

## Insights your ecommerce enablement partner should be providing

If you're currently using another provider for commerce solutions, you could be missing out on the most valuable data and insights—which are crucial for delivering premium shopping experiences that can **grow your brand (and your bottom line)**.



## Up for renewal?

Here are **three key things to consider** before signing on the dotted line:

### 1 ROI: Are you collecting the kind of data that actually drives results?

Do you receive sales, cart-level and receipt-level data from your current provider? How about full visibility on Amazon sales? From purchase intent and purchase lead value to conversion rate and sales details, we give brands the data they need to measure impact.

With sales details down to the receipt level, PriceSpider data tells you what products a customer purchased—even if they ultimately bought from another brand. Plus, behavioral insights – from impression to click at a retailer – help you create new audience segments and retarget with personalized ads that drive sales. See how Bose did just that, achieving a 388% increase in return on clicks with PriceSpider.

### 2 Flexibility: How easy is it to create different paths to purchase?

Creating seamless, engaging customer experiences that drive sales requires optimizing every digital touchpoint to meet your customers where and how they shop, along any number of paths to purchase: ad to retailer PDP, ad to cart, ad to landing pages, brand.com PDPs or product catalog pages, and more. With behavioral shopping data to inform your shoppable media strategy, PriceSpider makes it easy to create personalized shopping experiences for every audience on every path to purchase in minutes, including personalized content, frictionless PDPs and targeted ads to drive greater ROAS. Plus, with PriceSpider you can do it all using simple, self-service tools – no technical knowledge required.

### 3 Unification: How many systems do you need to optimize the customer experience?

Do you know how your brand is represented across different retailers? How many disparate tools from different providers do you need to get a full understanding of your customer journey?

It's easy to get lost in data when different parts of your commerce strategy live in different tools. With a unified commerce strategy that's optimized across your media and marketing mix, the data you get will deliver the insights that matter. PriceSpider's end-to-end brand commerce platform provides clarity on how your brand shows up across the digital shelf, with comprehensive data insights to strengthen your retailer relationships and enhance your shopping experience.

See why more than 2,000 leading brands choose **PriceSpider over the other guys.**

[Request a demo](#)