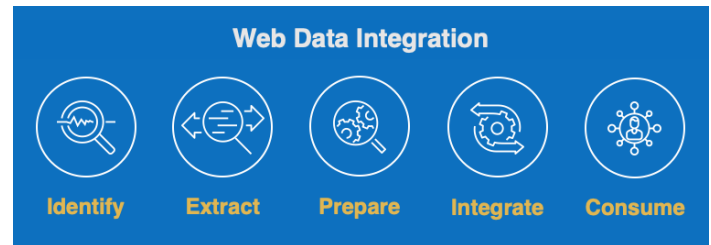


## Retail and Ecommerce

- **Uncover new white spaces** and rapidly enter new markets by monitoring for product and price outliers.
- **Attract and retain customers** by ensuring price competitiveness on key strategic products.
- **Enhance the shopping experience** with insights to optimize price and product assortment.
- **Preserve product margins** by pricing effectively and promoting competitively based on a constant stream of fresh pricing data.



To meet their growth and revenue objectives in a challenging, dynamic market, retailers must deliver increasingly optimized, customer-centric services across any channel. Moving forward, the most successful retailers will increasingly be those that are the most data driven. For retail executives, this may mean rethinking the types of data that are used to drive business decisions.

Today, the web provides an unprecedented opportunity for your retail business, offering a wealth of information for predicting industry trends and making more informed product and pricing decisions. The proliferation of ecommerce, smartphones, and social media has magnified the need to capture and capitalize on the consumer insights revealed by web data. More than ever, web data can give you the extra intelligence you need to outperform competitors and stay on top of dynamic markets.

However, the web is growing exponentially and changing continuously. To date, trying to programmatically access and integrate web data using legacy web scraping tactics leaves you with data that's incomplete, inaccurate, unreliable, and out of date—all while forcing you to incur high costs and business risk.

### Import.io: The New Standard for Web Data Integration

Import.io offers the world's only Web Data Integration solution. With this solution, you can take data from the world's biggest repository and reliably leverage it to drive improved business outcomes. With Import.io, you can convert human readable web data to machine-ready intelligence, so you can gain maximum insights from the web's alternative data sets.

Import.io offers a comprehensive Web Data Integration solution that enables retail and ecommerce professionals to identify, extract, prepare, integrate, and consume web data. This process delivers the high quality, timely, and extensive data you need to realize maximum competitive advantage—and to leverage this data quickly, cost effectively, and with minimal business risk.

**Identify** the data you need to drive your business insight and where it is located on the internet.

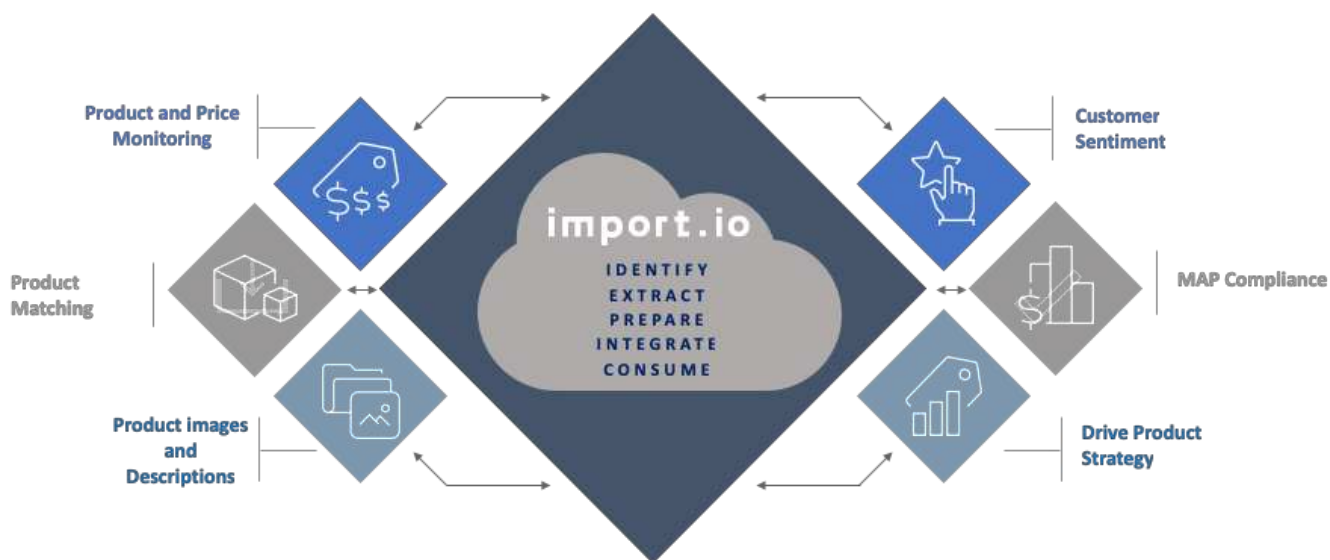
**Extract** deep data. With Import.io, you can get all the data you need, whether it's displayed visibly to viewers or not, whether it's behind a login or across multiple pages, or whether it requires interactive workflows or APIs to access.

**Prepare** extracted data with enhanced quality assurance, backed by a strong service level guarantee. The solution enables you to cleanse, normalize, and enrich the data you need.

**Integrate** prepared data directly into your business applications, analytic engines, and workflows. You can integrate data via a range of approaches, including through Excel, CSV, Google Sheets, S3, or our library of APIs and webhooks.

**Consume** prepared data with graphs and charts to find answers and glean insights. Analyze data using change, comparison, and custom reports.

## Common web data use cases



**Product and price monitoring.** Gather product and pricing data at scale to monitor competitors online. Continuous price monitoring can also deliver valuable insights into competitors' product portfolios and strategies.

**Product matching.** With inconsistent and missing details, it's imperative to match accurately on an individual product level. Have confidence in your price monitoring programs by leveraging data from across multiple retail sites.

**Product images and descriptions.** Keep product information up to date. Extract high quality images and product details that are ready to upload to any ecommerce website.

**Customer sentiment.** Tap into evolving market demands by gauging customer sentiment towards products. Leverage social media to predict how the activity around specific products can impact their sales performance.

**Minimum advertised price (MAP) compliance.** Automate the monitoring of retailer channels to gain insight on product performance and adherence to MAP policies.

**Product strategy.** Identify problem areas and improve products by understanding fluctuations in pricing and customer sentiment.

Let's partner on your web data needs. Email us [hello@import.io](mailto:hello@import.io)