



Your map in the maze of competition

Are you trying to monitor your competitors manually? Clicking through their websites and “deciding” whether they are doing better or worse than you just based on your feelings? Do you hire extra people to monitor their new products? And doesn't this approach feel a little outdated? Well it is. TrendLucid makes it easy to comfortably automate the way you monitor your competitors.

Find out:



who your competitors are by looking at where your offerings overlap.



which products your competitors aren't offering and which of them you should be.



how your prices compare with your competitors: are they more expensive or cheaper.



what the current trends are so you can be among the first ones to do the buying based on them.

Why TrendLucid?



Clear recommendations

Generated reports give you immediate feedback and advice on how to improve your position on the market.



Results quickly visible

Every day you can see how your actions affected your position on the market.



A sharp eye on the market

Thanks to the reports you'll get a good overview of the entire market, its individual categories, as well as specific competitors.



Ready to use

We've been monitoring your competitors for a long time. There's no need to deploy any feeds; start monitoring right now.



Simple and transparent

Add multiple data sources to verify the information and see it all in a single display.



Data to drive your decisions

No more needing to “trust your feelings”. Start making truly reliable, data-driven decisions.



Focus on what's important

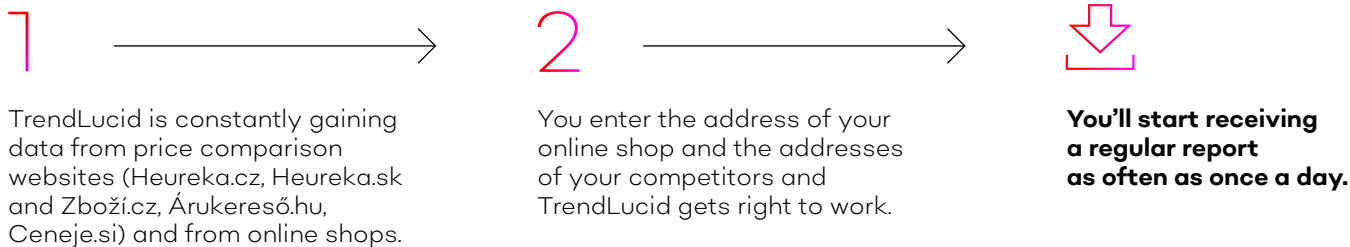
We monitor the TOP200 products in each category. You won't be flooded by a huge wave of information; we choose only what's important.



Pairing verification

If you've paired some XML feed incorrectly, TrendLucid will tell you which products are being sent to the price comparison websites incorrectly.

Monitoring the competition and market with TrendLucid is very simple



Who likes TrendLucid?

“Thanks to the TrendLucid service, we were able to maintain a comprehensive overview of our competitors’ prices, allowing us to flexibly react to the current situation on the market.”

- Radim Malchárek, Marketing Director, ExaSoft

What TrendLucid can do:

- **Various sources**
draw on data from Google Analytics, Heureka.cz and Heureka.sk, Zboží.cz, Árukereső.hu, Ceneje.si and your own XML feed.
- **Your own applications**
an online application for easy reporting and evaluation.
- **Excel reports**
regular reports to your inbox daily or weekly.
- **User rights**
access to the reports can be set up based on user groups and categories of goods. This way the folks in the electrical supplies department don't see the report for the toy category, for instance.

Who finds TrendLucid helpful in navigating the maze of online competition?



Ready to learn more about your competitors and regularly monitor the market and trends? Contact us:

sales@dataweeps.com
+420 541 211 984
www.dataweeps.com

DATAWEPS s.r.o.
Nováčkova 401/53
614 00 Brno Husovice

www.dataweeps.com/trendlucid