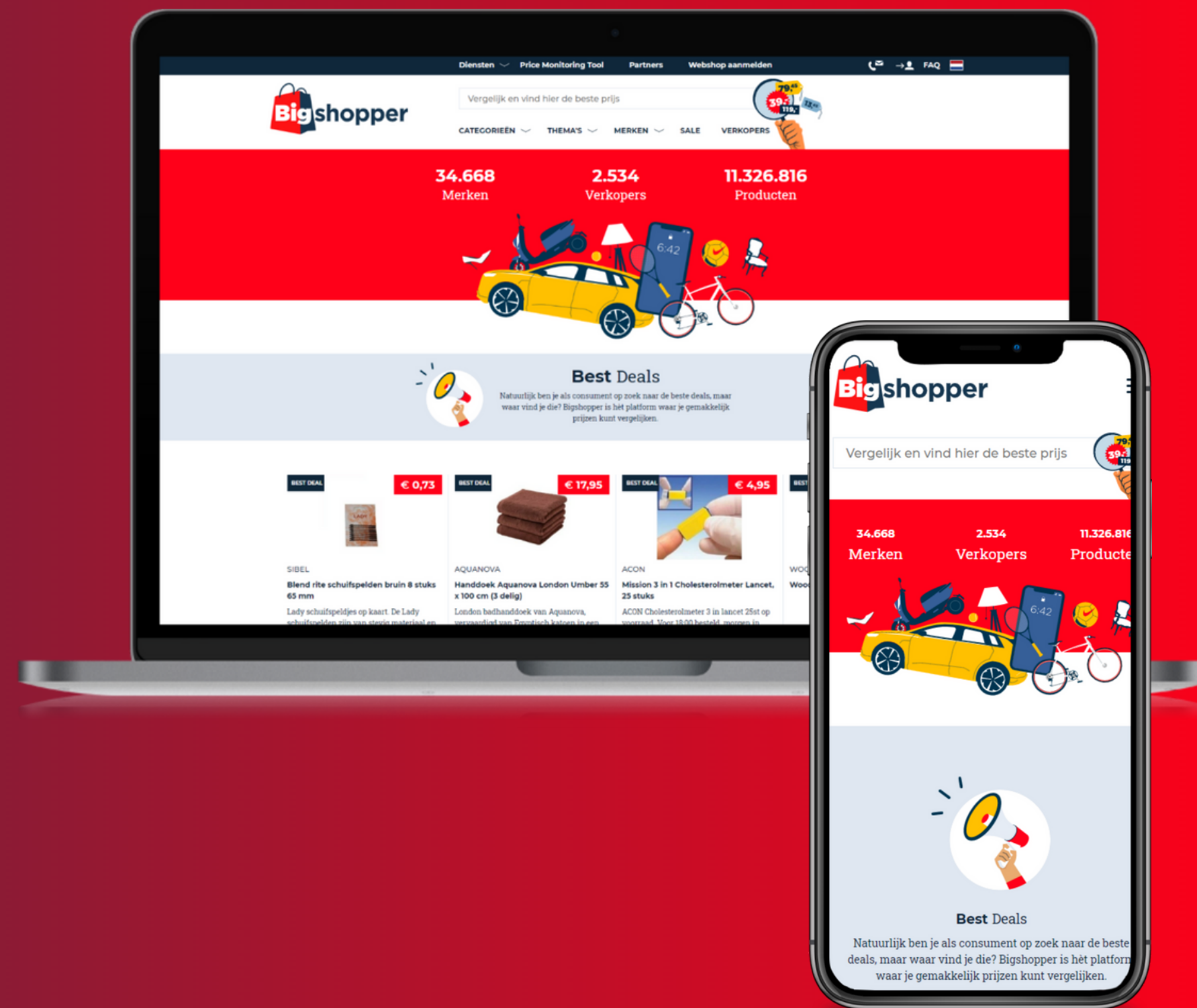


Your Premium Shopping Partner



Who are we?

- We are a Dutch price comparison site founded in 2007
- We have 750,000+ website visitors per month
- We are a **Premium CSS Partner of Google**
- We create powerful tools
- We work with 2700+ webshops and 150+ partners

Nice to meet you!



Current problem with pricing policy

5 important facts about price:

90% of consumers invest time to find the best deal online;

86% of consumers say it is important to compare prices;

71% of consumers believe they find a better deal online than in-store;

60% of consumers say that price is the first factor they consider when deciding to buy;

Only 26% of companies look at the market when setting their own prices.

Bigshopper Price Monitoring Tool

Four key features:



Identify your competitors in Google Shopping



Analyse competitor prices at all levels



Export your result easily



Optimise your Google Shopping campaigns





Apple iPhone 12 Mini Zwart 64GB
4,6 ★★★★★ 8.820
Smartphone · Dual SIM · iOS

€628.00
[Mobiel.nl](#)
Free delivery & Free 14-day returns

[Compare prices from 5+ shops](#)

Google

[All](#) [Images](#) [Shopping](#) [Videos](#) [News](#) [More](#) [Tools](#)



 **Apple iPhone 12 Mini Zwart 64GB**
★★★★★ (8.820)

[Nearby](#) [Free delivery](#) [New](#) [Refurbished / used](#)

Sold by	Details & special offers	Item price	Total price
Mobiel.nl 4,6/5 ★ (3.1K shop reviews)	Free delivery Free 14-day returns	€628.00	€628.00 ⓘ
Forza Refurbished Nederland 4,5/5 ★ (1.1K shop reviews)	€2.99 delivery	€479.00 Refurbished ⓘ	€481.99 ⓘ
rebuy.nl	Free delivery	€508.99 Refurbished ⓘ	€508.99 ⓘ



Price analysis

Insight into all competitors

Price analysis filters

Min. matched products

Date

Category

Brand

☐ Include shipping

Clear filters

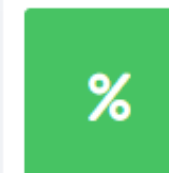
Analyze



Competitors
1071



Total products
117058



Average price difference
-1.67% [i](#)

Analyses for Agradi (NL) – Oct. 24, 2022 – Based on product price (excluding shipping costs)

Competitor ↑↓	Matched products ↑↓	Price difference (%) ↑↓	🔒	Price distribution
Competitor 1	19322 / 117058 (16.51%)	-12.38% i	●	
Competitor 2	10532 / 117058 (9.0%)	+2.82% i	●	
Competitor 3	7892 / 117058 (6.74%)	-4.44% i	●	
Competitor 4	4123 / 117058 (3.52%)	-7.97% i	●	
Competitor 5	3593 / 117058 (3.07%)	+6.79% i	●	
Competitor 6	3582 / 117058 (3.06%)	-5.07% i	●	
Competitor 7	3518 / 117058 (3.01%)	-0.37% i	●	
Competitor 8	3426 / 117058 (2.93%)	+1.92% i	●	
Competitor 9	2573 / 117058 (2.2%)	-3.01% i	●	
Competitor 10	2087 / 117058 (1.78%)	-2.07% i	●	

Competitor Analysis

Price difference history (last 30 days) compared to Competitor 1

Insight into specific competitor



Category analysis - Oct. 24, 2022 - Based on product price (excluding shipping costs)

Category ↑↓	Matched products ↑↓	Price difference (%) ↑↓		Price distribution
Category 1	3226	-11.35% 		
Category 2	1458	-5.51% 		
Category 3	1035	-18.97% 		

Product overview

Column configuration for custom dashboard													
Image	Name ↑↓	Price competition score ↑↓	Position ↑↓	Competitors ↑↓	Product price ↑↓	Cheapest product price ↑↓	Most expensive product price ↑↓	Product price difference (%) with cheapest ↑↓	Product price difference (%) with runner up ↑↓	Productset product price	Manual Scrape	Product price difference with cheapest ↑↓	Product in Google Shopping
	Brita Waterfilterpatroon Maxtra+ 3 pack, stuks	87.8% 	5	32	€ 21.50	€ 15.28	€ 28.54	28.93%	-%	Neither cheapest nor most expensive	Scrape	€ 6.22	↗
	Cacharel Anais Eau de Toilette Vapo Female, 30 ml	42.2% 	22	36	€ 32.75	€ 20.99	€ 39.50	35.91%	-%	Neither cheapest nor most expensive	Scrape	€ 11.76	↗
	Davidoff Cool Water Woman Eau de Toilette, 30 ml	50.0% 	4	6	€ 23.25	€ 16.72	€ 48.11	28.09%	-%	Neither cheapest nor most expensive	Scrape	€ 6.53	↗
	Dolce & Gabbana The One Eau De Parfum 50ml	100.0% 	1	24	€ 47.63	€ 47.63	€ 99.50	-%	-%	Cheapest (with others)	Scrape	-	↗ ↗
	Duracell Batterij 2025 2 Delig Knoopcel	94.4% 	4	50	€ 2.95	€ 2.15	€ 9.06	27.12%	-%	Neither cheapest nor most expensive	Scrape	€ 0.80	↗
	HG Ontkalker 500ML	93.3% 	4	45	€ 5.80	€ 4.95	€ 13.78	14.66%	-%	Neither cheapest nor most expensive	Scrape	€ 0.85	↗
										Neither			

Show selected competitors

Image	Name ↑↓	Price competition score ↑↓	Position ↑↓	Competitors ↑↓	Product price ↑↓	Cheapest product price ↑↓	bol.com (excl)	DeOnlineDrogist.nl (excl)	Douglas.nl (excl)	Drogist.nl (excl)	Koopjesdrogisterij.nl (excl)
	Brita Waterfilterpatroon Maxtra+ 3 pack, stuks	87.8% 	5	32	€ 21.50	€ 15.28	€ 20.27	€ 22.95	-	€ 22.95	€ 23.31
	Cacharel Anais Eau de Toilette Vapo Female, 30 ml	42.2% 	22	36	€ 32.75	€ 20.99	€ 23.89	€ 27.43	€ 30.95	€ 28.95	-
	Davidoff Cool Water Woman Eau de Toilette, 30 ml	50.0% 	4	6	€ 23.25	€ 16.72	-	€ 16.72	-	€ 17.95	€ 18.70
	Dolce & Gabbana The One Eau De Parfum 50ml	100.0% 	1	24	€ 47.63	€ 47.63	€ 51.94	€ 47.63	€ 82.95	€ 48.95	-
	Duracell Batterij 2025 2 Delig Knoopcel	94.4% 	4	50	€ 2.95	€ 2.15	-	-	-	-	€ 3.10
	HG Ontkalker 500ML	93.3% 	4	45	€ 5.80	€ 4.95	€ 9.20	€ 5.80	-	-	€ 5.94
	Hg Duo Ontstopper 2 X	96.7% 	3	63	€ 10.50	€ 8.09	€ 16.05	€ 9.95	-	€ 11.87	-

An illustration of a man with dark hair, wearing a red polo shirt and dark pants with a white belt buckle. He is smiling and looking upwards, with his hands raised as if interacting with futuristic digital interfaces. In his left hand, he holds a glowing white brain icon surrounded by concentric dashed circles. In his right hand, he holds a glowing white circular icon with a vertical bar chart inside. The background is light blue with white circuit-like lines and dots. A large, semi-transparent white 'B' logo is positioned behind the text.

3 cases with the Bigshopper PMT



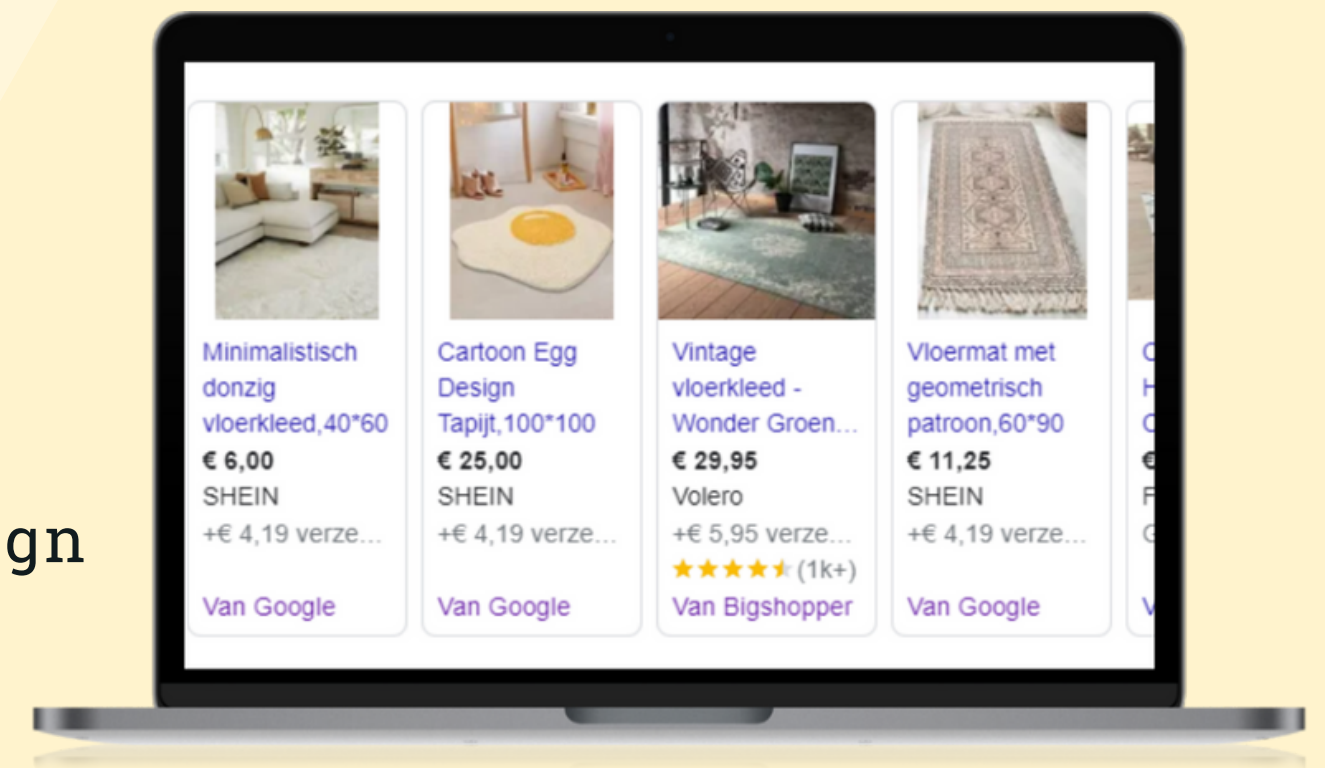
1: At your best in Google Shopping

Context: A large fashion retailer is struggling to make Google Shopping profitable due to a competitive market and high prices.

Cause: Consumers see Google Shopping as a price comparator. By charging too high prices, this fashion shop (almost) never wins the conversion.

Solution: Using the PMT, the price difference with the cheapest was identified. With rules in the Merchant Center, only the products were shown when the fashion shop was less than 5% more expensive.

Result: Profitable campaigns at last: the ROAS of the Shopping campaign increased by more than 50%!



2: Budget Dynamic Repricer

Context: An agricultural supplier always wants to match the cheapest price, but not spend a full-time position on it.

Requirements: Bigshopper Price Monitoring Tool & Channable

Solution: Using the PMT, the price of the cheapest supplier, or the price of the follow-up (if itself cheapest) was linked to rules in Channable. Prices were adjusted automatically and additional rules were set for minimum margin.

Result: a well-functioning dynamic repricer. This supplier was never too expensive, or too cheap, again!



3: Insight & Control in Performance Max

Context: In an online world where Google Ads is increasingly closing its doors, it is quickly unclear what is being done with your budget.

Solution: Using the PMT, daily updated labels to a custom label were sent along to Google Ads. Within Google Ads, separate campaigns for non-competing products could be chosen. Insight could also be realised into how the campaign performed based on product set.

Result: Insight and control when that is made increasingly difficult. Marketers can again do what they do best: analyse and optimise.



Why collaborate with Bigshopper?



20% DISCOUNT ON CLICK COSTS



ADDITIONAL TRAFFIC FROM BIGSHOPPER AND SEARCH PARTNERS



PREMIUM GOOGLE CSS PARTNER & SUPPORT



ACTIVE IN ALL COUNTRIES



PERSONAL DASHBOARD WITH TOOLS



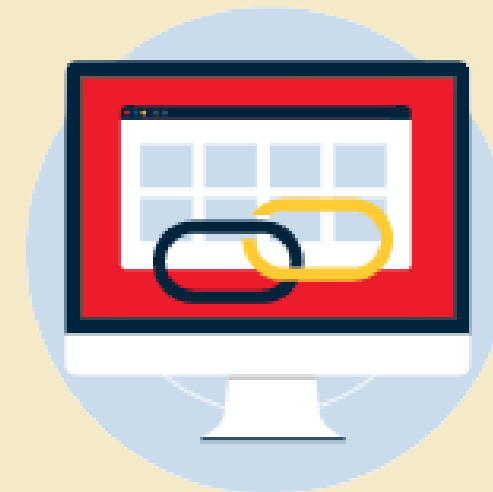
CHEAPEST PROVIDER AND 100% INDEPENDENT



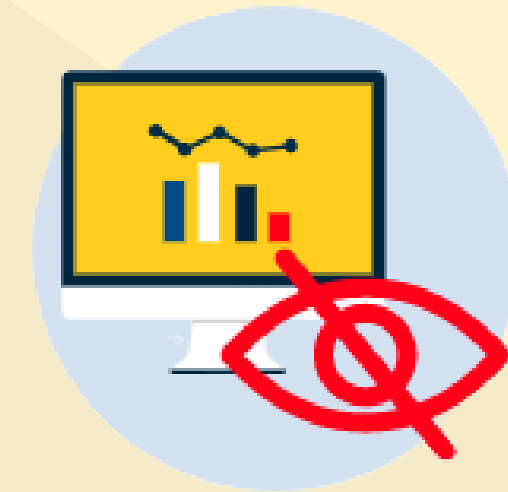
SAFE AND FAST



KNOWN FROM TV



OWN SELLER'S PAGE WITH FREE BACKLINK

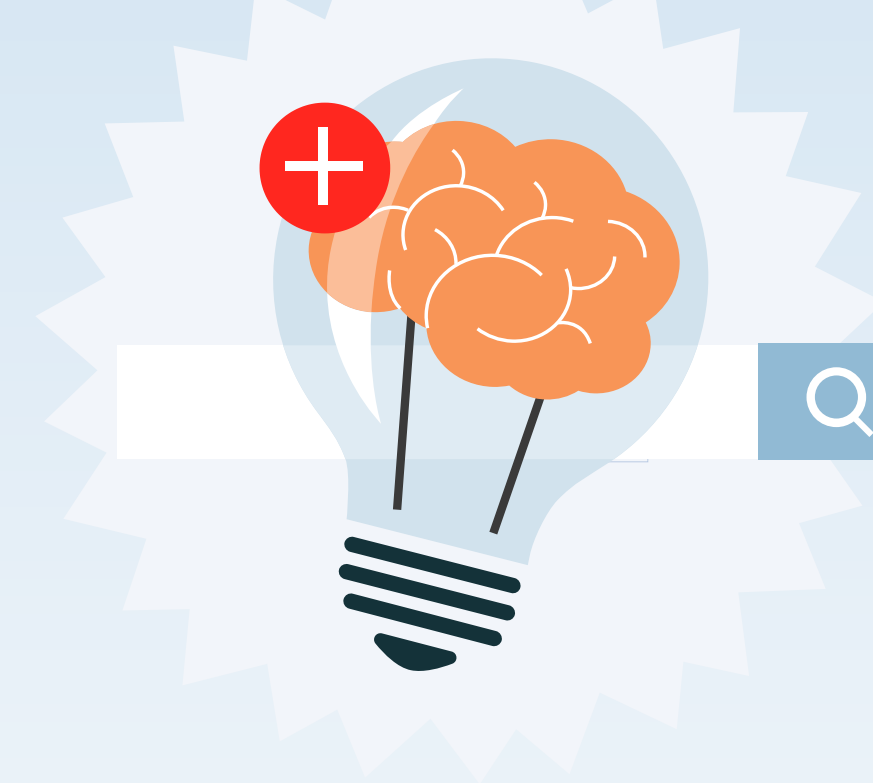


MINIMAL SHARING OF DATA

Our packages

Scraping a product once costs 1 credit

The number of scraped products and the scraping frequency
can be configured by yourself



1.000 credits	€29,00
5.000 credits	€39,00
10.000 credits	€49,00
15.000 credits	€59,00
20.000 credits	€69,00
25.000 credits	€79,00
30.000 credits	€89,00

35.000 credits	€99,00
55.000 credits	€149,00
75.000 credits	€199,00
100.000 credits	€249,00
150.000 credits	€349,00
300.000 credits	€599,00
> 300.000 credits	<u>Contact Bigshopper</u>



Would you like to start working with us?



Tom van Putten
Partnership Manager

**Register website
right away**

Bigshopper
Hereweg 95
9721 AA Groningen
Nederland

Contact
+31 50 211 26 09
+316 58 90 64 28
vanputten@bigshopper.nl

PHILIPS

EasyToys
Better toys, greater joys

W
wehkamp

zalando

cool
blue

ZONNEBRILLEN.COM

CHASIN'

scapino

belsimpel.

smartphonehoesjes.nl
You love it? We cover it!

pets
place

BRANDFIELD

GYZS

Tuinland
groeien van geluk

FEBRUARI 2022
2500+
MERCHANTS

AMERICA
TODAY

de beste vriend van je dier

SISSY-BOY

agradi.nl

DE
ONLINE DROGIST.NL
DE GROOTSTE 24 UURS DROGIST VAN NL

AZALP.

travelbags

MijnAutoOnderdelen.nl

deBijenkorf

