



Advanced Price Intelligence for Tire Products



Lixto extracts precise data from the web to provide real-time competitive price visibility that drives operational performance for consumer products, online retailers, OEMs and wholesalers.

Top Price Intelligence Challenges



RISK MANAGEMENT:

Can we raise prices without putting market share and bottom-line targets at risk?

WHAT TO CHARGE:

How can we prove to management that I need to raise or lower prices?

PRICING CONTROL:

How can we know if our MAP price is in line with consumers' expectations and competitors' like products?

ACCURATE DATA:

How do we assure comparison of correct products across websites, brands, models, features?

STAYING CURRENT:

How can we get regular, accurate updates on competitors' pricing?
EVERY DAY including DYNAMIC ANALYTICS

Value Proposition - What You Get



- > automated price intelligence for comparable products across competitive brands**
- > detailed insights into pricing tactics of competitive brands for comparable products, through easy to read online dashboards and reports**
- > accurate price comparisons of your products versus other branded products, as often as you like**

How Does It Work ?



Lixto enables automated mapping and matching of comparable products of different brands, based on product features.

- > You will provide a list of your own branded products.**
- > Lixto uses feature-based matching rules for each product category like SUV, Passenger, Trucks, Bikes, etc. to match competitive products automatically.**
- > Available offers for comparable products of competitive brands will be searched and extracted from online channels.**

Advanced Competitive Price Intelligence



Ability to automatically compare products of different brands



- Different brand
- Different part number
- Different model
- Comparable feature sets

HIGH LEVEL COMPLEXITY
Different brands, comparable products



Example Alike Products	Website 1	Website 2	Website 3	Website 4
Brand Name	Dunlop	Yokohama	Continental	Bridgestone
Model Name	SP Sport Fast Response	AVS dB decibel	EcoContact 5	Ecopia EP150
Part Number	518124	76651507V	4019238545555	4245
Speed Index	V	V	V	V
Dimension	195/65	195/65	205/55	195/65
RIM diameter	R 15	R 16	R 16	R 15
Load Index	91	95	91	91
	Alike of Brand D			Alike of Brand A

Leading to Accurate Price Comparisons of Comparable Products of Different Brands



Shopping Date: Between 9/7/2012 and 9/12/2012

Region: EU North | Country: (All Choices) | Price Level: | Channel: | Seller: |

Category: | Peergroup: SUV Prem | Brand: | Model: | MPN: |

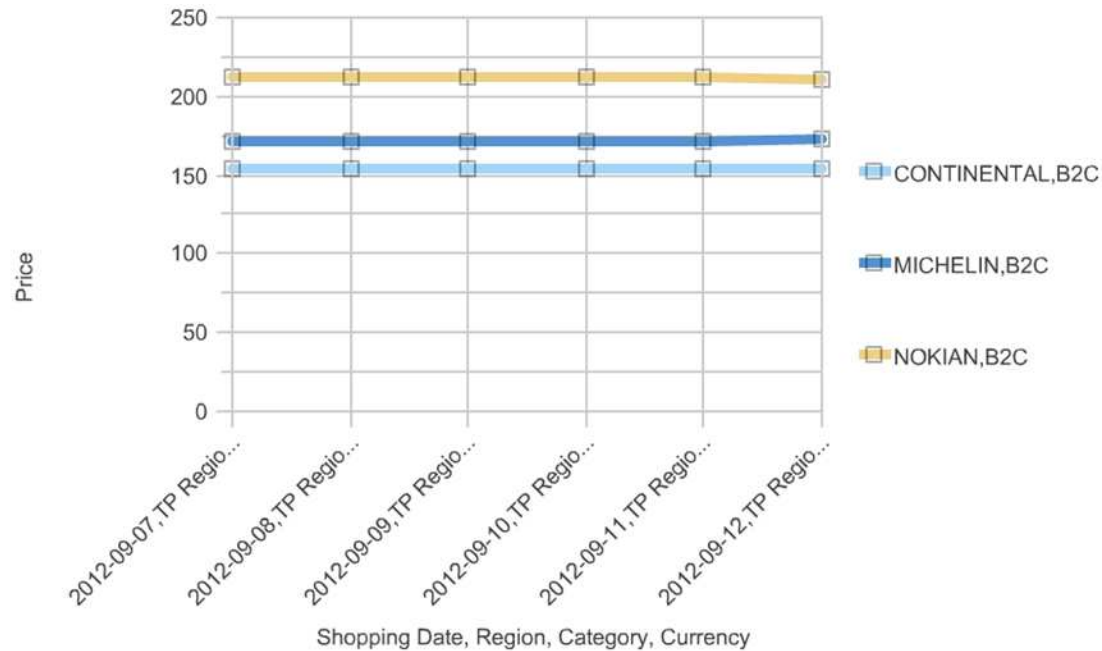
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View Select: Product Peer Group (Price-Level)

Shopping Date	Region	Category	Peergroup	Brand	Model	MPN	Price-Level	Currency	Price	Price (StdDev)
2012-09-07	EU North	:SUMMER:	SUV Premium (235/65R17108V)	CONTINENTAL	4X4 CONTACT	4X4CONTACT:235/65R17108V	B2C	EUR	153.33	16.46
				MICHELIN	LATITUDE TOUR HP	LATTITUDEOURHP:235/65R17104V	B2C	EUR	171.24	5.85
				NOKIAN	HAKKA Z SUV	HAKKAZSUV:235/65R17108V	B2C	EUR	212.29	23.45
2012-09-08	EU North	:SUMMER:	SUV Premium (235/65R17108V)	CONTINENTAL	4X4 CONTACT	4X4CONTACT:235/65R17108V	B2C	EUR	154.24	15.33
				MICHELIN	LATITUDE TOUR HP	LATTITUDEOURHP:235/65R17104V	B2C	EUR	171.46	6.34
				NOKIAN	HAKKA Z SUV	HAKKAZSUV:235/65R17108V	B2C	EUR	212.54	23.54
2012-09-09	EU North	:SUMMER:	SUV Premium (235/65R17108V)	CONTINENTAL	4X4 CONTACT	4X4CONTACT:235/65R17108V	B2C	EUR	154.24	15.33
				MICHELIN	LATITUDE TOUR HP	LATTITUDEOURHP:235/65R17104V	B2C	EUR	171.46	6.34
				NOKIAN	HAKKA Z SUV	HAKKAZSUV:235/65R17108V	B2C	EUR	212.54	23.54
2012-09-10	EU North	:SUMMER:	SUV Premium (235/65R17108V)	CONTINENTAL	4X4 CONTACT	4X4CONTACT:235/65R17108V	B2C	EUR	154.19	15.29
				MICHELIN	LATITUDE TOUR HP	LATTITUDEOURHP:235/65R17104V	B2C	EUR	171.38	6.33
				NOKIAN	HAKKA Z SUV	HAKKAZSUV:235/65R17108V	B2C	EUR	212.55	23.54
2012-09-11	EU North	:SUMMER:	SUV Premium (235/65R17108V)	CONTINENTAL	4X4 CONTACT	4X4CONTACT:235/65R17108V	B2C	EUR	154.50	15.82
				MICHELIN	LATITUDE TOUR HP	LATTITUDEOURHP:235/65R17104V	B2C	EUR	171.91	6.89
				NOKIAN	HAKKA Z SUV	HAKKAZSUV:235/65R17108V	B2C	EUR	212.71	23.92
2012-09-12	EU North	:SUMMER:	SUV Premium (235/65R17108V)	CONTINENTAL	4X4 CONTACT	4X4CONTACT:235/65R17108V	B2C	EUR	154.74	15.94
				MICHELIN	LATITUDE TOUR HP	LATTITUDEOURHP:235/65R17104V	B2C	EUR	172.35	6.87
				NOKIAN	HAKKA Z SUV	HAKKAZSUV:235/65R17108V	B2C	EUR	210.33	23.19

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Price Trend for Comparable Products



Shopping Date	Region	Category	Currency	CONTINENTAL	MICHELIN	NOKIAN
				B2C	B2C	B2C
				Price	Price	Price
2012-09-07	EU North	:SUMMER:	EUR	153.33	171.24	212.29
2012-09-08	EU North	:SUMMER:	EUR	154.24	171.46	212.54
2012-09-09	EU North	:SUMMER:	EUR	154.24	171.46	212.54
2012-09-10	EU North	:SUMMER:	EUR	154.19	171.38	212.55
2012-09-11	EU North	:SUMMER:	EUR	154.50	171.91	212.71
2012-09-12	EU North	:SUMMER:	EUR	154.74	172.35	210.33

Competitiveness Ratio Shows Overall Competitiveness in Specific Markets



Shopping Date Between 9/7/2012 and 9/7/2012

Region (All Choices)

Country (All Choices)

- (All Choices)
- FINLAND
- NORWAY
- SWEDEN

Price Level (All Choices)

Channel

Seller

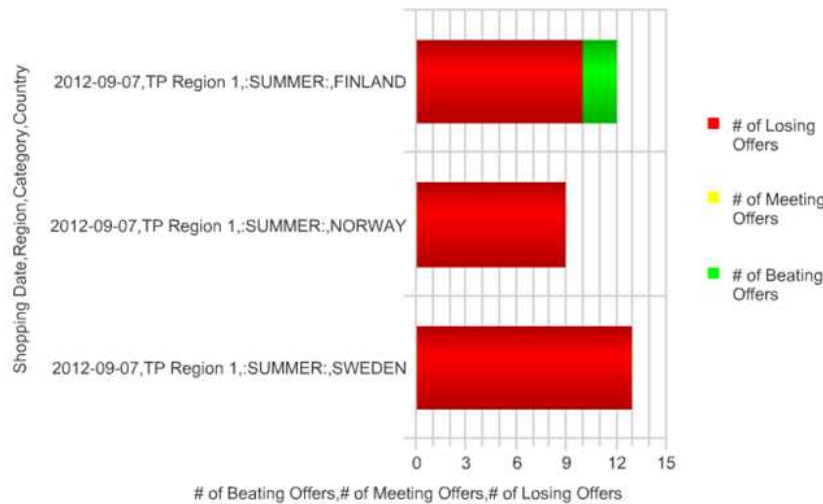
Category

Peergroup SUV Prem

Brand

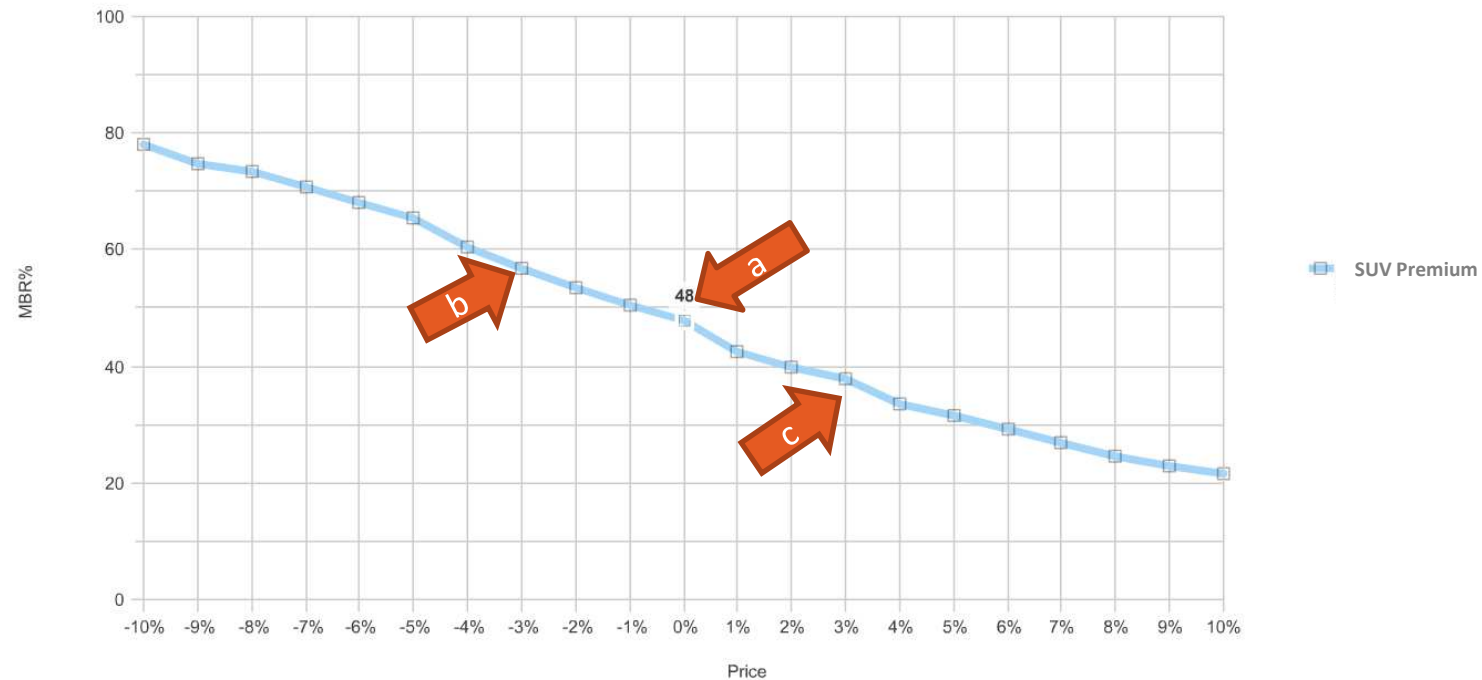
Model

MPN



Shopping Date	Region	Category	Country	# of Beating Offers	# of Meeting Offers	# of Losing Offers
2012-09-07	EU North	:SUMMER:	FINLAND	2	0	10
			NORWAY	0	0	9
			SWEDEN	0	0	13

Price Leadership Position Simulates Effects of Price Changes



- a) Current price leadership in 48% of all offers in selected peer group
- b) If we drop prices for 3% we will improve leadership to close to 60%
- c) If we raise prices for 3% ,we will reduce price leadership below 40%

Benefits with Lixto Price Intelligence



**PRICING
OPTIMIZATION:**
According to
market trends

**EASY-TO-READ
DYNAMIC ONLINE
ANALYTICS
DASHBOARDS and
REPORTS**

**ACCURATE,
REAL-TIME VIEW
EVERY DAY**
(no need to wait for next
weekly/monthly reporting)

**ACCURATE PRODUCT
MATCHING &
MAPPING BEYOND
PART NUMBERS**

**IDENTIFICATION
OF CRITICAL
MARKET EVENTS
when happening**

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