

# Price Monitoring



Gain market insights and access  
real-time pricing data for your brand  
and competitors



# Ailet: Our success

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More than 30 clients Worldwide



5 offices  
EUROPE, LATAM AND NORTH  
AMERICA



Success stories  
In more than 25 countries



Latest AI technology



Vast expertise in product  
recognition. Embedded BI



Nestlé



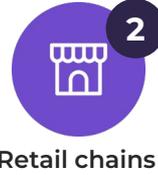
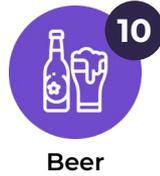
Coca-Cola ANDINA



# Our clients and expertise in Image Recognition

# number of clients

● categories



## Clients:

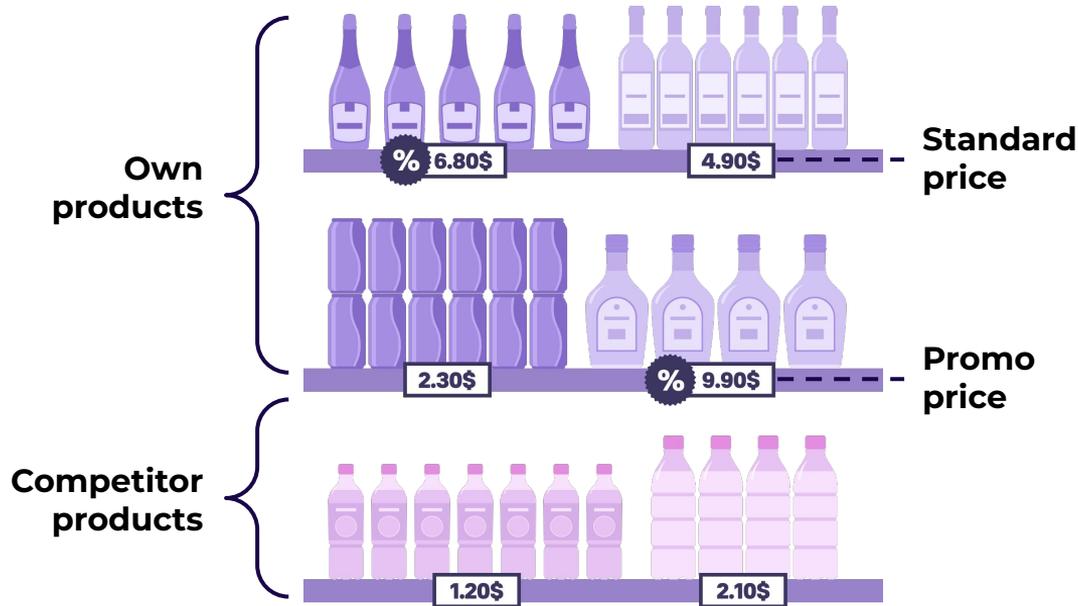
Manufacturers, retail chains, audit and merchandising agencies, etc.



## Sales channels:

Modern and traditional trade, pharmacies

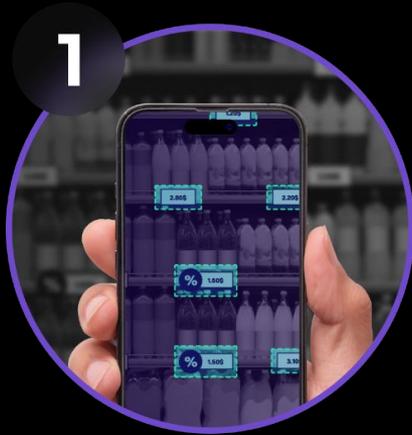
# 1. Price recognition: what data is captured?



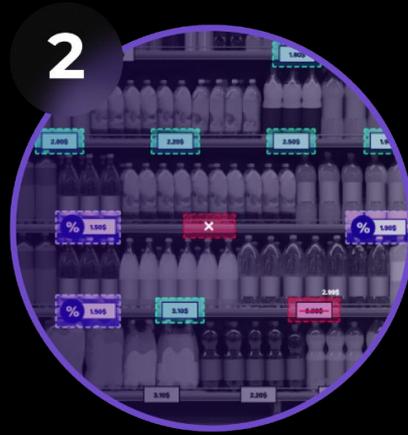
- The system identifies own and competitor's products on a photo (barcodes on price tags are not required)
- Prices and price tag types are recognized and associated with respective products
- Results are stored in the database for analysis

# Integral parts of the Price Monitoring solution

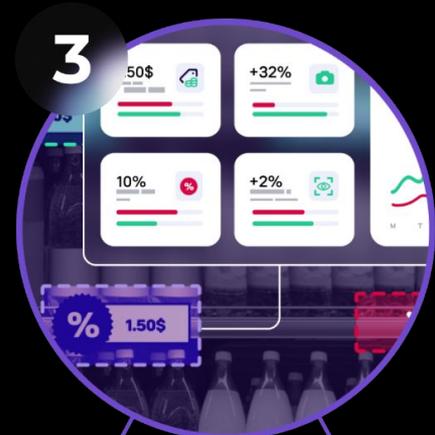
## Price recognition



## Pricing data cleaning



## Pricing data analysis



Our Price Monitoring module is an end-to-end solution for capturing, processing, and analyzing pricing data

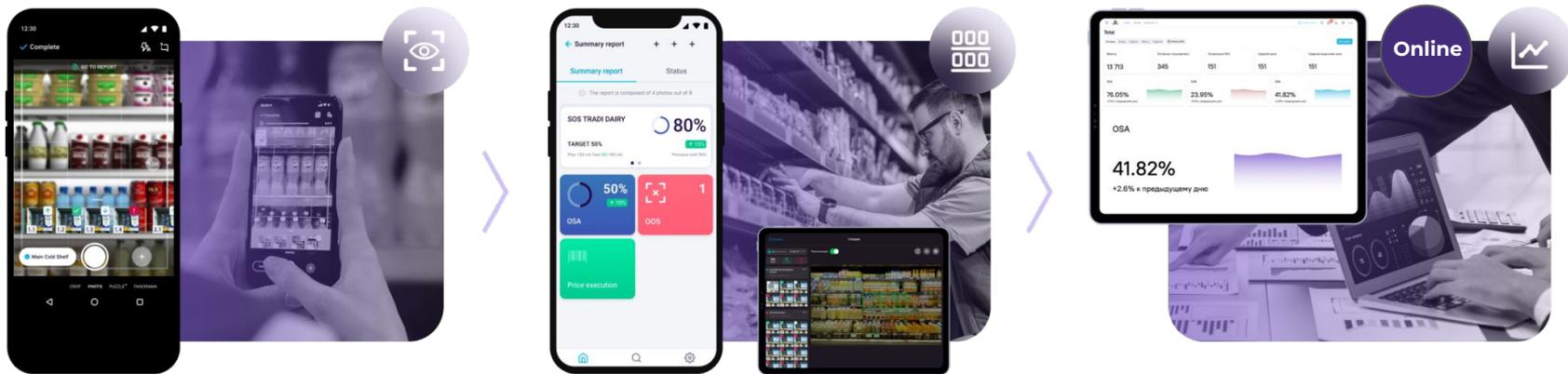


Built-in BI analytical dashboards



Uploading data to client's Data Warehouse

# IR-powered price monitoring: How does it work?



**01** User takes a photo of the shelf using the Ailet app

**02** Regular and promo prices are recognised instantly

**03** Collected pricing data analytics are available for the management team

# Price Monitoring: Benefits received

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60% reduction  
in price monitoring  
costs

Real-time insights into your  
competitors' product  
prices & promotions

High monitoring coverage of  
various categories and  
assortment

Automated, error-proof  
price monitoring

>96% pricing data  
accuracy and real-time  
analytics

Transparent, single data  
source

# Success Stories

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## ISSUE

To optimise audit process in stores. To empower the merchandising teams executing the audit for the company

## SCOPE

LATAM (1 country)

## SOLUTION

Retail Execution  
Price Monitoring

## RESULT

Decrease of audit time by: > 50%  
Increased accuracy of price monitoring