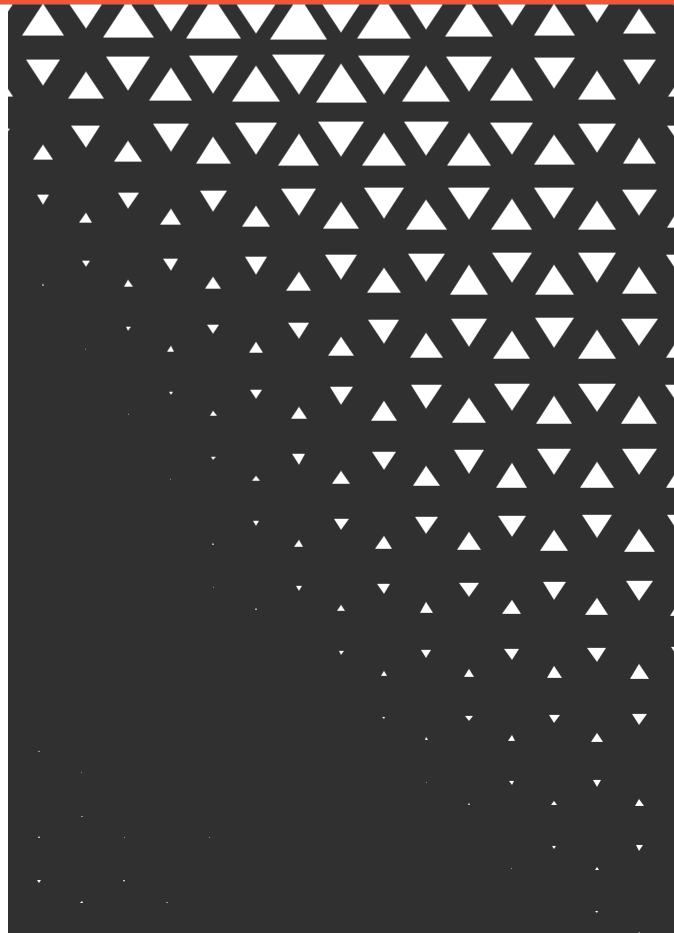# Phoenix Consultancy

Why Do You Need an e-Commerce Web Scraper?

Web Scraping in e-Commerce

When it comes to growing your e-business, competition is probably your first and main concern. Whatever is the nature of the product, your brand probably has innumerable competitors all over the Web, which gives us an immense number of similar products, followed by thousands of purchases made by customers - and all of their reviews that you should be aware of and take it for analysis.

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How to ensure your success?

To understand how to leave your competition behind, you need to understand what exactly are they doing - this way you'll make appropriate decisions for your business.

Having a comprehensive data of a comparable products which appear in the market every day, you can have answers on several burning questions as: What is being sold? On which price? Is there an ongoing interest around this type of product? - in the palm of your hand.

A **web scraper** can help you keep a constant watch on this data and get all the required information in just one click. Over the years, our company has mastered a web scraping process, bringing you custom made solutions that helps your business gather all valuable data due to its growth.

Simplified, web scraping is the method of acquiring data and getting content from online sources with minimal efforts. Being based on using predefined algorithms to visit websites, where they're checking and collecting all the relevant data, it provides you databases with the desired structured data from the specified websites as a final result.

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WEB SCRAPING & E-COMMERCE

How does Web Scraper Work?

First step is to request the target website for the specific URL contents. The web scraper will be given one or more URLs to load before scraping. This information is usually returned to the scraper in HTML format before loading the entire HTML code for the page in question.

Next, the scraper will either extract all the data on the page or specific data selected by the user. In an ideal scenario, the user will go through the process of selecting the specific data they desire - for example, you might want to scrape an Amazon product page in order to have an insight into relevant prices and available models, but are not particularly interested in product reviews.

Finally, the web scraper will output all the data that has been collected into a format that is more useful to the user, usually in form of a CSV or Excel spreadsheet – so it could be managed manually or within other program, while more advanced scrapers will support other formats such as JSON, which can be used for an API if needed so.

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How can Web Scraper help your business?

Web scraping has arisen as an exceptionally powerful strategy for any ecommerce business by gaining rich insights to help online retailers in competing against their opponents and also save time and cost in the process. It can be leveraged to generate all kinds of data right from pricing information to sentiments analysis from social media, helping in the identification of consumers' preferences and choices.

Here are some **benefits** you can most certainly count upon to:

Price Monitoring

Product Intelligence

Inventory Management

Improves Marketing & Sales Strategy

Helps in Future Analysis

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WEB SCRAPING

Benefits to your Business

▶ Price Monitoring

Price optimization and comparison is the crucial part of information gathered through the scraping of e-commerce websites. It collects data from various sources and presents it to the merchant, enabling him to examine the pricing patterns and put a competitive cost on their product.Price optimization increases e-commerce revenue.

▶ Product Intelligence

Track e-commerce products being in high demand and highlight top-ranking, gather products description, seller and shipping details, etc. E-commerce web scraper will lead you towards better understanding of product trends and identifying the most suitable ways to estimate a product's performance - bringing effective measures for product enhancement. Furthermore, collecting product information would benefit you to make good product assortment decisions.

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▶ Inventory Management

Track your inventory in real-time by receiving alerts for low-stock or sold-out items. Web scraper helps you track inventory set upand make adjustment when the stock reaches a certain point-enabling you to have the right products in the right quantity.

▶ Improves Marketing & Sales Strategy

Web scraping provides valuable insights aligned with new business strategies, helping businesses to implement appropriate sales and growth strategies with current data, allowing being ahead of the competition.

▶ Helps in Future Analysis

Scraping e-commerce sites and monitoring similar or competitor products get you an insight in customers behavior, what they want and how much they will pay for it, you can even perform a comprehensive predictive analysis. This data can help in predicting the optimal time to launch a product at the most optimal price. By formulating targeted recommendations, you can improve supply chain management and monetize your business.

THE NEED FOR WEB SCRAPING

Conclusion

With the help of web scraper, you can gather numerous information and then use predictive analysis to analyze past and present trends to foresee future trendsand leverage that significant competitive advantage to increase sales to its maximum potential–growing your business by lowering cost, time and effort. Given the amount of around **80%** online customers comparing prices before shopping, usage of web scraper will provide you significant advantage to take prompt action on competitors insights and maximize your profit.

Extracting and leveraging data from e-commerce websites may see mto be an intimidating action, but all of the challenges web scraper can face could be successfully mitigated by using dynamic IP addresses, Captcha solving services to avoid those issues, sending requests at various intervals and keeping up-to-date with website dynamics–so everything that you have to worry about at this point is to give an answer to the question:

When do we start?

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