



**Price Intelligence Tool®**

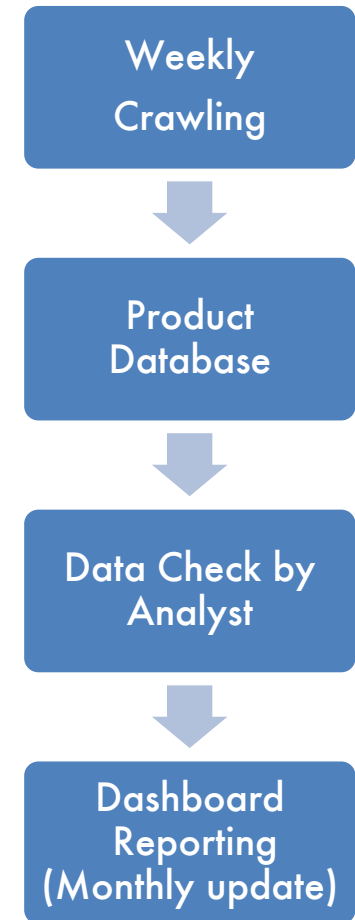
**Car Safety Seats  
Top 7 European Countries  
September 2021**

# An innovation from IC: The Price Intelligence Tool for Car Safety Seats for Babies and Toddlers

## Price Intelligence Tool for Car Safety Seats for Babies and Toddlers

## Background

- Car Safety Seats for babies & toddlers is a very big market in Europe. It is characterized by many brands and even more products in different price categories. Online Shops play an important role.
- As the number of offers is huge, it is almost impossible to achieve a good overview about offers and prices.
- Therefore IC developed an innovation: A Price Intelligence Tool for Car Safety Seats for Babies and Toddlers. The goal is to deliver a detailed market overview.
- The tool is systematically crawling the World Wide Web. It collects data on a weekly base. This data contains brand & product names, prices & other important information, like age group or weight class (approx. 100.000 units / month!)
- All this data is systematically stored & presented in a clear way. Dashboard Report will be updated once a month. You can slice & dice the data in any way you want.
- 7 top European markets are included. See examples of reporting on pages 4ff.



## Price Intelligence Tool Car Safety Seats for Babies and Doodlers 2021



Country	Data Criteria Crawled	Pricing Criteria Crawled
Germany	Brand Name	Price per Offer
France	Product Name	Averages Prices
Italy	Safety Seat Group	Percentile and Quartile
UK	Age Group	Pricing Development per week/month/year
Spain	Weight Class	
Netherlands		
Poland		
Cumulation of all 7 countries = Total view		

# This Tool delivers following benefits for you

Supports you when you develop your pricing strategy

Guides you when you establish price changes

Helps you to define your price-off tactics

Displays price strategy and price moves of your competition

Helps you to improve your margin

# Example dashboard: Number of offers per leading online shops

Price Intelligence Tool for Car Safety Seats for Babies and Doodlers

Number of offers per online shop

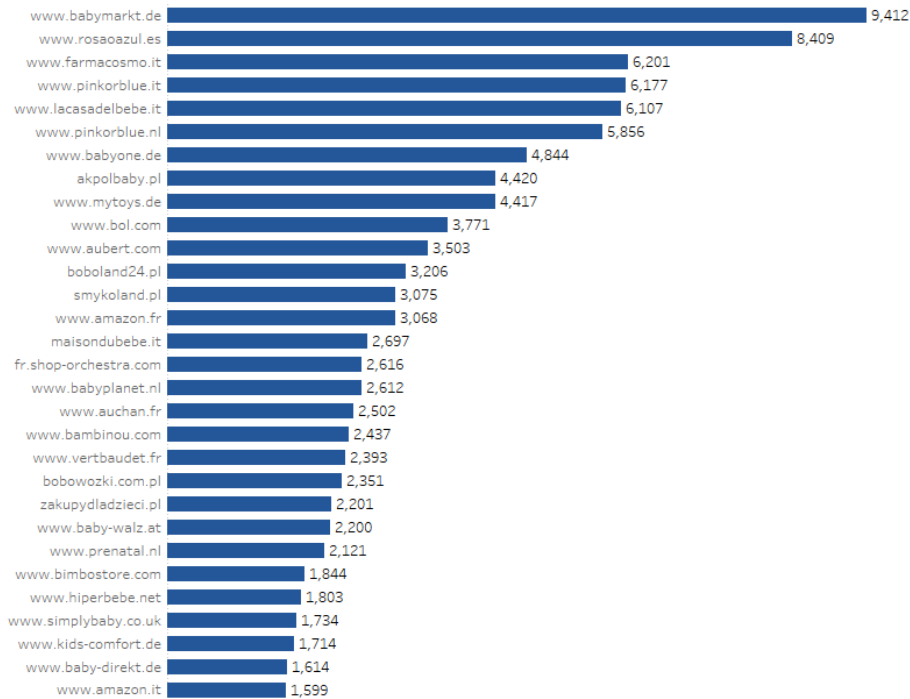
This dashboard shows on the left hand side the number of units (=offers) per online shops. On the right hand side the brand share per online shop is displayed.

Price Crawler: *Explorative monthly analysis*

Country: All | Year: 2021 | Month: All | Week of year: All

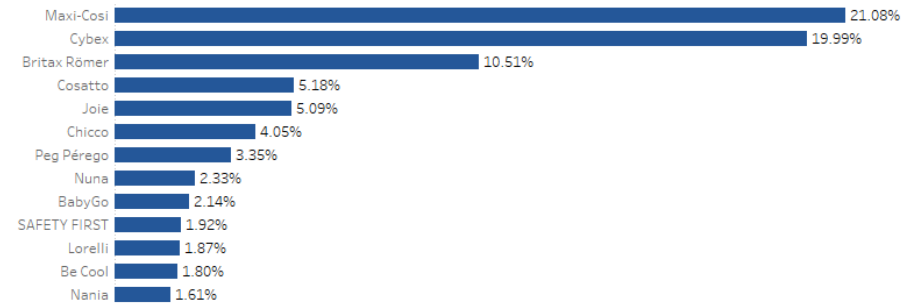
The dashboard displays the baseline online shops and the main brands. By selecting the website bar it is possible to visualize the related number of items by brand and the brand share.

Leading online shops by number of units



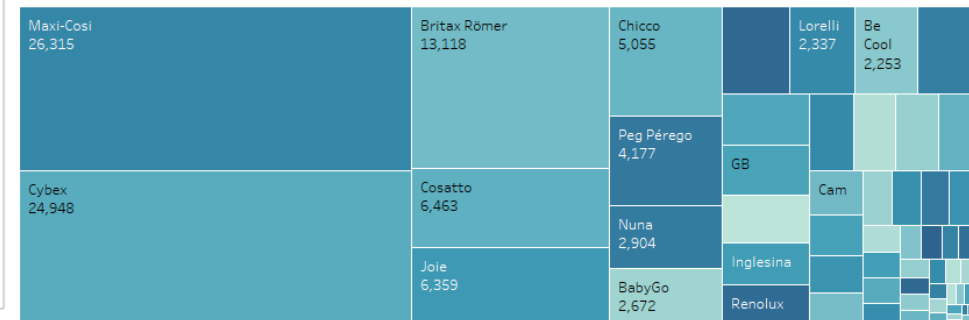
Item count

Allocation of units by brand in each shop (in %)



Brand share

Number of units by brand in each shop



# Another example: Average price per brand vs previous month

Price Intelligence Tool for Car Safety Seats for Babies and Toddlers

Average price per brand

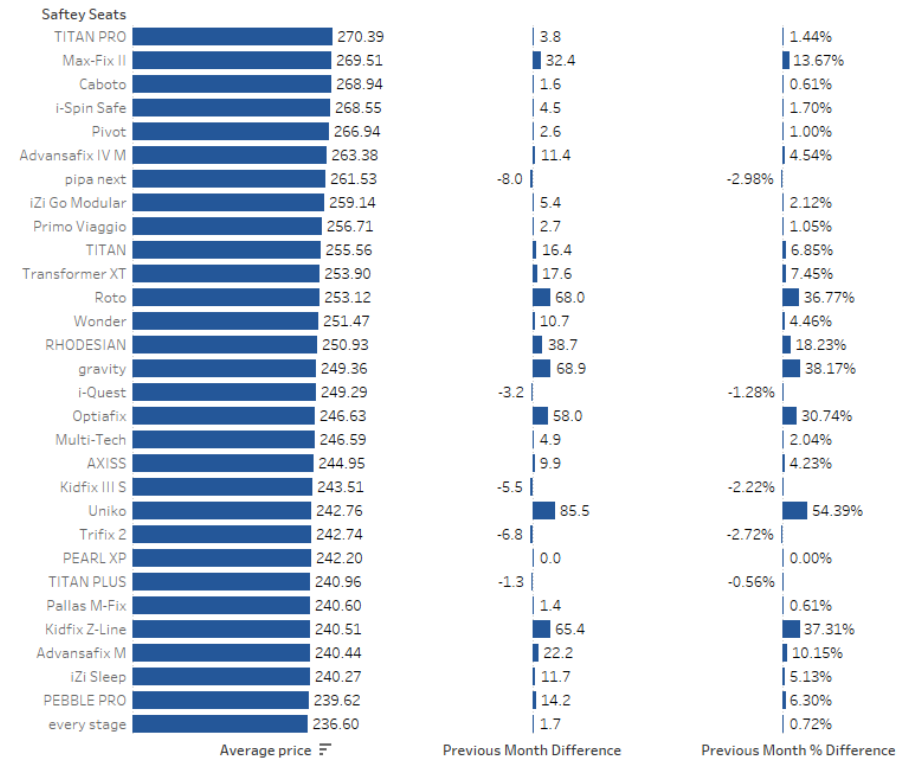
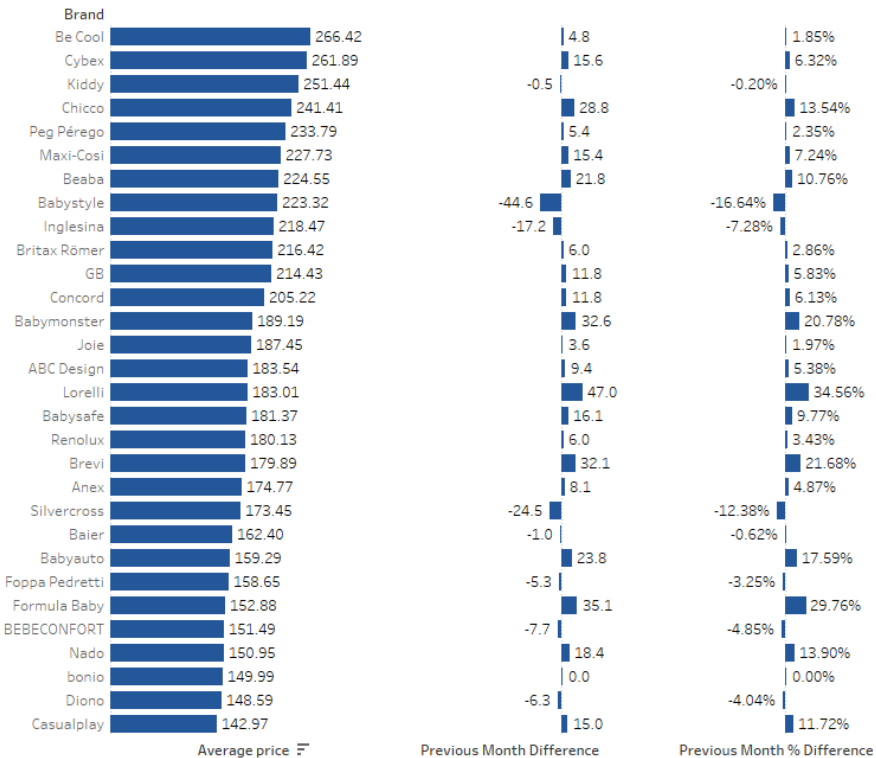
This dashboard shows on the left hand the monthly average price of brands (vs. last month). On the right the same analysis is displayed for product names.

## Price Crawler: Monthly price difference by brand and product

Month  
August 2021

The dashboard displays the *average monthly price* by brand and by product (safety seat), together with the *difference with respect to the previous month*. By selecting a brand name it is possible to visualize the related products details.

Country  
All

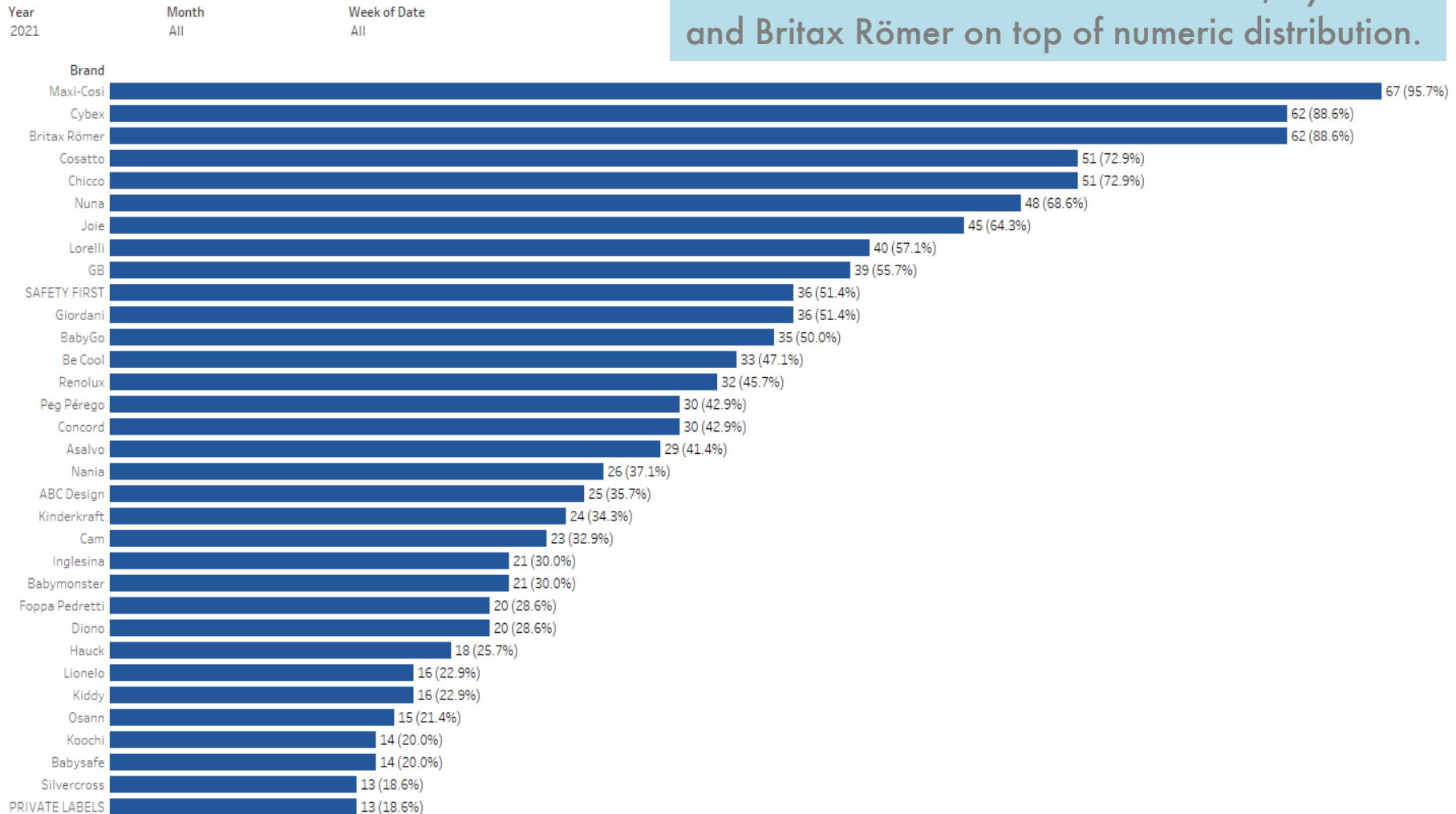


# And a last example: Numeric distribution of brands

Price Intelligence Tool for Car Safety Seats for Babies and Doodlers

Numeric distribution

This slide shows the brands Maxi-Cosi, Cybex and Britax Römer on top of numeric distribution.



# Content of the monthly updated Dashboard Report

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# Fee – Price Intelligence Tool

Price Intelligence Tool for Car Safety Seats for Babies and Doodlers

Prices & Conditions

Number of Countries, monthly/yearly fee	IC Subscription*	IC Single Issue
1 Country, monthly /yearly fee	€ 250,- / € 3.000,-	+25% for Single Issues
5 Countries, monthly / yearly fee	€ 800,- / € 9.600,-	
7 Countries, monthly / yearly fee	€ 1.000,- / € 12.000,-	

\*IC Subscription: 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31<sup>st</sup> of December in the year in which the last study has been received. If the subscription is not cancelled, it is extended by one more year. The price is the individual price for at least two orders of the study (order year and the following year). Price changes must be announced by Interconnection at least six weeks before the 31<sup>st</sup> of December. Payment of yearly fee at the time job confirmation.

\*\* Demo version: we offer a demo version for a 14 days usage. The fee is € 450,-. If the Price Intelligence Tool is commissioned not later than 1 month after the last day of the demo version usage, € 450,- are deducted from the fee, i.e. the usage of the demo version is free of charge.

\*\*\* Fees are net, i.e. excluding 20% V.A.T.

*"IC is a permanent partner of ours and provides helpful data for decisions."*

Herr Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe





If there are any questions please  
do not hesitate to contact us!

**Interconnection Consulting**  
Getreidemarkt 1, A-1060 Vienna

Dr. Stefano Armandi – Senior Consultant  
Mag. Sascha Kowarcz – Senior Consultant

Tel: +43 1 5854623 -54 or -25

Fax: +43 1 5854623 -30

[kowarcz@interconnectionconsulting.com](mailto:kowarcz@interconnectionconsulting.com)

[armandi@interconnectionconsulting.com](mailto:armandi@interconnectionconsulting.com)



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Interconnection Consulting  
Vienna • Bratislava • Buenos Aires • Obersdorf