Getting Started | Creating an Acuity Pricing Report

Creating Acuity Pricing reports is simple, and we have made it easy for you to select the right data for your requirements.
Follow the steps below to ensure you have chosen the right data for you.

What you need

- Access to the Acuity Pricing Platform and reporting suite.

Report Criteria

Categories

Brands

Retailers

Date Range
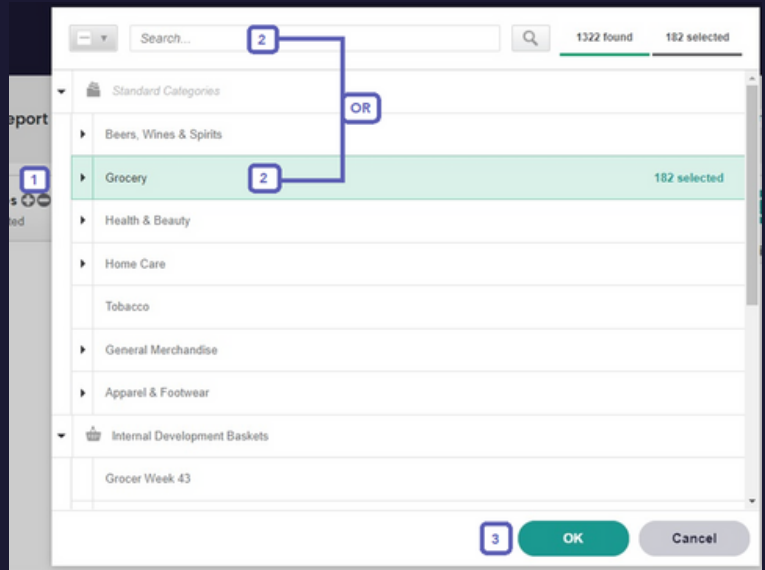
Price Options

Step 1: Categories
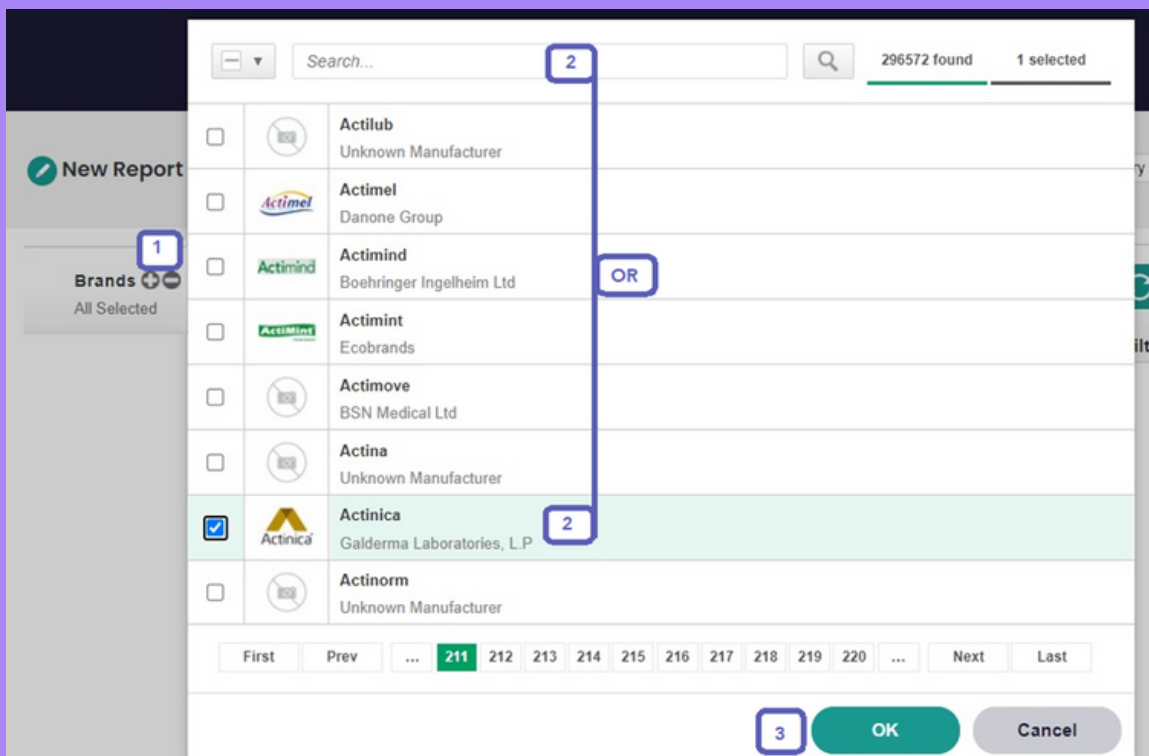
Select the Categories you want to view within the report.

1. Click on the + Categories selector.
2. Search or click through the hierarchy to add the categories.
3. Click OK when you have selected the required categories.

Step 2: Brands

Choose if you want to view all Brands within the selected categories, or a selection.
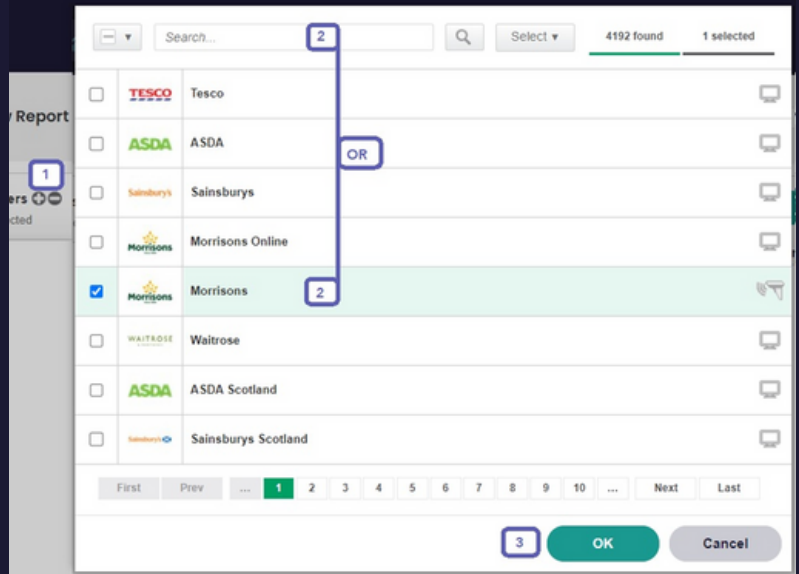
1. Click on the + - Brands selector.

2. Search or select from the alphabetical list to add the brands.

3. Click OK when you have selected all the brands you want to use.

You can also search by Manufacturer to see a list of manufacturer-specific brands

## Step 3: Retailers

Choose which retailers to include in your report.

1. Click on the +- Retailers selector.
2. Search or click through the hierarchy to add the retailers.
3. Click OK when you have selected the required retailers.

Step 4: Date Range

Choose the date range you want to include in your analysis.
1. Click on the + - Dates selector.
2. Pick the date range that suits you from the list on the left.
3. Click Apply when you have your required date range.
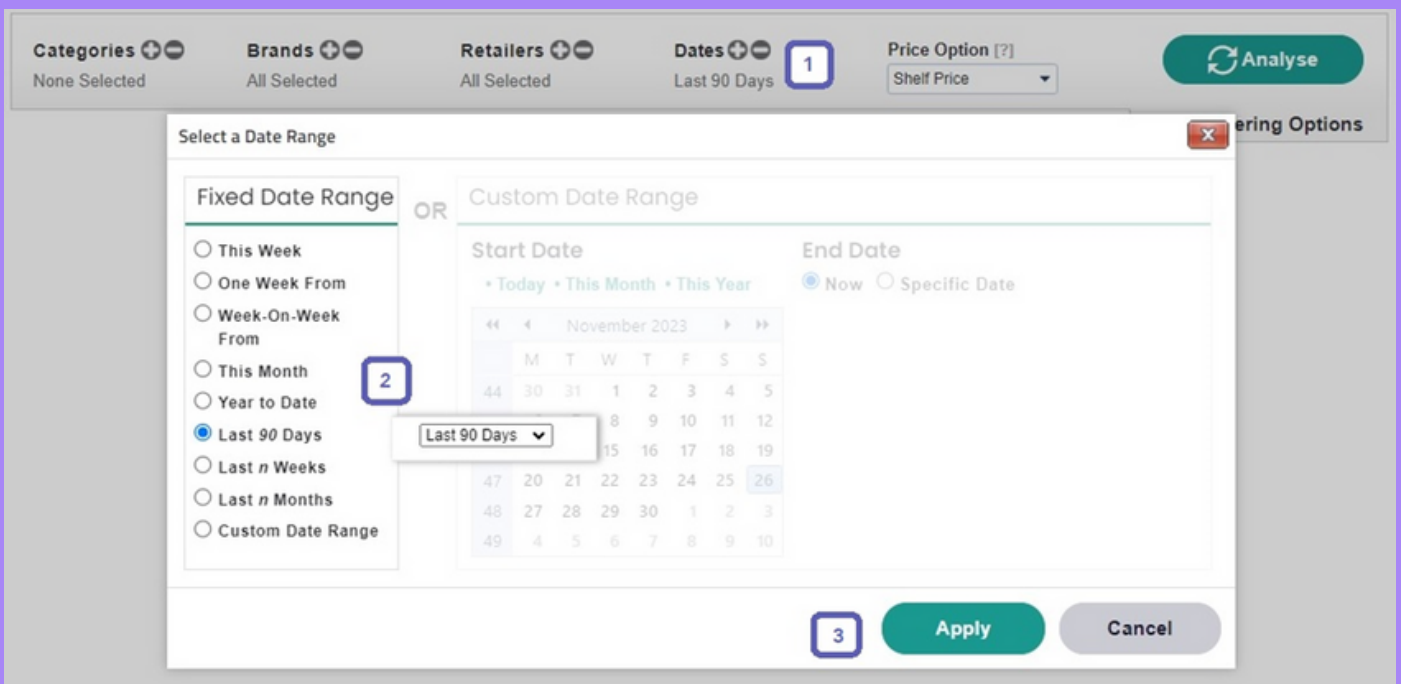
Step 5: Price Option

Finally, select your price option.

1. Shelf Price: The shelf edge label price of a product.
2. Base Price: The last seen non-promoted price for a product.
3. Promoted Price: Matches the shelf price, but will also work out the equivalent single price of an item when it is on a multi-buy promotion.
4. Was Price: The advertised was price of an item, e.g. 'Was £5, now £4', where available.
5. Loyalty Price: The price when there is a loyalty promotion on a product.

	Shelf Price	*Price seen by the shopper for a single item as shown on the shelf edge label*
	Base Price	*The price of the product when not on promotion*
	Promoted Price	*The discounted price including the equivalent single price on a multibuy deal*
	Was Price	*The advertised 'was' price of a product within the promotion text on a retailer website.*
	Loyalty Price	*The discounted price available to shoppers who are part of the retailer's loyalty scheme.*

Usage tips:

The icon next to the retailer name lets you know how we collected the data.

Data collected every morning from the retailer website.

Data collected in-store. Check with your Account Manager to find out the exact frequency for your subscription.

Data Acuity Pricing receives from you on a frequency dictated in your Data Feed Agreement. This data is confidential between Acuity Pricing and your account.