



You have a lot of choice when it comes to direct scraping data providers. How do you make the *right one*?

When it comes to choosing a **direct scraping data** provider, you have a lot of choice. But the reality is that many vendors sell low-quality data or provide solutions that require serious time and money to maintain.

That's because there are two different types of direct scraping services: managed scraping and manual scraping.

The vast majority of data vendors sell manual scraping services. Manual scraping services are like a car with a stick shift: they work, but they require manual maneuvering. And when you're driving that car through traffic, there are plenty of decisions to make every moment. You constantly need to keep URLs updated, product listings relevant, and continually check whether the pricing data delivered to you matches what's actually on your competitor's website.

Managed scraping services, on the other hand, are like an automatic transmission in a beautiful BMW. You don't even need to think about switching gears. Instead of managing the data quality, inventory, and URLs of competitors, a managed scraping service does it all for you. Rather than wasting time checking data matches, you can just open your pricing tool and go directly into data insights.



Manual scraping services



Managed scraping services

SETUP	Manually add the URLs of your products and decide which data to scrape	Connect your product feed and supply a list of competitors. The matched service takes care of the rest
MATCHING INTELLIGENCE	URL-based matches	Several different options: base matches on URLs, GTINS, MPNs, Titles, or any combination of the above
ADDING NEW PRODUCTS TO YOUR ASSORTMENT	Manually upload new product URLs, for both your products and your competitor's listings of those products	Since it's feed-based, the managed service will automatically detect new products in your assortment and look for matches across your competition's websites
MAINTENANCE	Completely manual maintenance. If a competitor's URL structure changes, for example, you need to supply the new URLs to the data service. Same for if a competitor's website layout changes — you need to reconfigure the spider to match the new layout, not the data service	Data provider monitors website changes and reconfigures data collection as needed
PRODUCT AVAILABILITY	Can't make distinctions between available and unavailable products	Automatically test if you can order a product on a competitor website
BONUS FEATURES	Not applicable	Can make assortment suggestions and tell you which products your competitors sell that you don't

Managed scraping services — like the one offered by Omnia — save time in the comparison pricing data collection process. They also mean your team consistently has more accurate data for more profitable pricing strategies.

Don't let your pricing solution become a pricing hinderance

Managed scraping services make your investment in a pricing system worthwhile. To learn more about Omnia's managed scraping options and how they help make your business more profitable, reach out today.

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