

Competitive Price Audits by



Learning what the market will bear just got a lot easier.

“I don’t look to jump over 7-foot bars: I look around for 1-foot bars that I can step over.”

Warren Buffett

Commodity prices are rising, and eating into your profits.

Do you wonder how your competitor is pricing against the higher costs?

Now you don’t have to wonder any longer.

Competitive Pricing requires you to know the price of every SKU and item in your competition’s inventory. They probably won’t just tell you their prices (even if you ask nicely.) That means you need to collect them, without getting caught. Lucky for you, Insula Research has substantial experience in covert data collection. Our network of hand-picked auditors are masterful in the field of inconspicuous price collection.

Competitive Price Audits:

- Provide invaluable intelligence from inside your competition’s business
- Incremental increases in competitive products increase profit without a full scale rate hike that will alienate your customers.
- Combines unbiased opinions with professional reporting and analytics.
- Can include insights on more than just prices (like sales tactics, product placement, and more.)
- *Insula Research is capable of fielding more than 1 million price points per month*

Call today and learn why Fortune 500 companies trust Insula Research to collect competitive price data.