acuitypricing



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.



Step 1: Categories

Select the Categories you want to view within the report.

 Click on the + Categories selector.
 Search or click through the hierarchy to add the categories.

3. Click OK when you have selected the required categories.

•	ń	Standard Categories	
	۲	Beers, Wines & Spirits	
<u>ן</u>	۲	Grocery 2	182 selected
	۲	Health & Beauty	
	•	Home Care	
		Tebacco	
	•	General Merchandise	
	•	Apparel & Footwear	
٠	ú	Internal Development Baskets	
		Grocer Week 43	
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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

		Actilub Unknown Manufacturer	
New Report	Actimel	Actimel Danone Group	y
Brands 🗘 🗢	Actimind	Actimind Boehringer Ingelheim Ltd	2
All Selected	ActiMint	Actimint Ecobrands	ilte
		Actimove BSN Medical Ltd	
		Actina Unknown Manufacturer	
	Actinica	Actinica Galderma Laboratories, L.P 2	
		Actinorm Unknown Manufacturer	
	First	Prev 211 212 213 214 215 216 217 218 219 220 Next Last	

Step 3: Retailers

Choose which retailers to include in your report.

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

	8	• Se	arch Q Select v 4192 found 1 select	ted								
Report		TESCO	Tesco									
		ASDA	ASDA									
		Sainsbury's	Sainsburys									
ted		Morrisons	Morrisons Online									
		Morrisons	Morrisons 2	6L								
		WAITROSE	Waitrose									
		ASDA	ASDA Scotland									
		Sainsbury's 😋	Sainsburys Scotland									
	First Prev 1 2 3 4 5 6 7 8 9 10 Next Last											
			3 ОК Сапсе	H								

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.

Select a Date Range											ering Opt
Fixed Date Range	OR	Cus	tom								
O This Week		Star	Start Date End Date								
One Week From		• To	• Today • This Month							Now O Specific Date	
O Week-On-Week From			 Nover 					÷			
O This Month			М	Т		Т					
O Year to Date			3,0	31	1	2	3	4	5		
Last 90 Days	Last	0 Days	•)	8	9	10	11			
O Last n Weeks	-	47	20	21	15	10	17				
O Last n Months			20	20	20	25	24	23			
O Custom Date Range				5	5						

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
89	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.
ð	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.