

# Dynamic Pricing for BTS & Holiday

Four considerations for planning pricing and assortment



## Are you ready to compete online?

Dynamic changes including price fluctuations, shifts in assortment, and in-the-moment promotional offers define the eCommerce landscape during high traffic eCommerce periods like Back-To-School (BTS) and the Holiday Shopping Season, challenging brands, manufacturers, and retailers' ability to remain competitive.

Market Track provides clients with **comprehensive and quick visibility into competitive activity, MAP violations, brand violations, and shifts in product assortment**, enabling them to react quickly to changing conditions. With BTS right around the corner and only four months standing between you and the buzz of the 2016 Holiday Shopping Season, we have posed four questions to consider as you assess your readiness to compete for eCommerce sales.

### Key considerations:

- Do you know if retailers price your products dynamically?
- Will you know which retailers are pricing dynamically? Can you identify who changed price first?
- How will you assess the quality of your assortment within key categories? Do you have visibility into competitive assortment?
- How are your key categories priced online relative to competitors?

### 1. Brands/Manufacturers: Do you know if/when retailers price your products dynamically?

Retailers know how critical it is to be priced competitively during BTS and the Holiday Shopping Season, and most will react to competitive price changes in-the-moment with a price drop of their own.

Tracking the impact of eCommerce price changes on your products, which can happen from hour to hour throughout the day, will ensure manufacturers are privy to any threats to their brand equity, MAP, or MSRP.

eCommerce Price Trend - Playmation Marvel's The Avengers Starter Pack

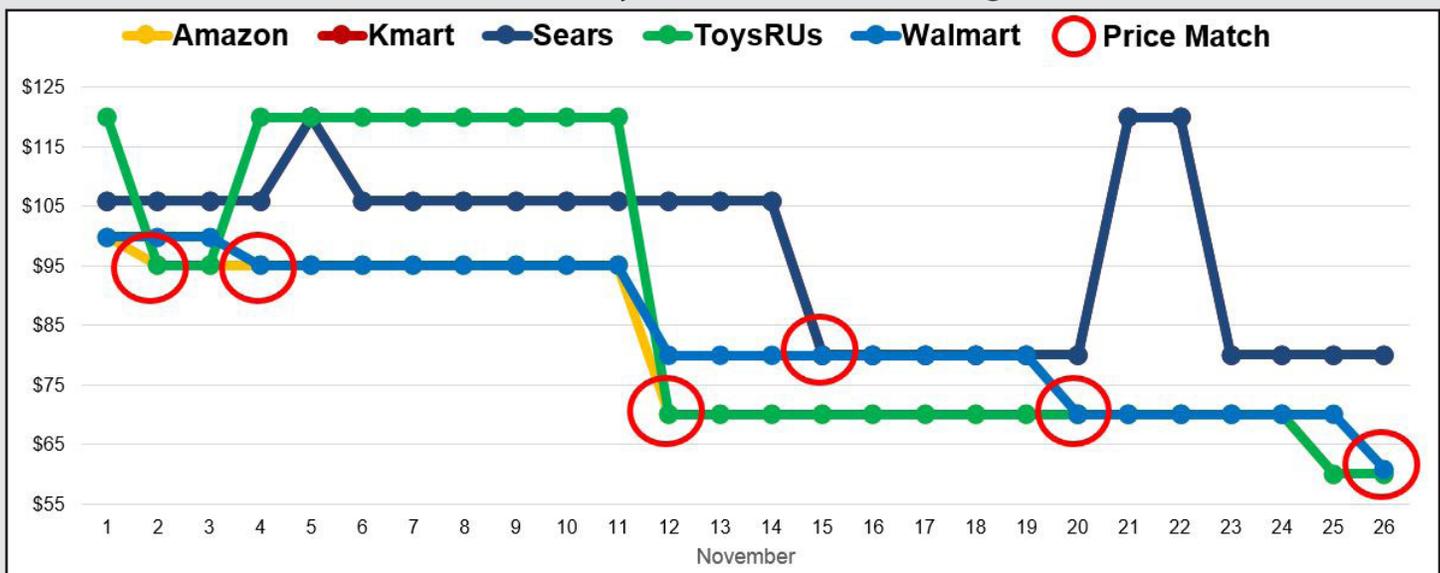
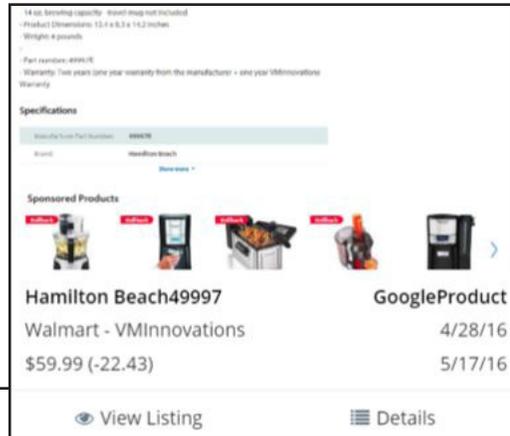


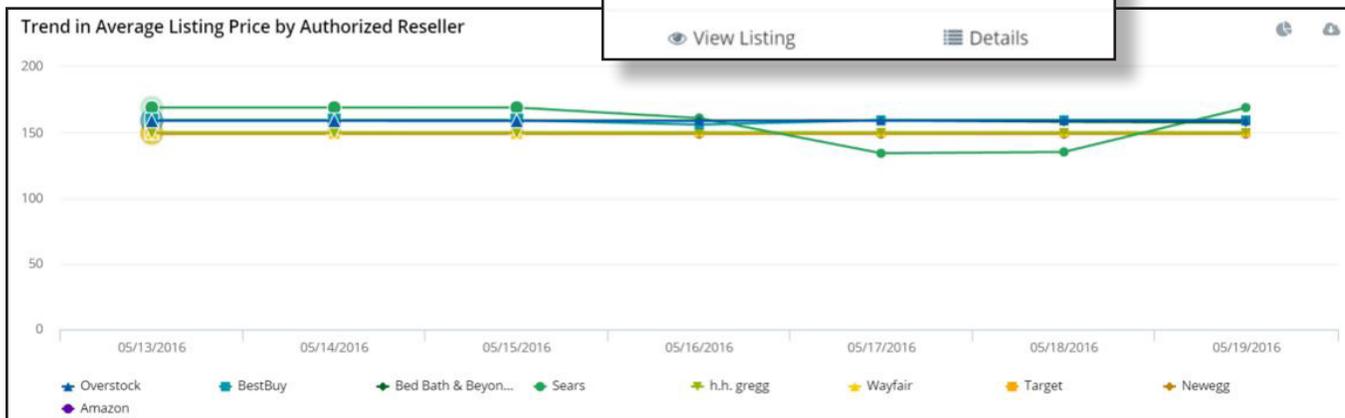
Figure 1: Retailers priced dynamically throughout holiday 2015, matching competitive price drops and discounting in the weeks leading up to key holiday events like Black Friday and Cyber Monday

**2. Brands/Manufacturers:** If your retailers price your products dynamically, can you identify who caused the initial disruption in your channel?

Quickly identifying who caused a price disruption in your channel will not only make sales and channel marketing teams aware of compliance challenges, but will also enable you to provide compliant retail accounts detailed information about why the fluctuation occurred, and share your plan for enforcing on the listing.



**Figure 2a:** Market Track eCommerce captures price changes during holiday that result in a violation of MAP or brand guidelines, including a screen shot of the listing

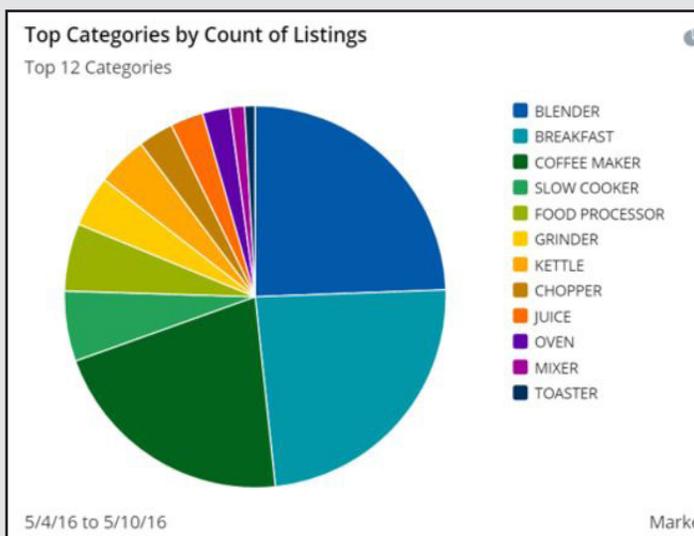


**Figure 2b:** Monitor product price trends by retail account to easily identify who changed price first

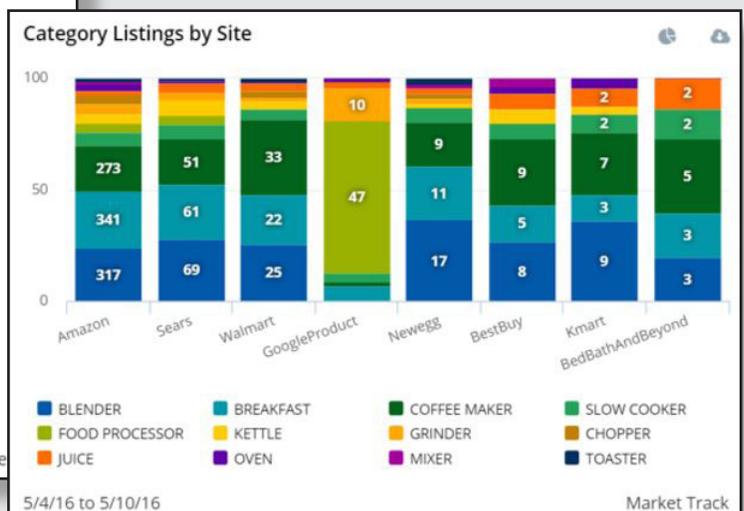
**3. Retailers:** Can you track changes to your competitors' assortments in key categories as they occur?

Stocking and promoting the right products can be the difference in winning a sale. This is particularly true of high traffic eCommerce events, during which categories such as electronics, toys & games, computers, and small appliances are very likely to be compared across multiple sellers.

To ensure you maintain a competitively attractive product assortment, you need to diagnose shifts in your competitors' assortment within key categories.



**Figure 3a:** Retailers leverage Market Track eCommerce to compare their online assortment within specific categories to their competitive landscape overall...



**Figure 3b:** ...and to specific competitors

#### 4. Retailers: Do you know how your eCommerce price perception for key categories stacks up to your competition?

It is important to know how consumers perceive your eCommerce prices for top categories relative to other options in the market. Monitoring competitive pricing on specific SKUs is critical when the shopper is making their final purchase decision, yet it is equally important to maintain consumer consideration as a top option for fulfilling their holiday needs by competing at the category level as well.



Figure 4a: Retailers can measure how their average eCommerce price within a category compares to industry averages

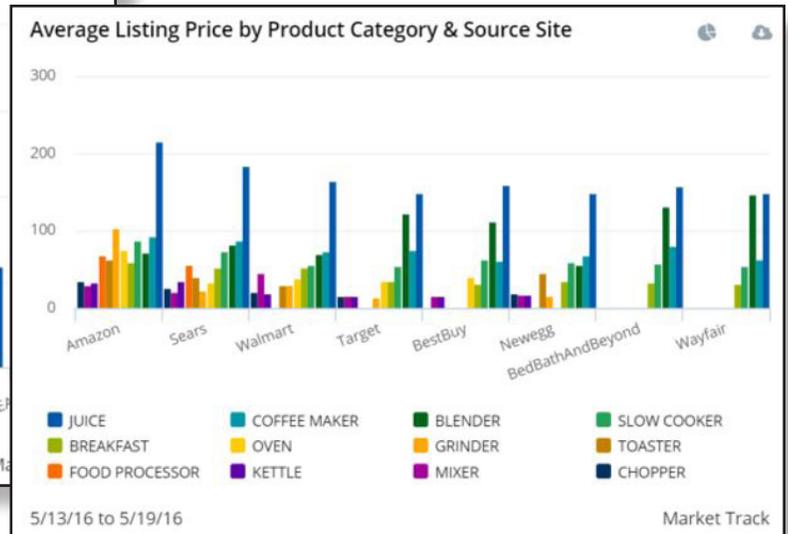


Figure 4b: Quickly assess eCommerce pricing by category against top competitors

**Market Track eCommerce** prepares brands, manufacturers, and retailers to compete in the online channel during the critically important BTS and Holiday Shopping Season. Don't wait to implement your eCommerce management process—reach out to your Market Track account representative today to learn how we can help you...

- Monitor dynamic, intraday eCommerce price changes on key products
- Quickly identify violations of MAP, pricing, or brand guidelines
- Track eCommerce price trends by retailer throughout the season
- Assess competitive assortment overall, and within key categories
- Compare eCommerce prices between retailers at the department and category level

#### Market Track eCommerce

For nearly ten years, Market Track has worked with the industry's top retailers, manufacturers and brands to help them manage their eCommerce channel. Our comprehensive solution is tailored to effectively and efficiently solve for the top issues companies face in selling online, from MAP monitoring, to competitive pricing insight, to problems in brand protection.

To learn more, reach out to your Market Track account team, or contact us at [insights@markettrack.com](mailto:insights@markettrack.com)