



360pi Completes The Picture For Private Brands

Consumers not only compare your competitors' prices on a given product, but also shop for less expensive alternatives: private brands, other manufacturers, or even other models from the same manufacturer with varying price points. 360pi understands that a competitive price intelligence system that only monitors "exact matches" is simply not enough in today's complex marketplace.

Private Label & Similar Matches

Private brands are a critical component of many retailers' competitive strategies and are also at the heart of many retailer-manufacturer negotiations. However, pricing private label goods can be a challenge without an accurate view into the pricing of other comparable products in the market.

360pi's products provide a view into retailers' private label assortment and pricing intelligence for "like" products, based on category specific attributes, which the retailer can then promote to "exact match" status, creating a customized view into the market.

Customer Value

360pi customers, both retailers and manufacturers, use the analysis of similar products to get full visibility of the retail pricing landscape and make profitable decisions.

- Benchmark private label brands against national brands;
- Save Category Managers time;
- Increase margins;
- Drive revenues;
- Reinforce brand image;
- Leverage and compete with private brands.

How Does It Work?



Evaluate competitive threat from private brands.

Get the complete view of competing products across retailers and brands with attribute-based matches (for example, screen size for computer monitors and upholstery fabric for sofas), weighted using a proprietary "match score". Append or remove products from this list, or promote them to be treated as an exact match.



360pi compiles an initial list of product matches based on similar attributes.



You then edit and append to this list over time, creating a living smart list of "like" products.

Private Brands

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- ✓ **Right price your private brand.** Start with a complete view of the retail pricing landscape for competitive national and private brands when pricing your own private labels.
- ✓ **Develop your own private brand strategy.** Use assortment and price data across retailers and categories to identify private brand product and pricing opportunities.

Customer Profile

Ace Hardware is a multinational chain of neighborhood home improvement stores. As is common in the home improvement market, Ace Hardware carries a wide assortment of private label products. Operating under a cooperative model, Ace's 4400 stores are run by 3000+ individual owners supported by Ace Corporate for collective buying power and best practices including pricing.

Ace Hardware's previous source of competitive intelligence was limited and frequently out of date. It also did not include support for private brands, leaving Ace Hardware's private brand products unmatched with no competitive price data. After engaging in a preliminary trial with 360pi, which saw an immediate 3-fold improvement in product matches, Ace conducted a formal RFP process and selected 360pi as their price intelligence vendor.

Ace Hardware is now able to make profitable pricing decisions based on an accurate and complete view into the competitive landscape, including the products that compete with their private brand.



Industry: Retail

Vertical: Home Improvement

Business Model: Franchise

Revenue: \$4.2 billion (2013)

Employees: 100,000

We understand retail & brands.

360pi customers depend on us to deliver:



Assortment Intelligence



In-Cart Pricing with Shipping & Availability



Private Label & "Like" Product Matches



Accurate Product Matching Options



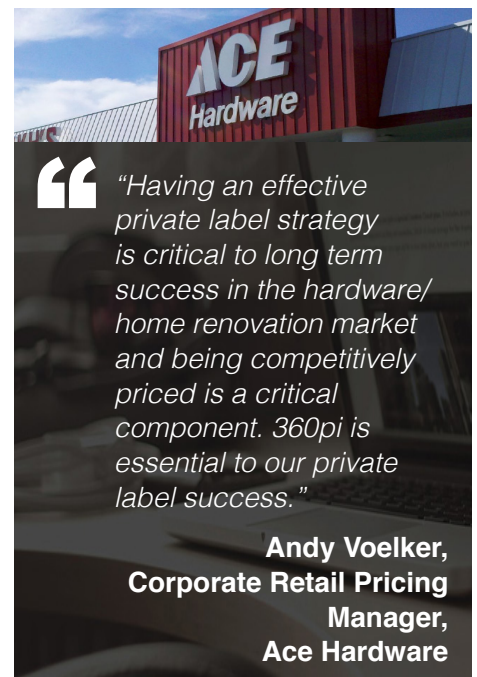
Zone-based Price Monitoring



Integrated Online & In-Store View



"Plug & Play" Compatibility With Price Optimization Software



"Having an effective private label strategy is critical to long term success in the hardware/home renovation market and being competitively priced is a critical component. 360pi is essential to our private label success."

Andy Voelker,
Corporate Retail Pricing
Manager,
Ace Hardware

About 360pi

360pi derives profitable insights from product and pricing big data to help leading omnichannel retailers, e-tailers, and manufacturers compete and win in a price transparent world. 360pi's customer base accounts for over \$US100 billion in annual retail sales and includes Ace Hardware, Build.com, Overstock.com, and RIS Fusion award-winner Best Buy Canada. 360pi monitors millions of products with unprecedented accuracy to give retailers and manufacturers real-time visibility into the market with full awareness of the competitive pricing landscape to "right price" for their respective customers. Ultimately, 360pi helps customers make smarter pricing decisions to drive increased revenues and margins.

Get in touch with us

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