



Smart Solutions for Retailers and Consumer Brands

Get Timely Intelligence for a Competitive Edge

In today's global economy, businesses never close and your competitors never sleep. To survive and thrive, you need real-time, accurate competitive intelligence. Your online pricing and positioning requires reliable, timely market data to realize the greatest revenue. Tracking competitive activity yourself is daunting. You

could use automated data scraping tools, but smart competitors and online marketplaces are increasingly blocking them. A better solution is Digital Divide Data's online monitoring service. An experienced team of experts monitors online competitor activity for you—accurately, reliably and affordably.

THE DDD DIFFERENCE

DDD's proven model augments the latest automated data collection technology with human intelligence. Experienced auditors apply deep web-searching techniques and critical thinking to find and deliver detailed, relevant competitive intelligence. DDD teams deliver regular reports to leading retailers and consumer brands.

PriceAuditSM

Competitive Online Price Monitoring

Know how your key products' pricing and positioning compares to direct competitors' in the markets that matter to you.

- Monitor local, regional and global marketplaces
- Get easy-to-understand, actionable product-by-product analysis vs. key competitors
- Gain rapid, reliable insights to drive profitable strategies

"I've been in this business more than 10 years. Automated web crawlers just cannot consistently deliver accurate data to compare pricing of directly competitive products."

INTERNET RETAILER CLIENT

GrayMarketGuardSM

Online Marketplace Monitoring

Stop brand erosion and protect your brand from unauthorized channels, counterfeit and gray market sales.

- Monitor online retail activity and pricing for your products in online marketplaces
- Receive accurate data and actionable reports about reseller channel pricing
- Learn which resellers are violating MAP agreements
- Get the evidence you need to enforce compliance

"Amazon, Alibaba and other online marketplaces have deals with us that will not allow resellers to undercut our pricing—but it's up to us to police and report violations. All global brands are wrestling with this."

CONSUMER BRAND CLIENT

Affordable, Flexible Solutions

For such high value and timely information, the cost of DDD's online monitoring services are surprisingly low. Customize your service levels to your specifications. For more information, contact Lori Silverstein at **+1.614.471.0123** or **lori.silverstein@digitaldividedata.com**

About DDD

DDD delivers digital content, data and research solutions to clients worldwide. DDD's high-quality competitively priced solutions enable clients to grow new revenue streams, save money—and reap the value of strategic data. A committed workforce ensures superior performance and timeliness, based on long-term experience with client projects and limited turnover.

See more at digitaldividedata.com

