



# How do customers perceive your business versus competitors?

## The Challenge:

An Industrial Chemicals Supplier lacked insight on its price positioning compared to competitors. They believed they were more aggressive with pricing than their competitors and were therefore priced too high.

## The Solution:

INSIGHT2PROFIT built and executed a competitive intelligence study:

- Conducted in-depth market interviews with 20 distributors and end-users to gather reliable customer perceptions
- Deployed a quantitative survey for 200 end-users
- Implemented competitive web scraping across 6 distributors carrying competitive products

The interviews, survey, and web scraping results revealed:

- Client offerings were perceived as moderately priced vis-à-vis competitors
- Most competitors had increased price 10% in the past 6 months
- Client prices were not consistently above competitors at key distributors



## The Results:

Based on the data, we found the Client had room to institute additional price adjustments without risking customers switching to competitors.

→ Read More about Market Intelligence

Web Scraping Results: Price Index, Single Product Group



Findings: Client products not consistently priced above or below competitive products