

# COMPETITOR

A DEDA STEALTH COMPANY



Stay ahead of the competition:  
How **Price & Market Monitoring** helps luxury  
and fashion brands to win in the digital ecosystem

**Paul & Shark** Success Story

**COMPETITOOR** PAUL & SHARK



[www.competitoor.us](http://www.competitoor.us)

# COMPETITIVE ADVANTAGE & VISIBILITY

In the digital ecosystem, **competitive advantage** starts with **visibility**.

Brands that clearly see and know the market:

- Choose earlier
- Make profitable decisions
- Lead the game

Why market visibility is fundamental in fashion?

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# FASHION, DATA & TIMING

In digital fashion, **data & timing** are strategic.

In today's landscape, having clear, reliable pricing data is no longer optional, it's a **fundamental part of a strong commercial and brand strategy**.

**Easy monitoring = big impact online & on brand value**

# HOW BRANDS STILL WORK TODAY

Too many decisions are still made with:

- Manual reports
- Static data
- Partial, outdated, incomplete or fragmented information

The **market** moves every day, but **data** arrives too late.

**Delayed decisions = lost opportunities.**

How P&S managed prices and markets insights before Competioor?

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# THE CHALLENGE

- **Limited visibility and lack of control** across retailers and marketplaces
- **Manual website scanning**, reporting and fragmented data sources.
- **Delays** in identifying pricing inconsistencies
- **Reactive decision-making** instead of proactive planning

# THE TURNING POINT: FROM REACTION TO ANTICIPATION

Winning brands don't just react, they **anticipate the market**.

The **right information**  
In the **right moment**  
To set the right **winning strategy**

Competitiveness is not having more data, it's about having the right data in real time before everyone else.

What changed when P&S moved from reaction to anticipation?

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# WHAT CHANGED: THE BUSINESS IMPACT

From **reactive** to **predictive decision-making**.

Real-time visibility on **prices and promotions** across wholesalers

Greater control over **price consistency** across countries

Faster identification of **unauthorized discounts**

**Better alignment** between wholesale, retail, and e-commerce strategies



# THE REAL PRICE & MARKET MONITORING SUPPORT

Competitoor is designed to help fashion & luxury brands to:

- Monitor Price & Promo of brand items on online retailers
- Track Price Leader vs other retailers
- Track deviation and threshold
- Monitor in stock or out of stock
- Analyze historical data

**BRAND  
eCOMMERCE  
PLAN**

- Monitor Brands Competitors
- Analyze assortment and catalog globally
- Create Iconic Reports
- Monitor new launches, trends
- Analyze Price Variation
- Global Price Change

**BENCHMARK  
PLAN**

- Analyze Marketplace
- Compare brands by categories
- Analyze Brands Ranking
- See Brands Positioning
- Monitor full catalog assortment
- Global Price Change

**MERCHANDISING  
PLAN**

Increase conversion purchase rate on Brand.com

**SMART ADV**

Increase Newsletter OR and customers engagement

**NEWSLETTER  
SERVICE**

# ONLINE RETAILERS CONTROL

Brands need to track online retailers pricing and promotions strategies constantly to **be competitive and drive sustainable growth.**

## THE GOALS?



Protect brand value and reputation



Drive traffic to brand e-commerce



Protect and increase margins



Is this a P&S challenge?





# PAUL & SHARK USE CASE

- Detect **pricing issues** quickly
- Optimize **promotional strategies** by market
- **Increase conversion performance** on our brand e-commerce
- **Reduce margin erosion** caused by uncontrolled discounts elsewhere
- **Alignment** across internal and external teams

# A NEW MINDSET FOR BRANDS

The crucial shift

- Millions of online data -> clear and structured information on a **Single Platform**
- Overdue data -> **Fresh daily basis data**
- Manual -> **Automated**
- Partial control -> **Total Control**



**The right data, in the right time, in the right format**  
are not operational details, they are **strategic levers!**

With **Competitoor** you can stay one step ahead  
and win the competition, worldwide.

**COMPETITOOR** PAUL & SHARK



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# THANK YOU

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