In consumer products companies worldwide, managers responsible for product pricing and revenue management must obtain a firm grasp of marketplace dynamics to maintain a competitive edge. They need to continually monitor the market, identify opportunities quickly, and make informed pricing decisions based on accurate data.

The Lixto Price Intelligence Suite is a web extraction and analysis solution that allows pricing and revenue managers to access and monitor information on thousands of products and price points across multiple websites—quickly, accurately and reliably.

**Competitive intelligence at your fingertips**

To stay ahead of competitors in the dynamic consumer products market, managers must employ effective short- and long-term price optimization strategies that rely on accurate, rapidly-updated market data for in-depth market knowledge. The SaaS-based Lixto Price Intelligence Suite enables sophisticated price and margin management by monitoring products, features and prices on any website, anchored against your product’s own data.

The Lixto Price Intelligence Suite stands alone in the ability to monitor competitor quality ratings. Product and pricing managers know that customer rankings and reviews are essential in revenue management, and serve as major factors in driving pricing. With Lixto, they can make pricing decisions on quantitative and qualitative data.

Incorporating specialist price operations, analytics and strategy modules, the Lixto Price Intelligence Suite gives managers of consumer products companies the tools to make smart, informed, fast pricing decisions.

- Individual sorting, filtering and report configuration for all available product criteria
- Competitor price comparison
- Exception reports
- Drill-down functionality
- Configurable alert notifications
- Time series analysis
- Meet/beat ratios
- Scatter graphs for discount campaigns, new products, sell-offs

**Benefits**

- Optimize pricing strategy
- Increase demand, revenue
- Speed products to market
- Identify threats, sell-offs and opportunities faster and more reliably
- Strengthen negotiating position
- Improve staff productivity
- Enhance your brand’s professional, consistent image
Only Lixto Price Intelligence Delivers:

- Advanced price analytics
- Quality rankings and reviews
- User-friendly dashboard reports
- Easily-defined, customized reporting

Easy-to-read reporting

The **Lixto Price Intelligence Suite** reports on product attributes at the most granular level—with the ability to customize and choose attributes to monitor. Easy-to-read dashboard reports include:

- Product names
- Product descriptions
- Model configurations
- Prices
- Shipping costs and times
- Warranties
- Service terms
- Taxes

Technology

The technology behind the **Lixto Price Intelligence Suite** is direct and sophisticated. With the Saas-based system, access is through a web browser of choice—no in-house IT installation required.

The suite easily integrates with in-house revenue management and analytical systems, with an XML-based API and set of connectors to transfer data between the data warehouse and back-end systems. Lixto accesses, augments and delivers content from dynamic web applications including JavaScript, AJAX and dynamic HTML.

Driving operational performance with competitive price visibility.

To learn more about the **Lixto Price Intelligence Suite** for the consumer products industry, contact us today.

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Lixto Inc., is an international leader in web data extraction and analysis. Extracting specific, precise data from the web, Lixto empowers better decision-making, drives operational performance and offers competitive price visibility for pricing and revenue managers in the travel, consumer products and automotive supply chain industries.