

QL2 Data Access for General Merchandise



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delivers dynamic price and product information, empowering you to make relevant pricing, merchandising, and marketing decisions. Armed with valuable data from the web you have a 360-degree view of the competitive landscape.

QL2 Data Access for General Merchandise drives both strategic and tactical decisions for major retailers worldwide. With access to market-relevant data, you can adjust your strategies quickly to achieve your goals. QL2 provides manageable data on demand so you can put information from the web to work.

Three of the Top Ten
U.S. Retailers Rely on
QL2 Data Access

Optimize Your Pricing Strategy with QL2 Data Access for General Merchandise

In the retail industry, continuous knowledge of competitor's prices, products and promotions means staying competitive. QL2 understands that for retailers, knowledge of changes in the market landscape allows for quick and strategic action to better grow and protect your position in the market.

QL2 equips retail professionals with information about the competitive options that are available to consumers today. QL2 Data Access for General Merchandise makes available your competitor's category and product information. Only QL2 boasts a cost-effective way to capture and manage actionable data and a means to keep track of the choices and offers available to your customers.

The screenshot displays the QL2 web application interface. At the top, there is a navigation bar with the QL2 logo and menu items: Home, Searches, Status, Results, Reports, Tables, Projects, System, Account, Users, Support, Settings, and Log Out. Below the navigation bar, there are several panels:

- Search:** Includes buttons for New, Save As, Delete, Properties, and Start.
- Data:** Includes buttons for Upload, Add, Delete Selected, Delete All, Download, Submit, and Cancel.
- Schedule:** Includes buttons for Add and Delete All.
- View:** Includes buttons for Diagnostics, Report, and Audit.

The main content area shows a table of search results for "Pending Circular Items". The table has columns for Site, Keyword/Part Number, Reference, Path, and Zip Code. The first row is highlighted in blue:

| Site | Keyword/Part Number | Reference | Path | Zip Code |
|------------|---------------------|-----------|--|----------|
| Comp Set 1 | 1234-0124 | Page 3 | Audio:Headphones: All Headphones: AKG: In-Ear Headphones | |
| Comp Set 1 | 15489-02 | Page 3 | Audio:Headphones: All Headphones: AKG: Clip-On Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: AKG: Over-the-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Able Planet: In-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Able Planet: Behind-the-Neck Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Able Planet: Over-the-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Acoustic Research: In-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Acoustic Research: Over-the-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: AirDrives: Clip-On Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: AirDrives: Kids' Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Altec Lansing: In-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Apple: In-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Audio-Technica: In-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Audio-Technica: Over-the-Ear Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Belkin: All Headphones | |
| Comp Set 1 | | Page 3 | Audio:Headphones: All Headphones: Bose: In-Ear Headphones | |

Our easy-to-use secure web solution lets you get started fast.

Getting Started is Fast and Easy

QL2 Data Access for General Merchandise is easy to use, giving you the ability to search competitor sites for pricing and promotions in specific markets, over specific competitor sites. QL2 puts you in control of what, when, and how often you search with a convenient scheduling option, enabling you to spend more time making key decisions and less time gathering data.

QL2 Data Access for General Merchandise keeps up with changes to competitor sites so you see movement in the market while it is happening rather than weeks later. This limits surprises and helps you protect key positions in market segments.

- **Easy-to-use:** Connect to QL2 Data Access for General Merchandise via any web browser.
- **User-controlled:** Select only the information critical to your goals.
- **On Demand:** Access new data as often as needed for the most up-to-date pricing and product information.
- **Robust:** Access pricing and product data for any number of competitors.
- **Dynamic:** Take advantage of continuous access to critical information as QL2 Data Access for General Merchandise quickly adapts to website changes.



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Optimize Your Success with QL2

Learn more about how QL2 can help you access the vital data you need to gain and hold a competitive advantage and discover new market opportunities.

See for yourself how easy it is to access the data you need to optimize your success. Start today and join the hundreds of organizations around the world that rely on QL2 for manageable data on demand.

Request a Free Demonstration

Let us show you how **QL2 Data Access for General Merchandise** can optimize your success. Contact us today.

Email sales@QL2.com.