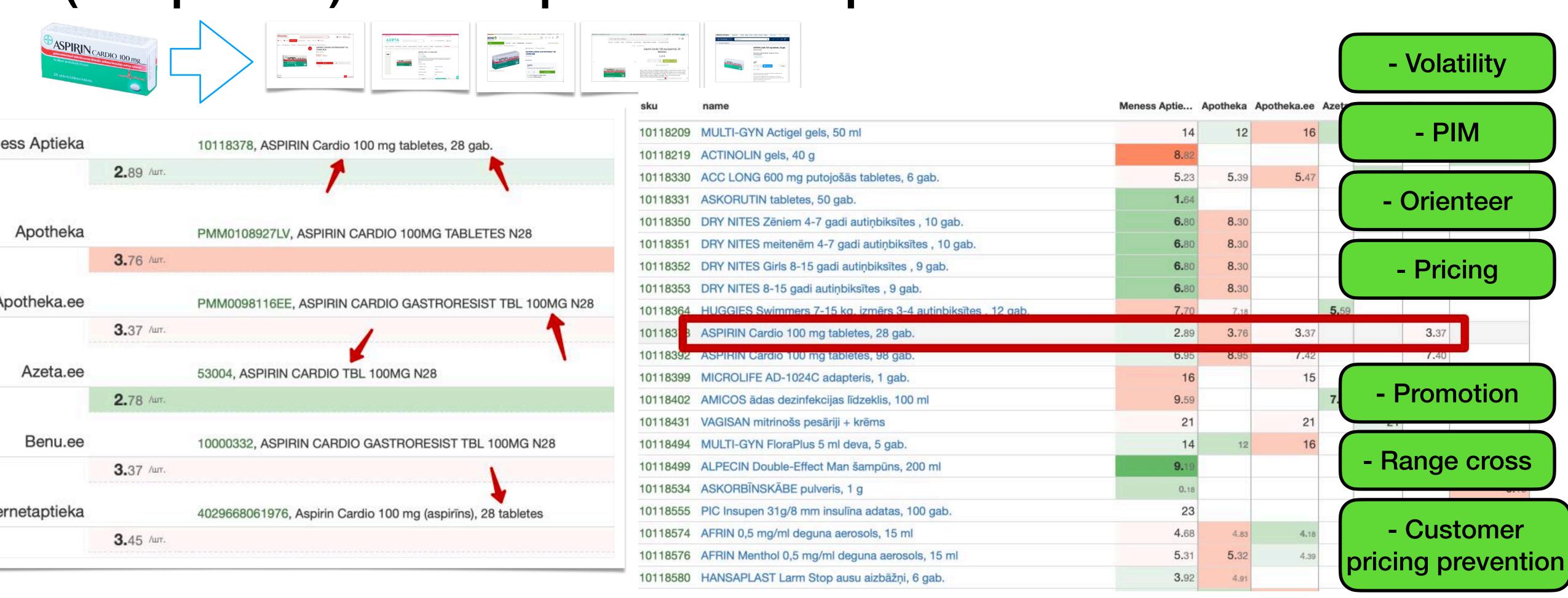
Product matching in e-commerce >> - What is product matching?

Matching means connecting similar/same SKU/products between

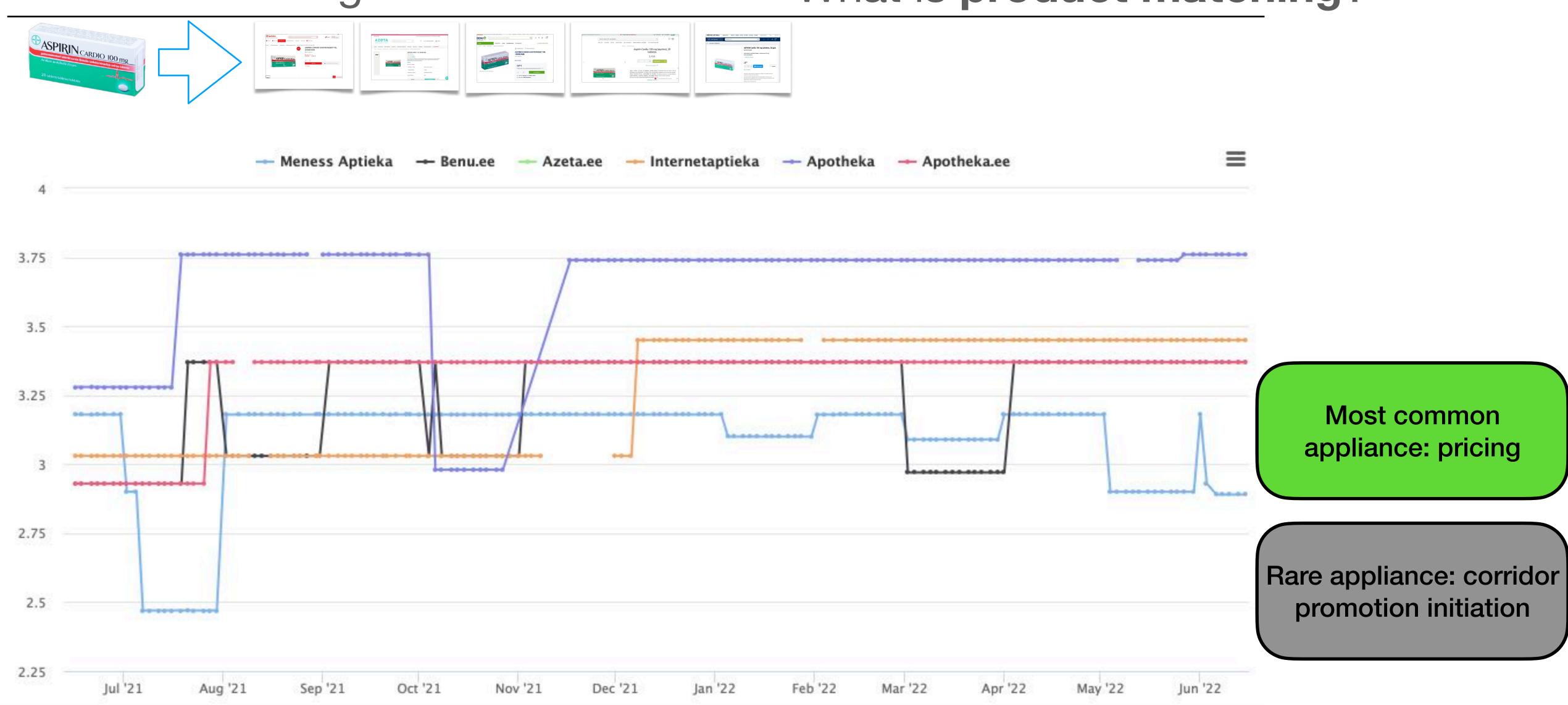


Product matching in e-commerce >> - What is product matching?

Matching means connecting similar SKU/products between **different** (competitive) web-shops and marketplaces.



Product matching in e-commerce >> - What is product matching?

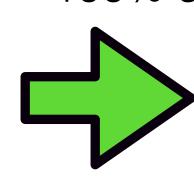


Product matching in e-commerce >> Matching types

Types of matches DUPLICATE or ANALOG?

DUPLICATE - means 100% same SKU

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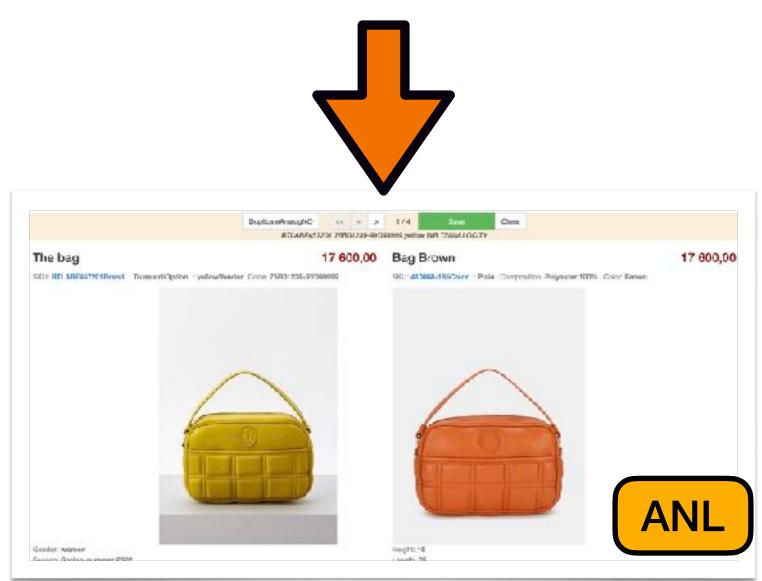
ANALOG - means not-100% same SKU:

- different packages (1 vs 2 units in package)
- different colours of the same model
- even different brands



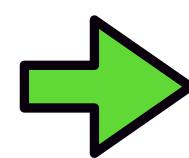








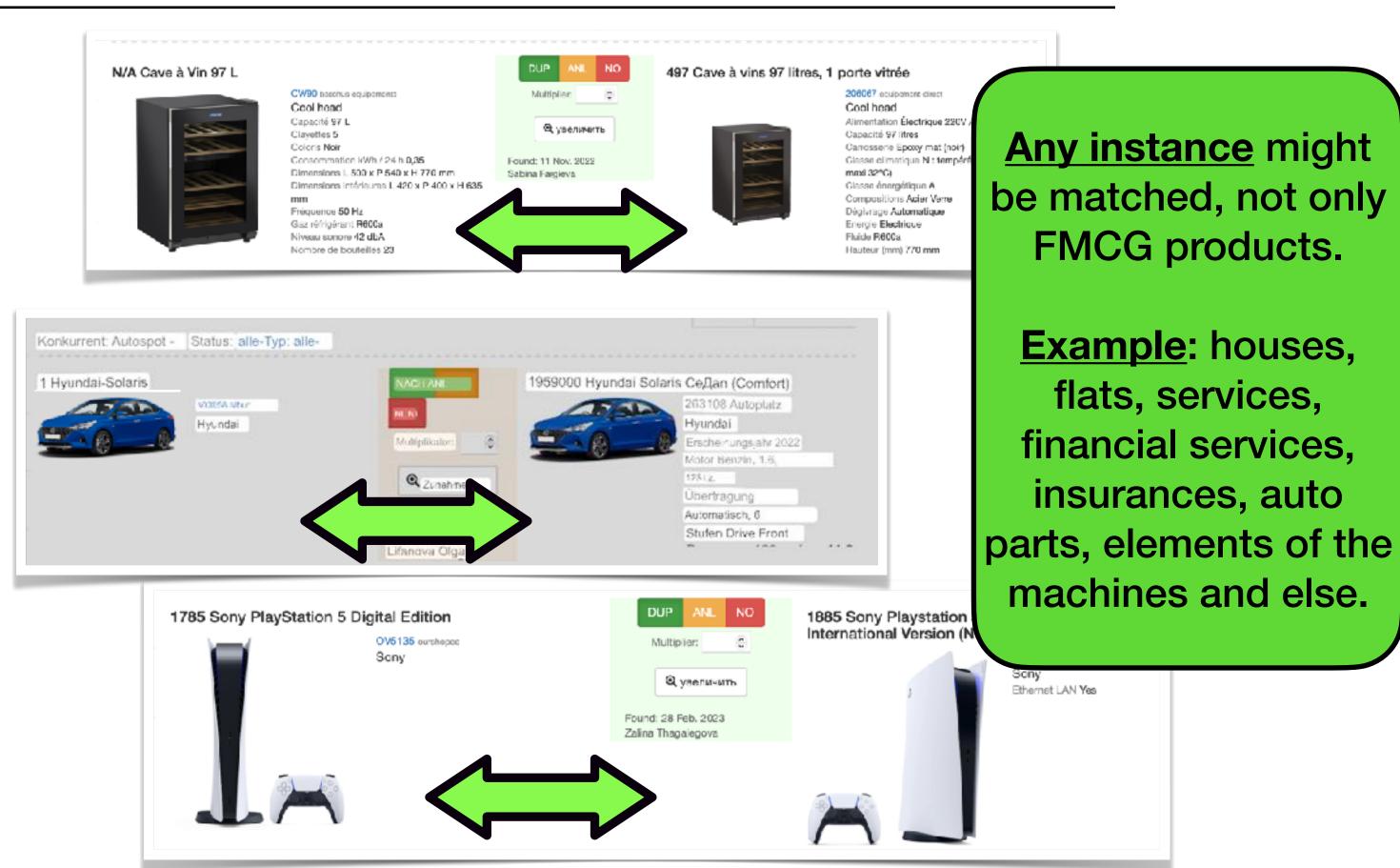
Product matching in e-commerce >> SUMMARY



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1. Every SKU that is sold online and offline, can be "virtually" connected to different product in online. You can connect 1-to-many and you can connect "similar" products.

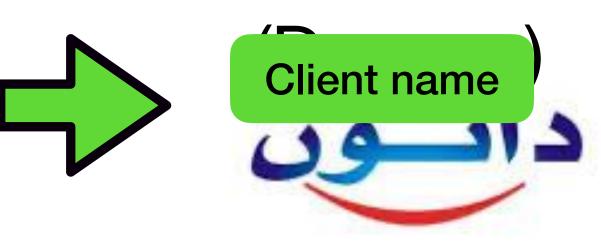




Product matching in e-commerce >> - Matching machine



Video example might played here

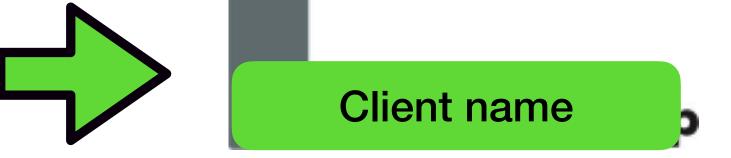


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- How does Analog-product matching assist FMCG management to control price corridors for competitive products in all countries with online sales of their products?





public version

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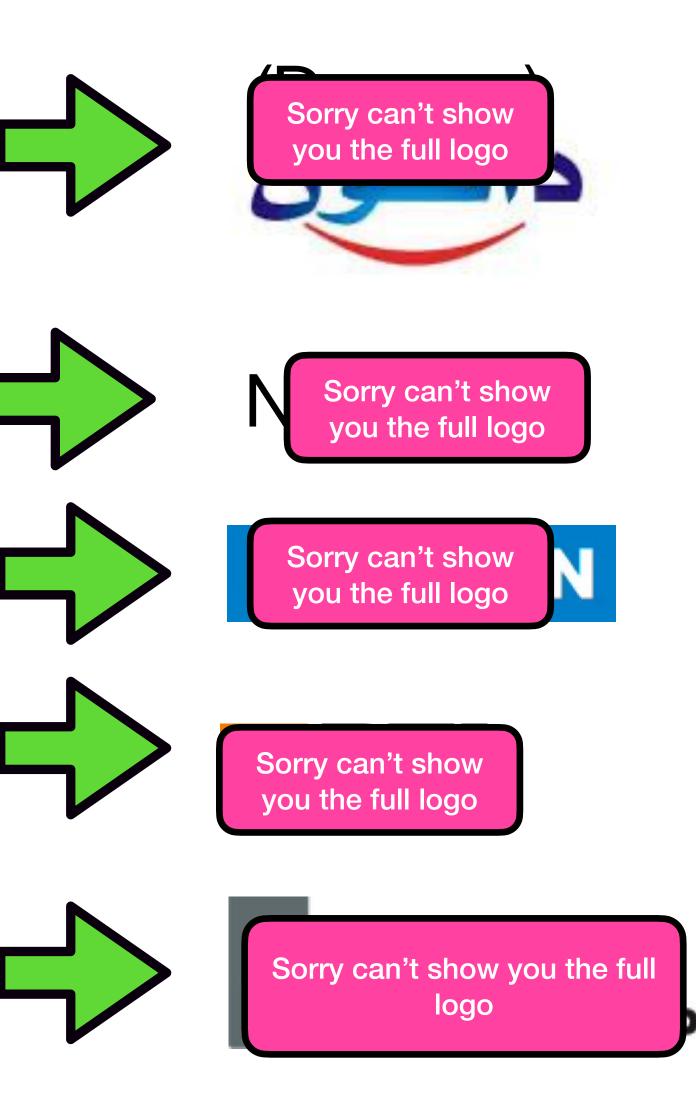
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ANL

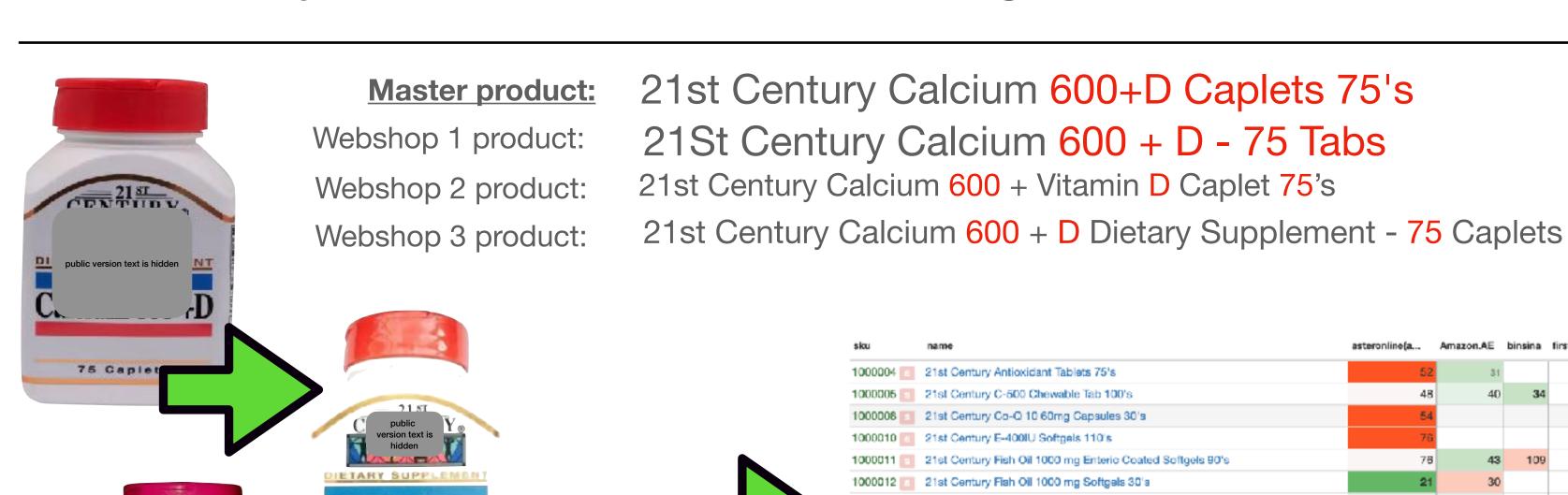


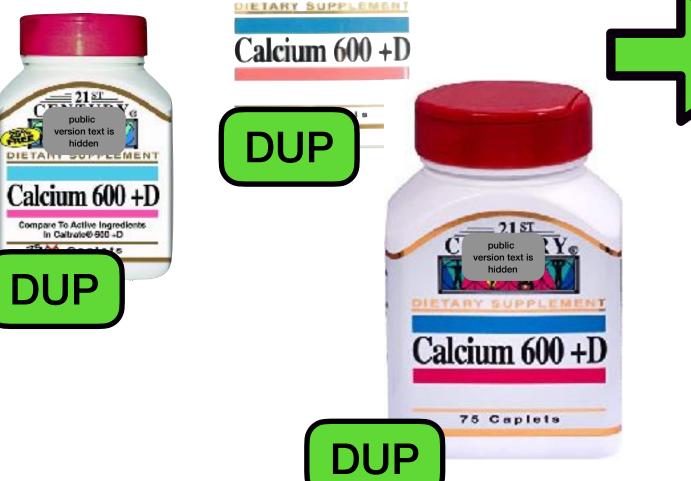




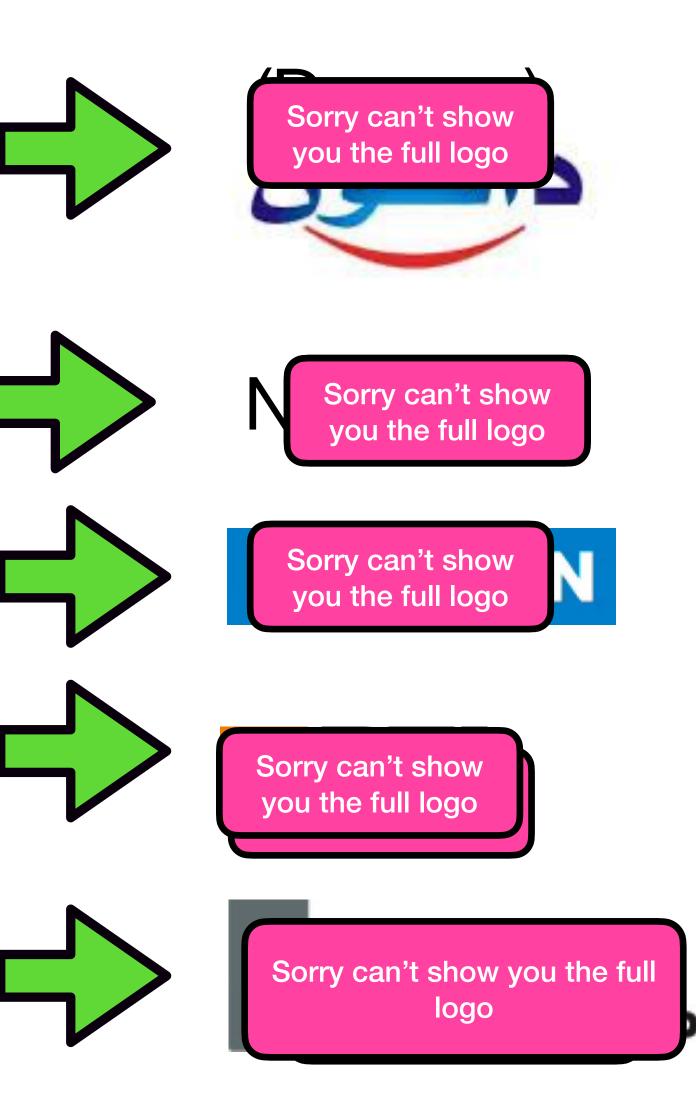


Pharmacy & cosmetics matching





1000004 🔞	21st Century Antioxidant Tablets 75's	52	31		
1000005	21st Century C-500 Chewable Tab 100's	48	40	34	
1000008	21st Century Co-Q 10 60mg Capsules 30's	54			
1000010 🔞	21st Century E-400IU Softgels 110's	76			
1000011	21st Century Fish Oil 1000 mg Enteric Coated Softgels 90's	76	43	109	
1000012	21st Century Fish Oil 1000 mg Softgels 30's	21	30		
1000013	21st Century Herbal Slimming Cranraspberry Tea Bags 24's 1.6 oz, 45g	20	20		
1000014	21st Century Herbal Silmming Green Tea Bags 24's 1.6oz, 45g	20		29	
1000015	21st Century Herbal Slimming Honey Lemon Tea Bags 24's 1.6oz, 45g	20	21	29	
1000016	21st Century Herbal Slimming Natural Tea Bags 1.6 oz, 45 g 24's	20	23	29	
1000017	21st Century Herbal Slimming Orange Spice Tea Bags 24's 1.6oz, 45g	20	20	29	
1000018	21st Century Herbal Slimming Peach-Apricot Tea Bags 24's 1.6oz, 45g	20		29	
1000019 🔞	21st Century Herbal Slimming Peppermint Tea Bags 24's 1.8oz, 45g	20		29	
1000020 🕤	21st Century Iron 27 mg Tablets 30's	27	35		
1000022 8	21st Century Triple Omega Complex 3-6-9 Enteric Coated Softgels 90's	74	44	52	
1000635	21st Century Arthri-Flex Advantage Tablets 120's	206	201	295	
1013317 💿	21st Century High Potency D3-1000 IU Tablets 110's	52	48		
1017667	21St Century Calcium Plus Caplets 120's	63	66	90	
1017668	21st Century Sentry Tablets 130's	55	34	79	
1017673 💿	21st Century B Complex with C Caplets 100's	35	31	50	
1019692 📧	21st Century B-Complex With C Tablets 30's	18			
1022455 🔞	21st Century Prenatal Multivitamin Mineral Tablets 60's + DHA Softgels 60's	160	150	229	
1023565	21st Century ACE Antioxidant Tablets 30's	27			
1023566	21st Century Cal Mag Zinc + D Tablets 90's	38	25		
1023567	21st Century Stress B with Zinc Tablets 30's	18			
1023568	21st Century Arthri-Flex Advantage Tablets 60's	118		169	
1023570	21st Century Calcium Plus Tablets 30's	20	39		
4000574	Stat Control Disease Control of State Co	4.00	200	800	



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Tools and screws matching

Master product: HEX NUT DIN 934 M16 A4

Manufacture 1 product: Tuerca DIN 934 Inox A4: TUERCA DIN 934 A4 M16

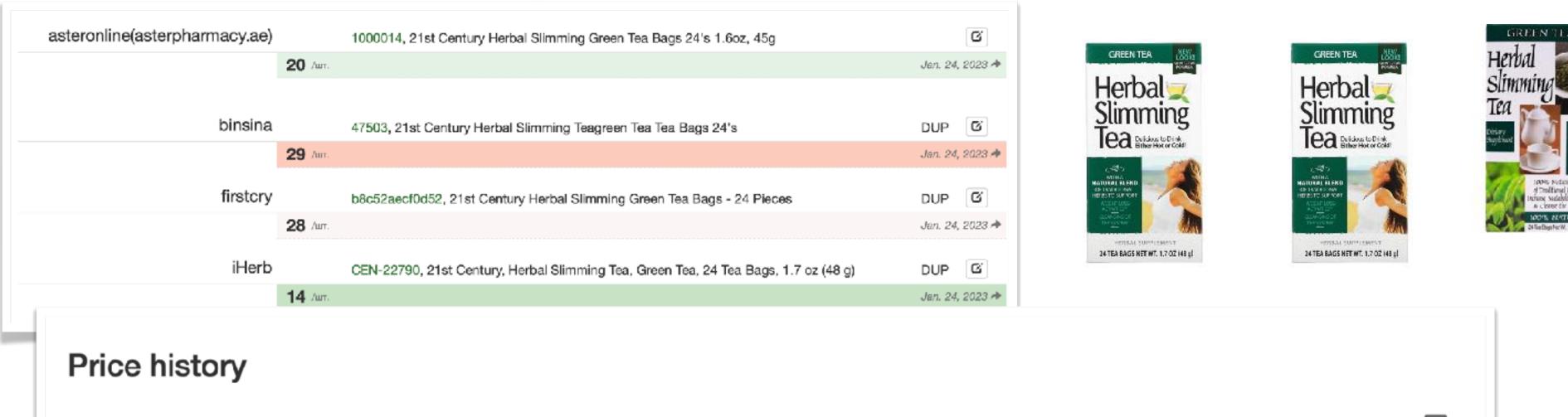
Manufacture 2 product: Dado esagonale A4 DIN 934, Dado esagonale M16 DIN 934 A4-70

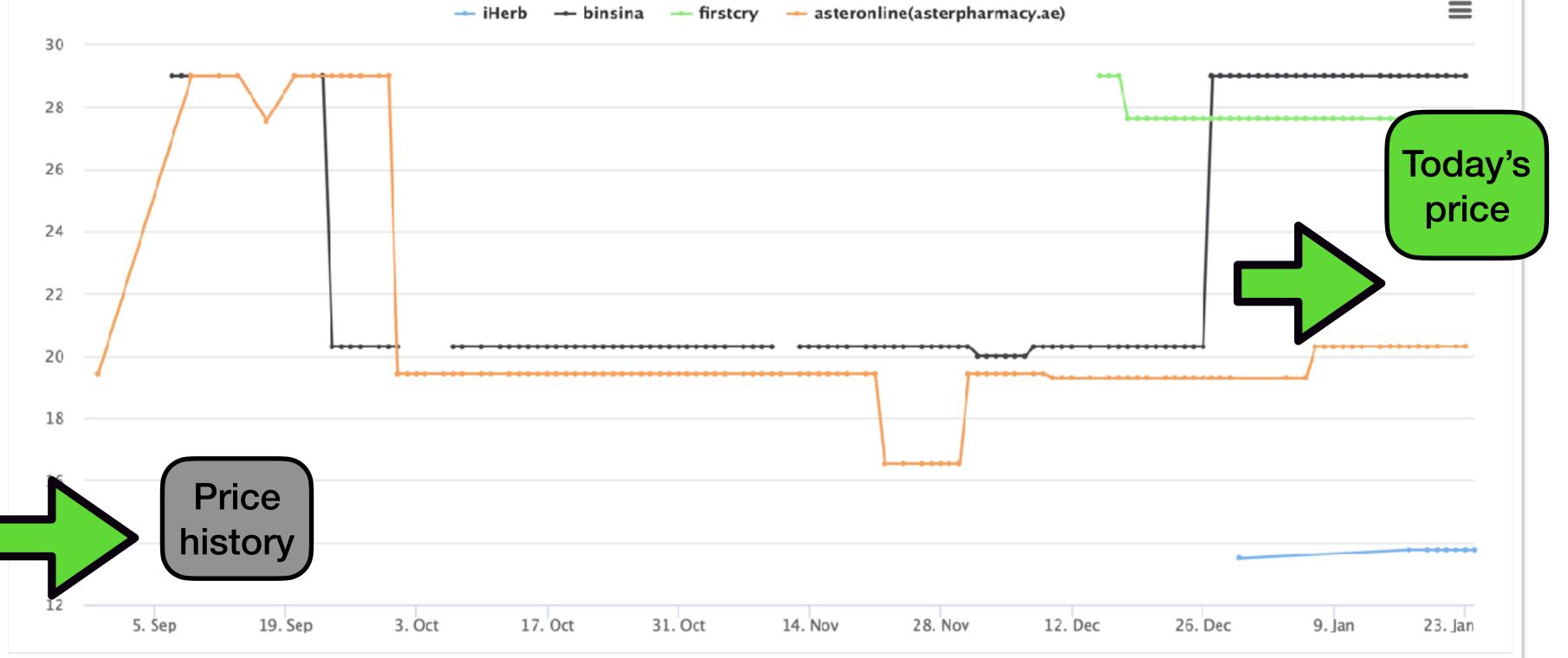
Manufacture 3 product: Hexagon nut DIN934 M16x2.00 stainless steel A4



name	public version text is hidden	public versi	on text is hidden	F public version tex	t is hidden	oublic version text is h	nidden pu	blic version text is hidden pub	lic version text is hidden	public version text is hidden tr	ublic version text is hidden	W public version text is hid	dden 1 publi	c version text is hidden	public version text is hidden
SCREW DIN	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00		1.00	1.00	1.00	1.00	1.00	
912 8.8 M 4X 16															
ZP															
CONN. 3506			1.00	1.00	1.00					1.00	1.00		1.00	1.00	
YELLOW M4															
CONN. 3508			1.00	1.00	1.00	1.00				1.00	1.00		1.00	1.00	
YELLOW M6															

Increase Metabolic Act
& Cleanse the System







all - Basket: all - Label: all - In stock: all - Price: All - Type: all - Brand		text search	↓¤ sku ▼
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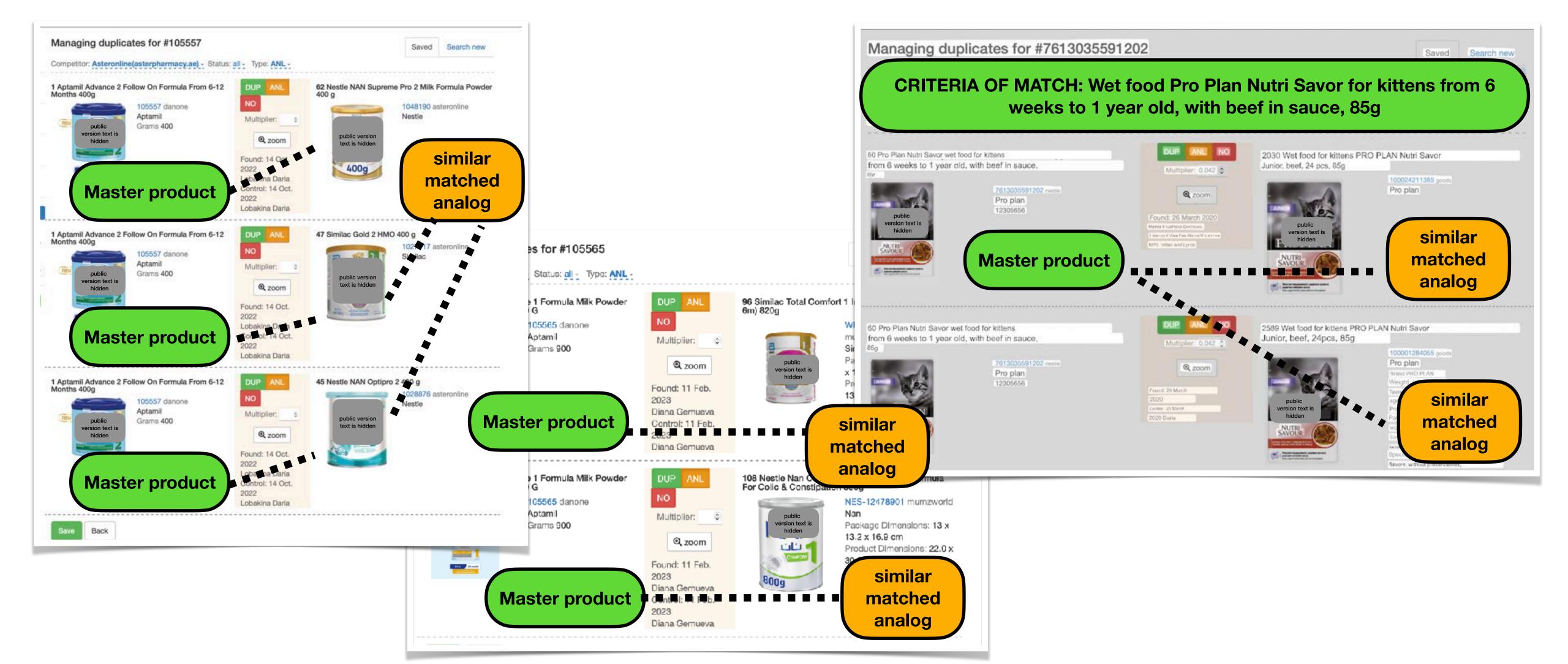
sku	name	Danone	asteronline(a	binsina	Carrefouruae	firstcry	lifepharmacy	Luluhyperma
105555	Aptamil Advance 1 Infant Formula From 0-6 Months 400g	1.00	49	55	48	47	47	48
105556	Aptamil Advance 1 Infant Formula From 0-6 Months 900g	1.00	110	103	103	103	105	105
105557	Aptamil Advance 2 Follow On Formula From 6-12 Months 400g	1.00	51	56	48	48	48	49
105558	Aptamil Advance 2 Follow On Formula From 6-12 Months 900g	1.00	110	100	103	103	105	105
105559	Aptamil Advance Junior 3 Growing Up Formula From 1-3 Years 400g	1.00	42	47	41	42	40	33
105560	Aptamil Junior 3 Advance Growing Up Formula From 1-3 Years 900g	1.00	90	83	86	82	86	86
105561	Aptamil Junior 3 Advance Growing Up Formula From 1-3 Years 1.6kg	1.00	144		144	132	137	140
105562	Aptamil Advance Kid 4 Next Generation Growing Up Formula, 3-6 Years, 400g	1.00	39	44	38	38	37	
105563	Aptamil Advance Kid 4 Growing Up Formula From 3-6 Years 900g	1.00	82	76	79	79	77	79
105564	Aptamil - Comfort Stage 1 Formula Milk Powder for Baby and Infant - 400 g	1.00	54	53	56	58	40	53
105565	Aptamil - Comfort Stage 1 Formula Milk Powder For Baby And Infant - 900 G	1.00	110		106	106	80	106
105566	Aptamil - Comfort Stage 2 Formula Milk Powder for Baby and Infant - 400 g	1.00	50		49	58	53	53
105567	Aptamil - Comfort Stage 2 Formula Milk Powder For Baby And Infant - 900 G	1.00	112		120	106	108	106
105568	Bebelac Nutri 7In1 Infant Milk Formula From Birth To 6 Months, 400G	1.00	44	49	45	48	31	34

Competitor: all ▼ Basket: all ▼ Status: all ▼ Type: all ▼

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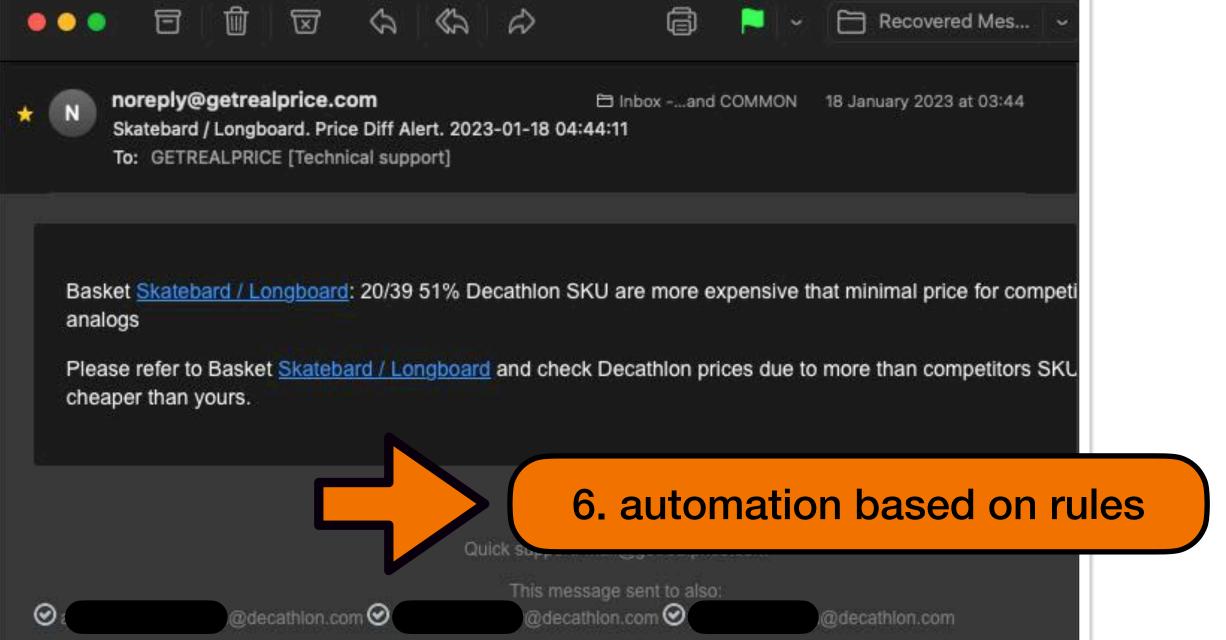
sku	name	Carrefouruae	Luluhy	ypermarket	asteronline(asterpharmacy.ae)	binsin	a fir	stcry	lifepharmacy
105555	Aptamil Advance 1 Infant Formula From 0-6 Months 400g	13	•	3	9	4	•	6	4
105556	Aptamil Advance 1 Infant Formula From 0-6 Months 900g	3	•	2	2	1	*	1	3
105557	Aptamil Advance 2 Follow On Formula From 6-12 Months 400g	8	•	4	8	3	*	3	7
105558	Aptamil Advance 2 Follow On Formula From 6-12 Months 900g	3		1	2	1	*	1	1
105559	Aptamil Advance Junior 3 Growing Up Formula From 1-3 Years 400g	8	•	2	How many	5	*	3	4
105560	Aptamil Junior 3 Advance Growing Up Formula From 1-3 Years 900g	4	•	1	matched analogs ar	<u>e</u>	*	1	2
105561	Aptamil Junior 3 Advance Growing Up Formula From 1-3 Years 1.6kg	4	✓	3	existing over different we		*	2	4
105562	Aptamil Advance Kid 4 Next Generation Growing Up Formula, 3-6 Years, 400g	3			<u>shops</u>	2	•	1	4
105563	Aptamil Advance Kid 4 Growing Up Formula From 3-6 Years 900g	2		1	2	1	*	1	3

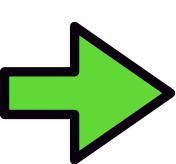
For each product we will match the similar analog from different vendor and run daily stock and price tracking



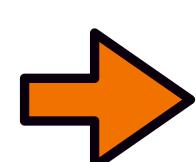
Product matching in e-commerce >> Case review >> Danone

_													
	Α	В	C	D	E	F	G	Н	1	J	K	L	M
1	Category	/ SKU	Product name	SKU	Competitor's product name	Relation	Online st	City	RSP	Old price	New price	(vailabilit	Update date
2	Stage 3	105574	Bebelac Junior Nutri 7In1 Growing Up Formula From	f039baed	Bebelac Junior Nutri 7in1 Grow	Duplicate	firstcry		1	150.77	124.91	Υ	2023-01-24
3	Stage 1	105569	Bebelac Nutri 7In1 Infant Milk Formula From Birth To						1	,	91.97	Υ	2023-01-24
4	Stage 3	105574	Bebelac Junior Nutri 7In1 Growing Up Formula From	c9e71aeff	Nan Optipro 3 Growing Up Mill	Analog	firstcry		1		149.95	Υ	2023-01-24
5	Stage 4	105562	Aptamil Advance Kid 4 Next Generation Growing Up	dff47aeb?	Aptamil Advance Kid 4 Next Ge	Duplicate	firstcry		1	41.93	38.25	Υ	2023-01-24
6	Stage 1	105569	Bebelac Nutri 7In1 Infant Milk Formula From Birth To				firstcry		1		71.42	Υ	2023-01-24
7	Stage 1	105569	Bebelac Nutri 7In1 Infant Milk Formula From Birth To	0220eaef	Nan Supreme Pro Starter Infan	Analog	firstcry		1		113.74	Υ	2023-01-24
8	Stage 1	105569	Bebelac Nutri 7In1 Infant Milk Formula From Birth To	784feae3	Ordesa Blemil Plus Stage 1 Infa	Analog	firstcry		1		69.07	Υ	2023-01-24
9	Stage 1	105569	Bebelac Nutri 7In1 Infant Milk Formula From Birth To	266b7ae8	Hipp Organic Infant Milk Stage	Analog	firstcry		1		30	V	2022-01-24
.0	Stage 1		Bebelac Nutri 7In1 Infant Milk Formula From Birth To				firstcry		1			5. repor	tina 4
9						- ••	••		_				









- automate reporting for management

Product matching in e-commerce >> Other products by GetRealPrice





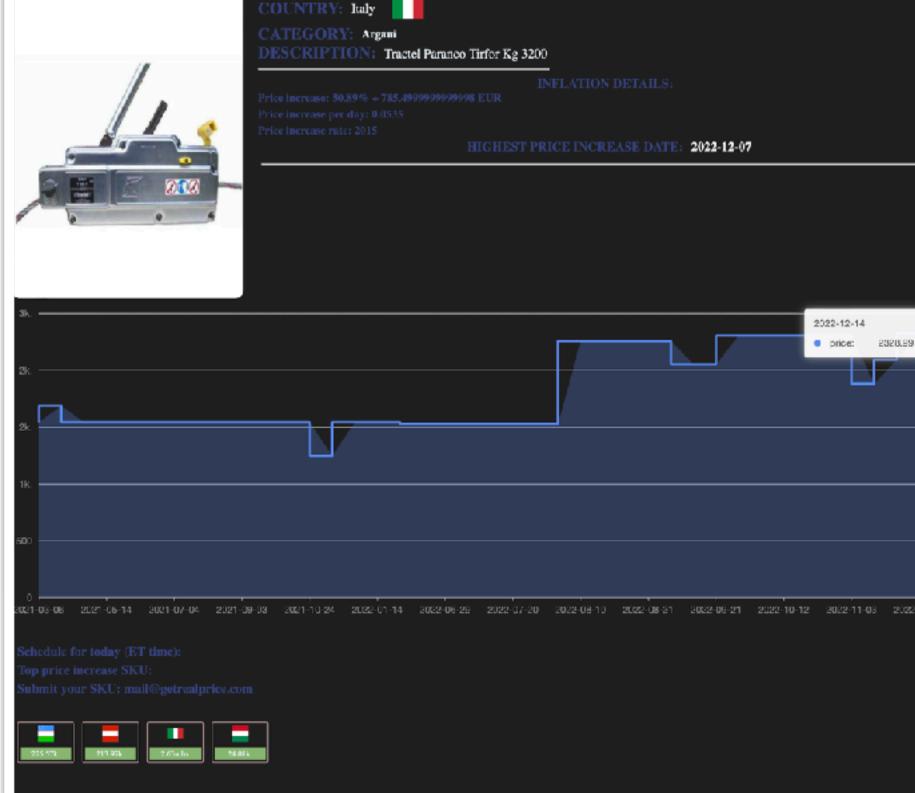
Lösungen für Fashion und Mode Lösungen für Amazon

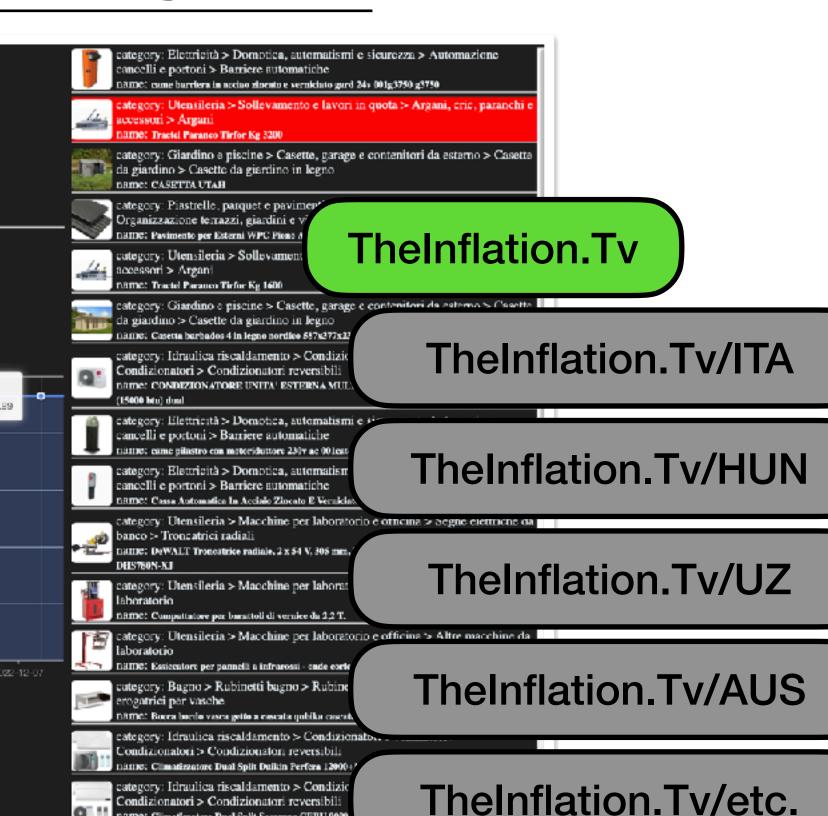
Getrealprice™ tracks price history for > 1 mln. items in European FMCG market and allows to know the cost share of raw material



Getrealprice, Ventspils Augsto tehnoloģiju parks 1, Latvia

GetRealPrice com







GRP data mining

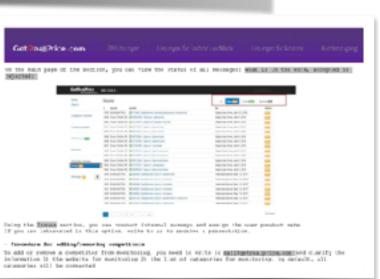


GRP office TV



GRP GAN

category: Utensileria > Attrezzature per l'alle



GRP GEMS

Product matching in e-commerce >> - What is product matching?

41% of world companies never applied product matching in corporate business processes

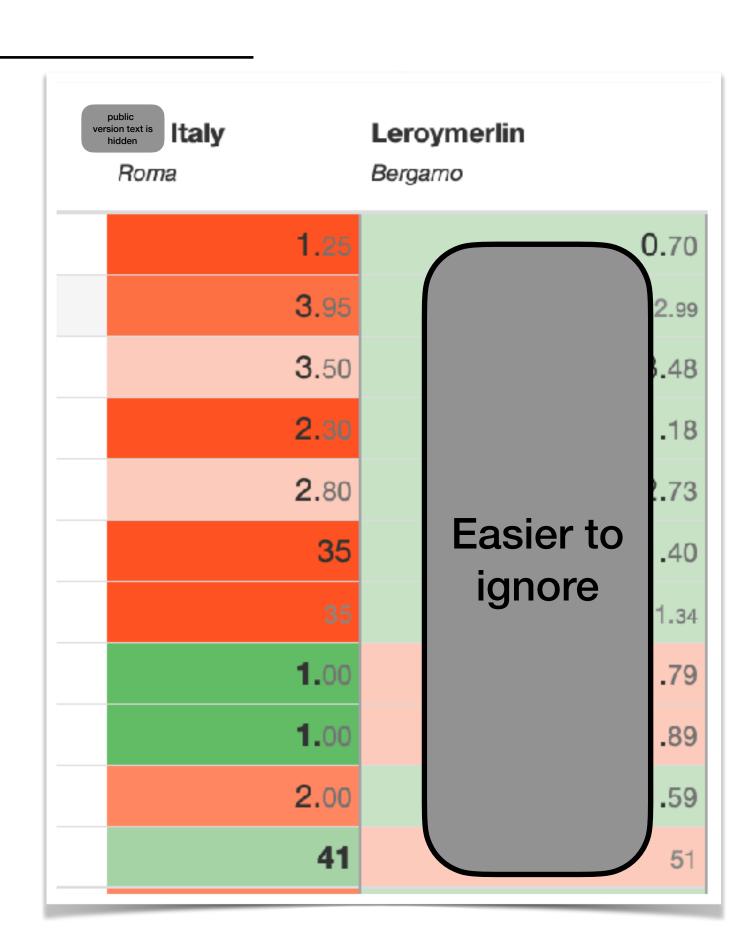
Psychological aspects (applied to all new technologies)

Results of the Matching (or other scoring methods) gives the information that you might need potentially to react/act with.

Fear/diswiliness of **necessary of acting** can be transformed into **fear of knowledge** about the issue that **obliges us to acting**.

Having the picture of how much does your products cost in different web-shops and markets might have similar effect when you start.

Knowing this will safe you from incorrect reaction to the result of applying the technology.





Product matching in e-commerce

How can maximising your experience with product matching across different web-shops allow you to increase productivity in marketplaces and FMCG?

Thank you for your attention!





+358 41 578 5178 (Telephone and messages)

meet: http://calendly.com/grp-gm/

