



More market understanding - better decisions

Price & market monitoring - for manufacturers and retailers



oraya Compass enables fast and reliable price monitoring
online.

Your self-service SaaS-solution for adequate online price
analyses.

Demand-oriented, lean, informative.

Create your own portfolio

Manage the products to be monitored, clearly organised and always flexible.



RAYA compass Portfolio Analytics Notifications 97 Discovery

Portfolio

Delete Export Import Add article

SKU ↑	Name	Category	Label	Price	No. of URLs	Delete	Settings
1	Product 1	Handy	a	19.99	4		
2	Product 2	Handy	a	39.99	1		
3	Product 3	Handy	a	54.99	2		
4	Product 4	Handy	a	22.99	2		
5	Product 5	Smartphone	a	89.00	1		
6	Product 6	Smartphone	a	139.00	1		
7	Product 7	Router	a	39.99	1		
8	Product 8	Smartphone	a	249.00	1		

Settings SKU: 496620

Search settings Notifications Article details

Monitored URLs

Status: All

Status	URL	Domain ↑	Frequency	
		Website 1	daily	
		Website 2	daily	
		Website 3	daily	
		Website 4	daily	

Add URLs

Enter product URLs directly or import a complete list.

URL Add

Import multiple URLs



Use the comprehensive analyses

Benefit from customisable analyses and exportable views.

The dashboard displays three main analytical views:

- Product insights:** A table showing price trends for 12 products. Columns include SKU, Name, Brand, Category, Label, Price, Min., Max., and Median. A date range filter is set to 25.04.2024 to 02.05.2024.
- Product insights > Product comparison:** A detailed view comparing three products (AS211, AS212, AS213) across metrics like Median competitor price, Range, and Min./Max. Median. It includes a line chart showing price changes over time from 09.10.2023 to 03.10.2024.
- Competitor positioning:** A table comparing prices with competitors. Columns include SKU, Name, Label, Category, Price, Competitor price, Difference, and URL. The table shows 8 products with their respective competitor prices and percentage differences.

SKU	Name	Brand	Category	Label	Price	Min.	Max.	Median
123456789	Produkt 1	Brand 1	Category 1	1	2.199,66	+53,891% (3.772,00)	+61,891% (3.772,00)	+63,891% (3.772,00)
123456789	Produkt 2	Brand 1	Category 1	1	614,97	+13,023% (700,86)	+58,023% (1.483,50)	+43,363% (1.303,50)
123456789	Produkt 3	Brand 1	Category 1	1	712,79	+17,495% (861,94)	+50,328% (1.433,00)	+37,99% (1.146,00)
123456789	Produkt 4	Brand 1	Category 1	1	1.708,89	+7,940% (1.836,43)	+51,191% (3.498,00)	+36,161% (2.477,50)
123456789	Produkt 5	Brand 1	Category 1	1	522,69	+26,691% (702,00)	+29,691% (742,00)	+30,691% (702,00)
123456789	Produkt 6	Brand 1	Category 1	2	430,15	-16,173% (364,00)	+33,721% (649,00)	+26,547% (562,00)
123456789	Produkt 7	Brand 1	Category 1	2	1.383,86	+16,375% (1.320,90)	+17,501% (1.431,50)	+14,001% (1.375,50)
123456789	Produkt 8	Brand 2	Category 2	2	9.136,66	+0,051% (9.141,26)	+4,610% (9.378,00)	+2,308% (9.390,14)
123456789	Produkt 9	Brand 2	Category 2	2	1.644,42	-14,594% (1.403,00)	+9,320% (1.813,56)	-1,241% (1.424,20)
123456789	Produkt 10							
123456789	Produkt 11							
123456789	Produkt 12							

SKU	Name	Label	Category	Price	Competitor price	Difference	URL
1	Produkt 1		Unterhaltungselektronik / Zeilendrucker	459,00	505,00	+11,33%	
2	Produkt 2		Unterhaltungselektronik / Zeilendrucker	459,00	434,93	-14,73%	
3	Produkt 3		Unterhaltungselektronik / Computer-u. Zubehoer	34,99	39,00	+11,46%	
4	Produkt 4		Unterhaltungselektronik / Audio-u. Zubehoer	159,00	139,00	-14,91%	
5	Produkt 5		Unterhaltungselektronik / Computer-u. Zubehoer	100,00	129,00	+29%	
6	Produkt 6		Handy	19,99	18,99	-5,01%	
7	Produkt 7		Smartphone	139,00	165,00	+18,7%	
8	Produkt 8		Smartphone	799,00	777,00	-2,82%	

Keep yourself up to date

Use the notification system for personalised notifications.



The screenshot displays the RAYA compass notification system interface. The main window shows a list of messages with columns for Datum, Typ, Artikelname, and Nachricht. A modal dialog titled "Configure Default Notifications" is open, allowing users to customize their notification preferences.

Message List:

Datum ↓	Typ	Artikelname	Nachricht	URL
09/10/2023	Preisänderung	Corny Big Schoko 50g	↑ website13.com - Preis gestiegen von 3.27 auf 3.67	
05/10/2023	Preisänderung	Corny Big Schoko 50g	↓ website13.com - Preis gesunken von 3.77 auf 3.27	
29/09/2023	Shopanfrage		Die Website competitor_site.de wurde hinzugefügt. Sie können jetzt URLs zur Beobachtung hinzufügen.	
28/09/2023	URL Import	Corny Big Schoko 50g	Wir haben den URL-Import für den Artikel 123456 abgeschlossen. Alle 6 URLs wurden erfolgreich hinzugefügt und können im Portfolio konfiguriert werden.	
28/09/2023	Shopanfrage	Corny Big Schoko 50g	Die Website shop24.de wurde hinzugefügt. Sie können jetzt URLs zur Beobachtung hinzufügen.	
28/09/2023	Shopanfrage	Corny Big Schoko 50g	Die Website shop3.de wurde hinzugefügt. Sie können jetzt URLs zur Beobachtung hinzufügen.	
28/09/2023	Shopanfrage	Corny Big Schoko 50g	Die Website website7.de wurde hinzugefügt. Sie können jetzt URLs zur Beobachtung hinzufügen.	
28/09/2023	Shopanfrage	Corny Big Schoko 50g	Die Website website13.com wurde hinzugefügt. Sie können jetzt URLs zur Beobachtung hinzufügen.	
26/09/2023	Shopanfrage	Lindt Lindor weiß 136g	Sie haben die folgende Website angefordert: competitor_site.de	
18/09/2023	Shopanfrage	Duracell Ultra Power Batterie 9V	Sie haben die folgende Website angefordert: websitename.de	

Configure Default Notifications Dialog:

Notify me when the price changed

the price changed more than %

Also send me notification by email to:

*Leave empty if you do not want to receive them by email. Multiple emails can be separated by ; or ,

Buttons: Cancel, Save

oraya Compass searches for you

Identify competitors that you did not know before.



The screenshot displays the Oraya Compass Discovery interface. The top navigation bar includes 'ORAYA compass', 'Portfolio', 'Analytics', 'Notifications 97', and 'Discovery'. The main content area is titled 'Discovery' and features a search bar for 'Own article'. Below the search bar, there are two expandable sections: 'aetka Shop (2 products found)' and 'Afb social & green IT - DE (6 products found)'. Each section contains a table with columns for 'Name of found article', 'Articles it was found for', 'Price', and 'Last found on'. A modal dialog titled 'Add to monitoring list' is open, prompting the user to 'Select the article for which you would like to monitor this URL'. The dialog includes a search bar and a list of found articles, with 'Emporia - smart.5 Mini' selected. Buttons for 'Cancel' and 'Add to list' are visible at the bottom of the dialog.

Name of found article	Articles it was found for	Price	Last found on
Emporia - smart.5 Mini	emporia SMART.5 schwarz (SE)	199.99	23.10.2023
Emporia Talkglam, Tastenhandy, Schwarz	emporia SMART.5 schwarz (SE)	52.69	23.10.2023

Name of found article	Articles it was found for	Price	Last found on
Apple AirPods 2	Apple AirPods 2, Gen	134.65	31.10.2023
Apple AirTag - 1er-Pack	Apple AirTag 4-Pack,Apple AirTag	32.99	31.10.2023
Apple iPad 10.2" WiFi 128 GB Space Grau	Apple iPad 2021 Wi-Fi 10.2" Grau 256 G		
Fairphone 4 5G 128 GB grau	Fairphone 4 128GB grau (SE)		
Samsung Galaxy A40 (64GB) Schwarz	Samsung G. A23 64GB schwarz (SE),Samsung (SE)		
Samsung Galaxy A40 (64GB) Schwarz	Samsung G. A14 LTE 64GB schwarz		



All advantages at a glance

What oraya Compass offers you



oraya Compass enables you to track your competitors' prices quickly and easily.



The individual, product-specific selection of online shops allows you to carry out detailed and benefit-optimised analyses of the competition.



Regular crawling of online prices enables you to react quickly to **changes in the market** and adjust your own prices accordingly.




Automate the process of price monitoring and analysis with oraya compass. Save time and resources. Every day.



By adapting your prices to the market and continuously monitoring your strategy, you can **maximise your profits and remain competitive**.



The **export function** for charts, analyses, graphics and collected data enables further analyses and transfer to BI tools.



Successful retailers and manufacturers use customised market information for their daily decisions.

Our experience shows that systematically analysing market information can have a lasting impact on profitability within a few months.



You are the expert for your industry.
We collect the data you need.
And with **oraya compass**
we offer the tool for comprehensive visualisation.



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