

## PRICEMARK

With both syndicated & custom price tracking solutions, Pricemark delivers the information and insights you need to maximize your competitive price position in the marketplace.

Decisions about retail pricing require reliable, comprehensive information about competitors' regular & promotional prices, price ranges and price averages across markets and regions. Reliable pricing information allows you to accurately read the competitive environment, assess the impact of pricing changes and maximize your competitive position. In addition, visibility into franchisee and operator compliance with pricing directives is critical to your success in the marketplace.

With our network of more than 300,000 auditors, our pricing data collection goes beyond what is provided by POS scanner systems—both in terms of location coverage and points within your locations where prices are checked. We provide the full pricing picture, delivering the information and insight necessary for strategic decisions that will maximize sales, profits and market share.

### MEASURE

- Retail pricing to consumers, including both regular and promotional pricing
- Price ranges and averages
- Price across markets, regions or nationally
- Consistency of pricing across multiple touch points within each location including the ticketed price as well as price on the shelf and at the register

### SO YOU CAN

- Understand your competitive position in the marketplace and monitor pricing trends
- Assess the value and impact of brands and products
- Understand the impact of pricing changes on sales, profits and market share
- Implement effective pricing strategies that maximize your financial goals
- Verify pricing compliance across franchisees and operators



### PRICEMARK FACTS

- Track retail prices, price ranges and price averages
- National, regional and local markets
- Available for every consumer sector
- Syndicated pricing for the convenience store and restaurant sectors

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email [sales@marketforce.com](mailto:sales@marketforce.com).