

Competitive Monitoring

Enhance your decisions with insights into competitors' pricing.

74% of customers consider competitive pricing a decisive factor in their buying decisions. Make sure that your price is right. Connect to major marketplaces, competitor websites, and data feeds. Disivo aggregates pricing data so you always stay competitive.



- ✓ Updates up to 12 times a day
- ✓ 99% price match accuracy
- ✓ Unlimited monitored sources
- ✓ Set up in 1 week



NAME	PRICE	EAN	amazon.de idealo.de	ebay.de idealo.de
Totenkopf Halskette mit Kno...	5.29 €	8003558012046	3.95 €	9.35 €
Griechische Göttin Rosaria ...	33.99 €	8003558676682	25.99 €	
Roter Pünktchen Damenrock	22.59 €	4007487009065	13.29 €	
Schneemann Rudi Kostüm Deluxe	50.19 €	8003558028771	40.00 €	
Schneewittchen Damenperücke...	15.50 €	8003558601806	9.99 €	
Pumuckl Kostüm für Erwachsene	55.69 €	4260457599061	39.99 €	44.99 €
Soldaten Erkennungsmarke Ar...	4.39 €	8003558143856	5.95 €	3.95 €
Militärhelm mit Camouflage...	10.99 €	8003558888101	6.84 €	
Mufiger Knut Wikinger Kinde...	39.09 €	8003558059874	45.17 €	38.80 €
Geschmackvoller Piratenhut ...	13.89 €	8003558259106	6.84 €	

Detailed Overview of Every Product
instantly identify where to adjust prices.

"Apart from repricing, we use Disivo monitoring data to maintain an accurate overview of our competition, ensuring we're always aware of market trends. We also use price reports to negotiate better terms with our suppliers."

Martin Pěnička
CEO, Tisknulevne

Use Cases Turn Competitor Data into Business Decisions

PRICING & MARKETING

- Find Margin Killers**
Identify competitors pricing below you and stealing sales. Spot products you are underpricing so you can capture more margin without losing volume.
- Spot Margin Opportunities**
Pinpoint SKUs where your price is lower than the market allows, giving you room to increase margin with minimal competitive risk.
- Segment Campaigns by Price Position**
Run different campaigns for products where you are the cheapest versus where you are more expensive, improving relevance and conversion.
- Know Your Market Position**
Use competitive price data to decide whether to lead with price or quality in your messaging, keeping campaigns aligned with your actual market segment.
- Validate Your Pricing Strategy**
Check whether your marketing strategy matches the price tier you actually compete in and whether that is where you want to be.
- Measure Competitor Promo Impact**
Monitor when and how competitors run promotions. When a competitor discounts and your sales drop, you have the data to understand why and how to respond next time.

MARKET STRATEGY

- Identify the Market Leader**
See who changes prices first and sets the market pace, helping you decide whether to lead, follow, or differentiate.
- Assess Real Competitor Relevance**
A competitor with low prices but frequent stockouts is less threatening than they appear. Track availability over time to prioritize who actually matters.
- Monitor Portfolio Overlap**
Keep tabs on which competitors carry the same products as you, and get early warning when new players enter your space.
- Find Your Unique Products**
Discover which products you are the sole seller of, revealing opportunities to own a niche or protect margin.
- Detect New Competitors Early**
Identify emerging competitors before they start taking meaningful market share, giving you time to respond strategically.
- Prepare for Market Expansion**
Before entering a new market, map the competitive landscape and price levels so you go in with a clear picture rather than assumptions.

ANALYTICS & CONTEXT

- Explain Sales Fluctuations**
Competitive pricing data fills in the gaps in your analytics. When sales spike or drop, knowing what competitors were doing at that time adds crucial context.
- Spot Pricing Extremes Over Time**
Flag competitors that are consistently far above or below market, and distinguish between short-term promotions and sustained pricing positions worth responding to.
- Analyze Historical Market Patterns**
Identify recurring market behaviors around key periods like Black Friday or seasonal peaks, so you can anticipate and plan rather than just react.

SUPPLIER & MANUFACTURER INTELLIGENCE

- Manufacturers: Monitor Reseller Prices**
As a manufacturer or distributor, track the prices your resellers are actually selling at to ensure brand consistency and support channel relationships.
- Retailers: Strengthen Supplier Negotiations**
As a buyer, use competitor price data as a concrete basis when negotiating purchase prices with your suppliers.
- Monitor Recommended Price Compliance**
Track whether resellers are honoring your recommended retail prices, keeping your pricing strategy intact across the channel.

Trusted by fast-growing e-commerce teams across Europe

From single-country retailers to pan-European powerhouses

+10% margin with auto pricing GASTROZONE	+3% margin in the first month MI PRINCEP	100% catalogue coverage BENU	11 countries at scale 4camping	6M price points optimized factcool	+10% profit from day one TisknuLevne.cz
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