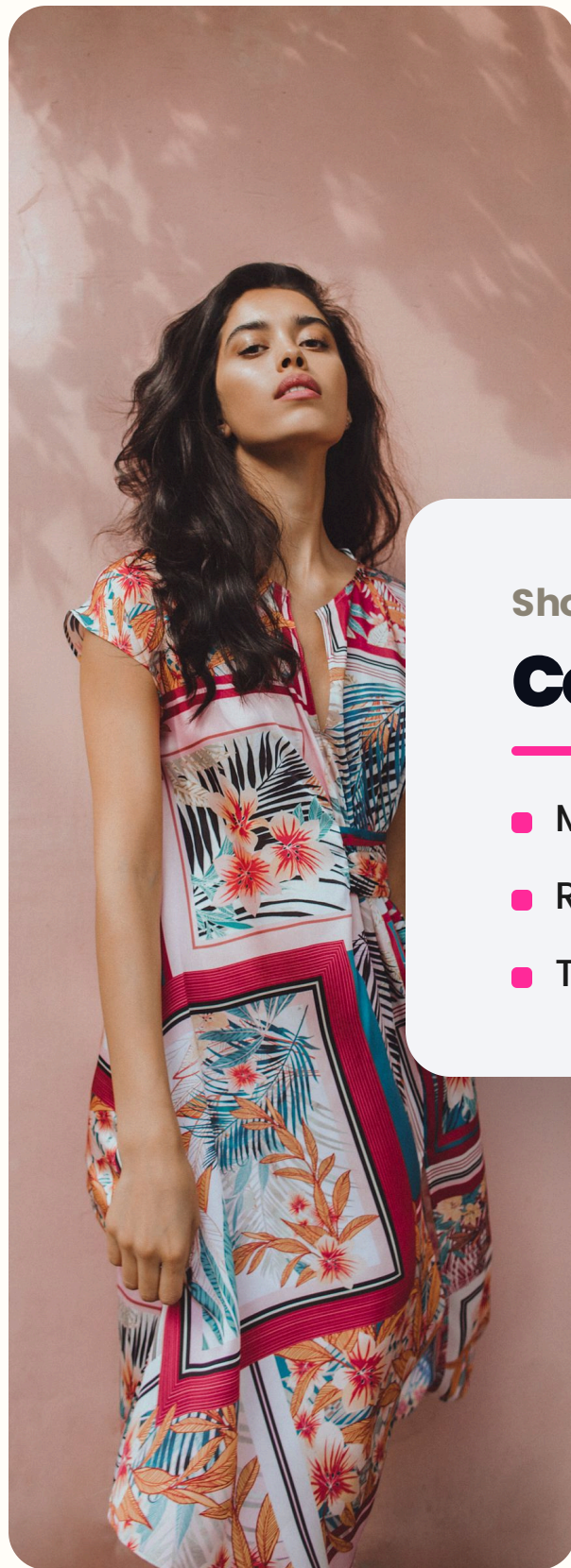




Shopperoo

Competitive Pricing Intelligence

- More of your SKUs matched to rivals.
- Rival prices by zipcode, not a national average.
- The full substitute ladder, so you see trade-down risk early.



Traditional tools first scrape the rival's site, then match your catalog against that scrape. Both steps leave holes.

Together, they can cost you up to 20% of gross margin.



1

The scrape misses data.

- Stale: prices captured last week.
- One national price, not the price in your zip.
- Suppressed listings never captured.

2

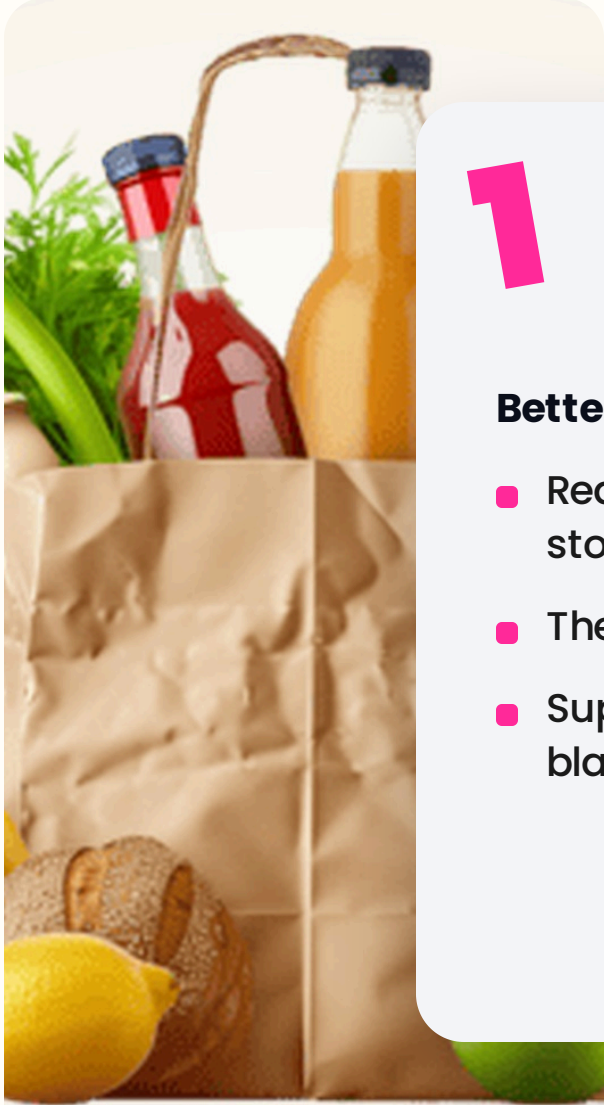
The match misses rivals.

- Same product, different model number. Text match fails.
- Thin listings, no identifiers. No match.
- Substitutes never looked for.



Our agent starts from your SKU and shops each rival's site as a shopper in that zipcode. So it sees what that shopper sees.

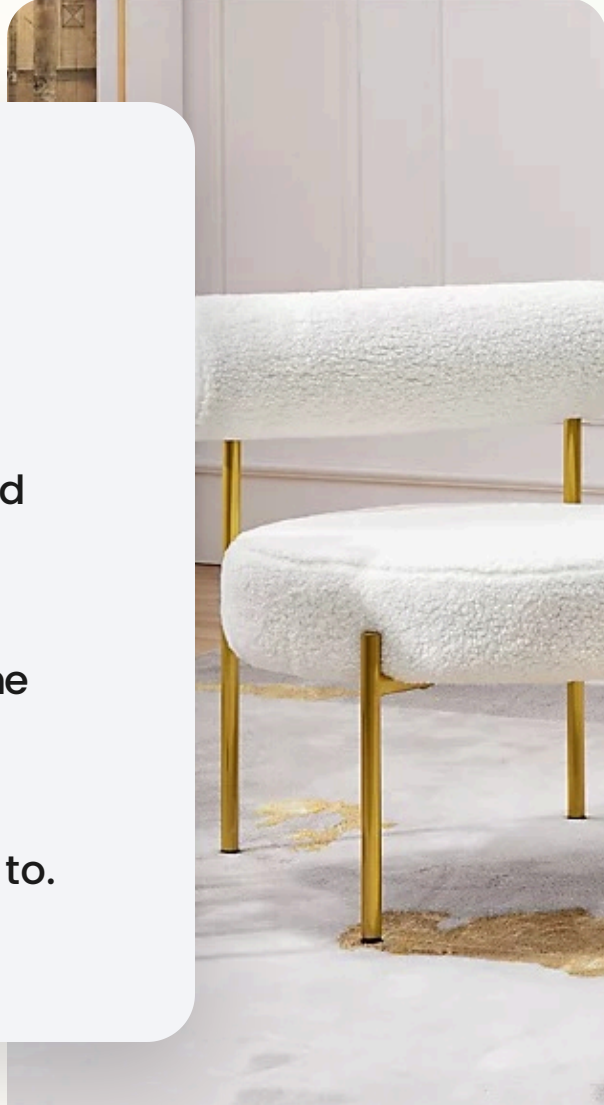
Three of the world's ten largest retailers run on Shopperoo, at 3x the match rate of our largest client's previous internal tool.



1

Better scrapes.

- Real-time rival price and in-stock status.
- The delivered price, by zipcode.
- Suppressed listings scraped, not blank.



2

Better matches.

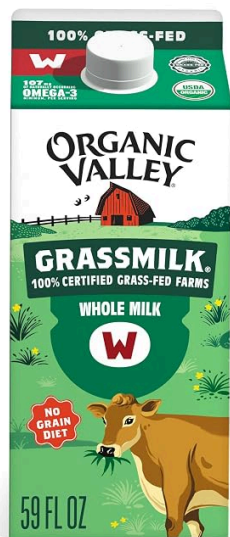
- Retailer exclusives matched using channel-specific knowledge.
- Thin listings matched on the image.
- The full substitute ladder a shopper could trade down to.

Better scrapes get you the price a shopper actually sees.

Right now, delivered to their zipcode, even when the listing is suppressed.

The price right now, not last week's.

Organic Valley Grassmilk
Whole Milk, 59 fl oz, on Amazon.



\$7.29

RIGHT NOW

The delivered price, by
zipcode.

Culture Pop Soda 12-pack,
shipped to 72713. \$33.95 list,
\$36.94 delivered.



\$36.94

DELIVERED TO 72713

Found, even when suppressed.

Charmin Ultra Soft on Amazon.
The listing is suppressed. We
find it.



Found

LISTING SUPPRESSED

Better matches get you the rivals other tools leave blank.

The same product under a different model number, and thin listings with no identifiers.

Different model number, same product.

Walmart sells the Bissell as 2513W. Amazon sells it as 2513G. Text matching fails. Ours matches on the product.



WALMART · 2513W



AMAZON · 2513G

2513W = 2513G

MATCHED ON THE PRODUCT

Thin listings, matched on the image.

Ben Hogan golf shorts. Neither site lists an identifier. Ours matched the two listings by image.



WALMART



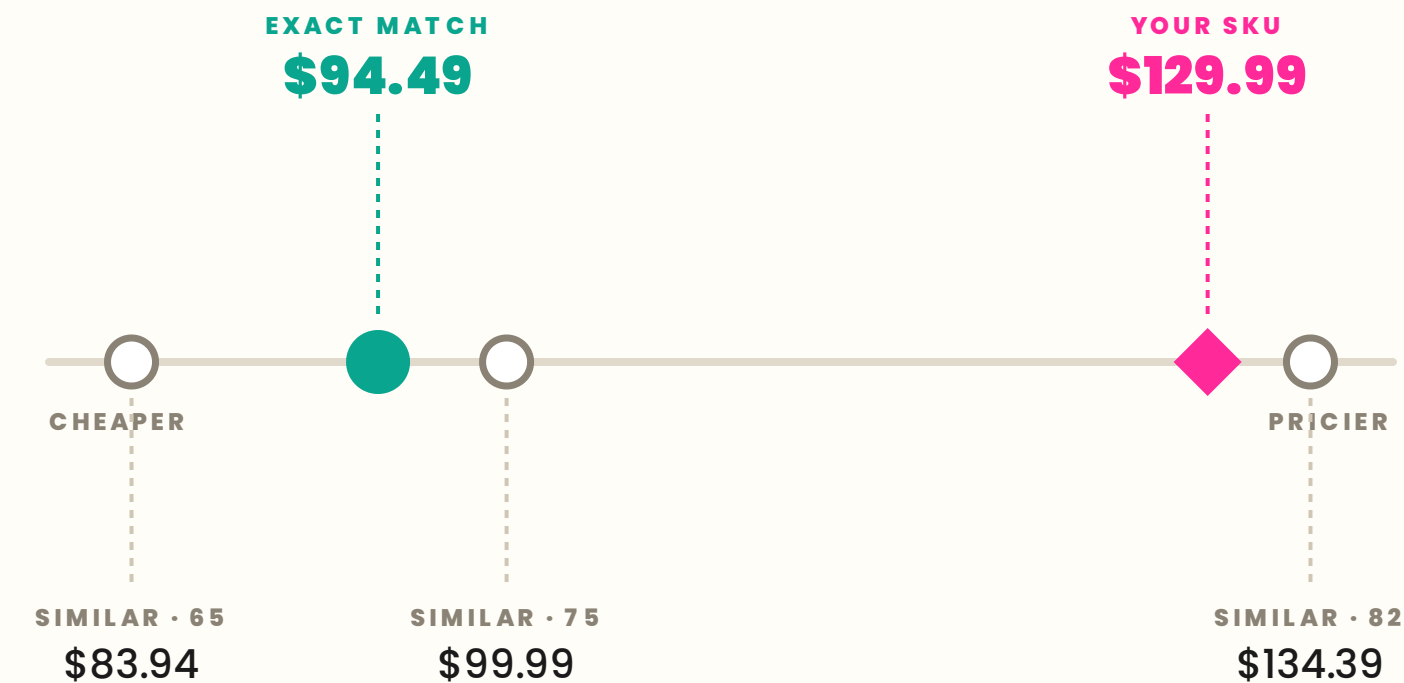
AMAZON

Matched

ON THE IMAGE

Better matches also get you the substitutes.

Every product a shopper could trade down to, scored by how close it is. Traditional tools stop at the exact match.



Your Galaxy Buds3 at \$129.99. Amazon's exact match is \$94.49, and three near-substitutes sit between \$83.94 and \$134.39. The score says how close each is to your SKU, and the note says what differs.

\$129.99
YOUR SKU
Walmart

\$134.39
SIMILAR · 82
Model and color differ

\$99.99
SIMILAR · 75
Features and version differ

\$94.49
EXACT MATCH
Amazon

\$83.94
SIMILAR · 65
Renewed, no Buy Box

Smarter AI models don't make better match rates. Category-by-category training does. We've done it.

Every category has dozens of rules like these. We've trained them in, category by category.

1

Batteries

- An untrained model matches by voltage.
- Shoppers buy by AA or AAA, and by pack count.



DURACELL · AA 48-PACK



ENERGIZER · AA 10-PACK

2

Paper towels

- An untrained model matches by roll count.
- 6 double rolls = 12 regular, and sheets per roll differ by brand. Sheets are the real unit.



BOUNTY · 6 = 12 REGULAR



BRAWNY · 6 = 8 REGULAR

And within categories, you set the rules: whether color has to match exactly, whether substitutes can be from other brands, and how close a substitute has to be to get counted.

Every match comes with the full rival listing.

Delivered cost, delivery date, seller. Every match carries 80+ fields.



🔗

SAMSUNG
Visit the Samsung Store

Samsung Galaxy Buds3 (2024, ANC)
Water Resistant, AI Real-Time Language Interpreter, True Wireless Bluetooth 5.4 Earbuds, Hi-Fi Sound, Noise Cancelling, Touch Control, International Model (White)

4.5 (155) | [Search this page](#)

\$94⁴⁹

[Price history](#)

Or \$23⁶² / 2 weeks (x4). Select from 2 plans

Get \$10 off instantly: Pay \$84.49 \$94.49 upon approval for the Amazon Store Card. No annual fee.

FREE Returns

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Brand	Samsung
Color	White
Ear Placement	In Ear
Form Factor	In Ear
Impedance	24 ohm

prime

Enjoy fast, free delivery, exclusive deals, and award-winning movies & TV shows.

[Join Prime](#)

Buy New

\$94⁴⁹

[Price history](#)

FREE delivery **Sunday, August 16.** **Order within 3 mins**

Or fastest delivery **Saturday, August 15**

Deliver to Sacramento 95829

Only 3 left in stock - order soon.

Quantity: 1

▼

Add to cart

Buy Now

Ships from

Amazon

Sold by

sparktronics

1 IDENTITY

Title, brand, model number, UPC, retailer SKU id, condition, variants.

4 SELLER & BUY BOX

Buy Box holder, seller, fulfilled by, other sellers. Where the retailer publishes them.

2 PRICE

List price, delivered price, discount, unit price.

5 DEMAND & REVIEWS

Rating and review count, units sold last month, bestseller rank, search rank. Where the retailer publishes them.

3 DELIVERY & STOCK

In-stock status, shipping cost and arrival date, Prime / Walmart+ eligible.

6 MERCHANDISING

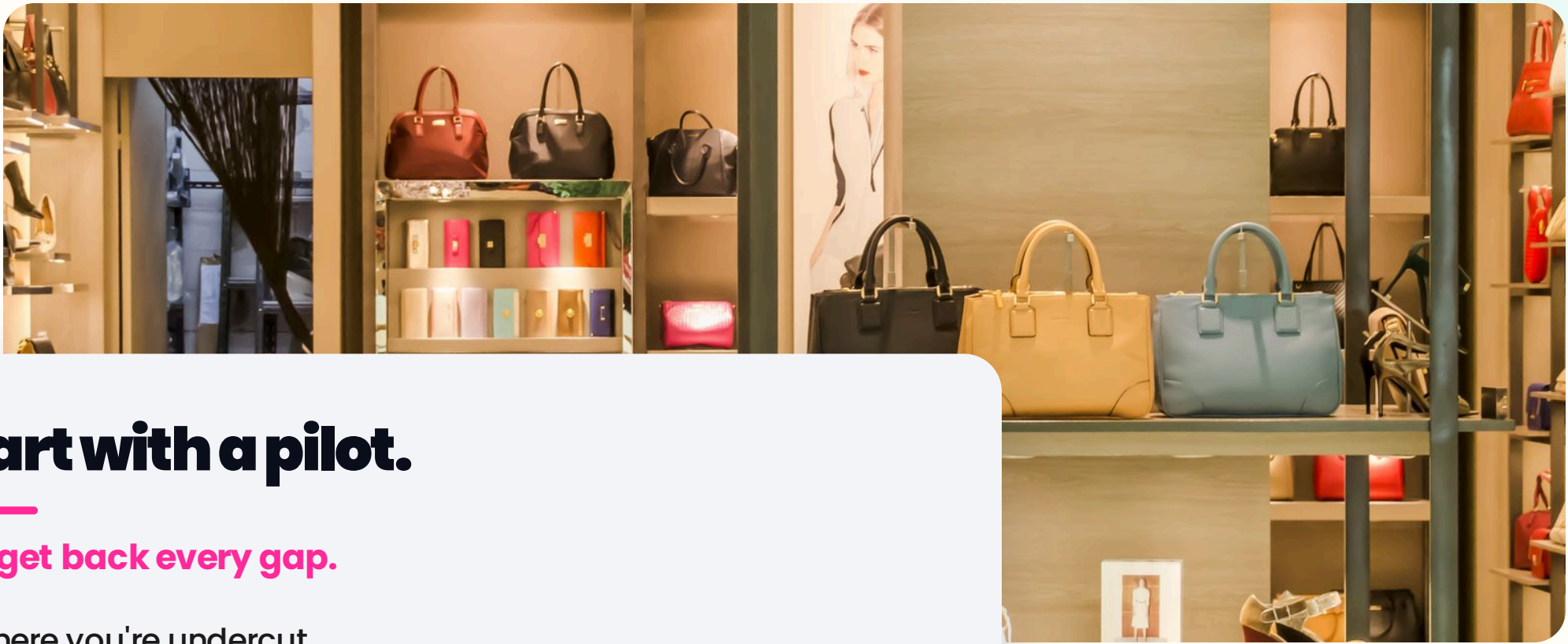
Images, description, badges, sponsored ads, frequently bought together.

NINE RETAIL CHANNELS LIVE TODAY. EXPANDABLE TO ANY.

Amazon Walmart Target Best Buy Home Depot Lowe's Wayfair Google Shopping TikTok Shop

COMPETITIVE PRICING INTELLIGENCE · SHOPPEROO

08



Start with a pilot.

You get back every gap.

- Where you're undercut.
- Where you're over.
- Where a substitute is likely taking the sale.

namrata@shopperoo.us

