

Competitor Price Monitoring

From a competitor's page to a verified price — in your engine

Collect, clean and match competitor prices as one connected flow — and every match is verified, with a score and a plain reason, before a price ever reaches your pricing engine. The matching logic is yours to see and tune, not a black box.

INDUSTRY

Consumer-electronics retail · large public catalogues, one market

COMPANY

Retailer repricing tens of thousands of SKUs daily, in one market

TOOLS

ScrapeMonk + TidyMonk + MatchMonk → your pricing engine (e.g. Pricefx)

WHAT THIS ONE-PAGER COVERS

- 1 **One Connected Data-to-Price Flow** — one pipeline into your engine, hours-fresh
- 2 **Verified Matching You Control** — every match scored & explained before it's a price

At electronics-retail scale — tens of thousands of SKUs and eight competitors — the risk isn't just stale data, it's trusting matches you can't see. Today, a wrong price is often how you learn about a wrong match. We collect, clean and match competitor prices as one connected flow and deliver them into the engine you already run — every match verified, scored and explained before it becomes a price, with the logic in your hands.

THE SITUATION

At this scale, competitor matching is often outsourced to a provider whose logic you can't see — so a bad match tends to surface only once a wrong price is already live, sometimes after a customer sees it, and fixing it means waiting on a third party. Two things change that: running **collect** → **clean** → **match** → **review** → **price** as one flow you can see, and verifying every match — with a score and a plain reason — before a price ever reaches your engine.

01 One Connected Data-to-Price Flow

Crawl competitors on the schedule you set, normalise every feed, match to your SKUs and deliver into your engine — one pipeline, with a full load overnight and intraday deltas, so the prices you act on are hours old, not weeks. Use one tool or the whole chain — start where your biggest bottleneck is.

The chain — one flow into your pricing engine

use one tool, or the whole chain

1 • COLLECT**Crawl competitor sites**

On your schedule — hourly to daily. Captures promotions & lead times; adapts when a site changes.

SCRAPEMONK

2 • CLEAN**Normalise every feed**

Currencies, units, lead-time text → numbers; duplicates removed. One consistent structure per competitor.

TIDYMONK

3 • MATCH**Align to your SKUs**

Exact on EAN / GTIN / MPN; semantic + attribute where codes differ. A score & reason on every pair.

MATCHMONK

4 • REVIEW**Hold what's doubtful**

Anything below your confidence threshold is held for review instead of fed — with its score and reason attached.

MATCHMONK

5 • PRICE**Into your engine**

Verified competitor prices in your engine's competition table / product extension — ready for your logic.

E.G. PRICEFX — OR YOUR OWN

SKUS TRACKED

~40k

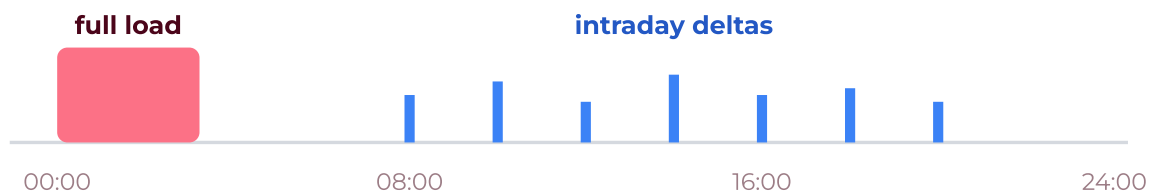
COMPETITORS

8

REFRESH

full + delta

PRICE AGE

< 24h

One flow, not five disconnected steps: a full catalogue load overnight, deltas all day, cleaned and matched, delivered into your engine — so a competitor's mid-morning price cut is priced in by lunch. Start with one tool where it hurts most, or run the whole chain.

02 Verified Matching You Control

Every competitor listing is matched to your SKU with a confidence score and a plain reason — and anything doubtful is held for review before it can become a price. You own the weights, thresholds and rules; run it as a self-service panel, or let us operate it under SLA and clear the re-matches.

Every match — scored, explained, verified before it's a price

exact + equivalent, with a reason

Scraped & cleaned listings · ~160k / day

Matched to your catalogue · 92% (exact + equivalent)

Verified & fed to your engine · 88% same day, 4% held for review

Your SKU	Match	Confidence	Why (reason)	Status
Product A	Exact · EAN/GTIN	99	Same EAN — identical item	Fed to engine
Product B	Equivalent	86	Same model, different pack size	Held for review
Product C	Equivalent	61	Attributes align, code differs	Held for review

You stay in control. You own the weights, thresholds and rules — and they stay yours even if your tooling changes. Run it self-service, or we operate it under SLA. MatchMonk clears the unmatched leftovers and learns from your feedback, so the manual hunting is handled.

A doubtful match is caught here — scored and explained — before it becomes a wrong price.

Anything below your confidence threshold is held for review rather than fed, and the logic is yours to tune, not a provider's black box.

THE PAINS & HOW WE SOLVE THEM

THE PAIN — IN YOUR WORDS

HOW WE SOLVE IT

"We only find a bad match once a wrong price is already live — sometimes after a customer sees it."

Every match is verified — with a score and a reason — before a price reaches your engine; doubtful pairs are held for review, not shipped.

"The matching is a black box — we can't see the logic, let alone change it."

You see and tune the weights, thresholds and rules yourself (or we run them for you), and they stay yours even if you change tooling.

"Competitor prices change faster than we can collect them."

A full nightly load plus intraday deltas capture changes through the day, not once a week.

"By the time feeds are cleaned and matched, they're already stale."

Collect → clean → match → review → price runs as one flow; the verified feed lands the same day.

"When something doesn't match first time, someone has to hunt it down."

MatchMonk clears the unmatched leftovers and learns from your feedback — under SLA if you want us to run it.

"Our pricing engine is fine — the data feeding it isn't."

The verified feed plugs into your existing engine (e.g. Pricefx) or your own; we feed it, we don't replace it.

RESULTS

IN SCOPE / NOT

- Works on competitors' **publicly listed** prices; prices behind logins or configurators aren't reliably collectable — we flag that openly.
- Collection is limited to publicly reachable pages and rate-limited per crawler; which sources are in scope, against each site's terms of use and applicable database rights, stays a matter for your counsel. Where you display was/now pricing, the display rules stay yours — we feed the data.
- Matching is exact + equivalent with a confidence score and a reason; doubtful pairs are held for review, not auto-fed.
- The feed integrates with your existing pricing engine (e.g. Pricefx) rather than replacing it — and you keep your rules if you change tooling.
- Figures shown are illustrative of the segment and scaled to each engagement.

Behind it: ScrapeMonk high-frequency capture (full nightly load + intraday delta) + TidyMonk normalisation (currencies, units, lead-time text → numbers, dedup) + MatchMonk matching (exact + equivalent, with a confidence score and reason; doubtful pairs held for review; re-matching handled, under SLA if you want) → a verified competitor-price feed into your pricing engine's competition table / product extension (e.g. Pricefx). Self-service or managed; you own the weights, thresholds and rules. Works with the engine you already run.

A wrong price shouldn't be how you find out about a wrong match.

