

WHAT IS PRICE MONITORING ?



Price monitoring has become essential for all businesses, particularly eCommerce businesses. All firms, regardless of industry, must be aware of what is happening with the pricing of their immediate rivals.

Who should be using it

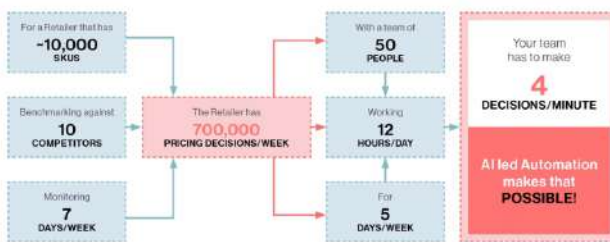
Price monitoring is just the solution you've been looking for! Regardless of your company size, or the fact that you are a brand or a retailer



Price monitoring for Retailers



Price monitoring for Brands



ADVANTAGES

The advantages of price monitoring and the technology that enables it to be an automatic element of your business or purchasing.

- Achieve an optimal pricing strategy
- Achieve dynamic pricing
- Improve customer satisfaction
- Identification of market trends
- Faster decision-making

BEST PRACTICES

- Define clear goals and objectives
- Utilize reliable data sources and tools
- Monitor competitors strategically
- Analyse and interpret data effectively
- Respond quickly and strategically

REFERANCES

- <https://www.price2spy.com/price-monitoring.html>
- <https://research.aimultiple.com/price-monitoring/>
- <https://www.intelligencecode.com/blog/how-price-monitoring-software-helps-retailers-maximize-profit/>