



Best price

Car Park Competitor Price Monitor

Parking operations around the world are looking for ways to increase competitiveness as well as profits. Not only are operators interested in their competitors' pricing, but customers are more price aware and savvy about their parking choices than ever before.

AUTOMATE & OPTIMIZE

Some car park operators regularly check their competitors' rates, manually recording the information on an ad hoc basis. With today's technology and visible online pricing, it makes sense to consider a tool that automates this manual task and provides key data that is consistently available for analysis.

LET IDEAS DO THE WORK

IDEaS Car Park Competitor Price Monitor enables you to stay ahead by keeping track of competitor price points and changes, equipping you with the right tools to quickly react to new prices or to offer price guarantees. Additionally, IDEaS Car Park

Key Benefits

- Compare pricing across multiple competitors and products
- View graphical insights by arrival date, length of stay and day of week
- Receive alerts for specific price changes on selected competitor products
- Retain historical price change data to provide a broader view on fluctuations
- Filter date ranges & competitor products
- Export data for ultimate flexibility

Competitor Price Monitor continuously watches selected competitor pricing and highlights changes to existing price points, giving you the competitive edge.

INCREASE SALES CONVERSION

Whether your objective is to match or beat your competitors' prices on all or just a select number of products, IDEaS Car Park Competitor Price Monitor ensures you'll always be aware of their pricing strategy—enabling you to meet your lowest price guarantee promise consistently, and maximize sales conversion, especially among price sensitive customers.

ENHANCE REPORTING CAPABILITIES

The IDeaS Car Park Competitor Price Monitor online dashboard enables your team to not only view and manage competitor pricing alerts, but also provide comprehensive business intelligence and management reporting capabilities to illustrate relative price positioning and enable strategic pricing management.

GO BEYOND PRICE MONITORING

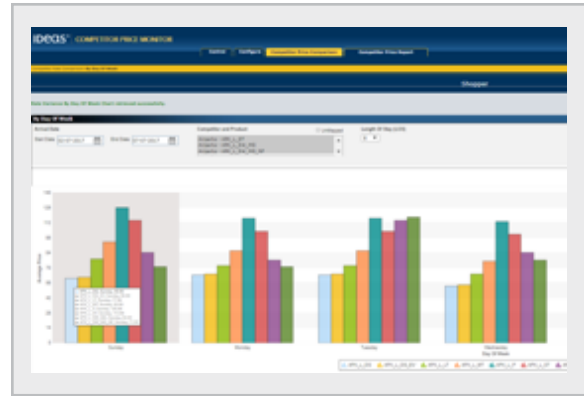
For car parks ready for dynamic pricing, IDeaS Car Park Revenue Management System (RMS) is an automated, self-learning solution that forecasts demand with a clear view of competitor price, enabling proactive and optimized pricing decisions across all car parks.

Using advanced analytics to select the optimal rate with the highest probability of selling based on the arrival date, length of stay and capacity, IDeaS Car Park RMS accounts for competitor rates for the same parameters and provides a market impacted price.

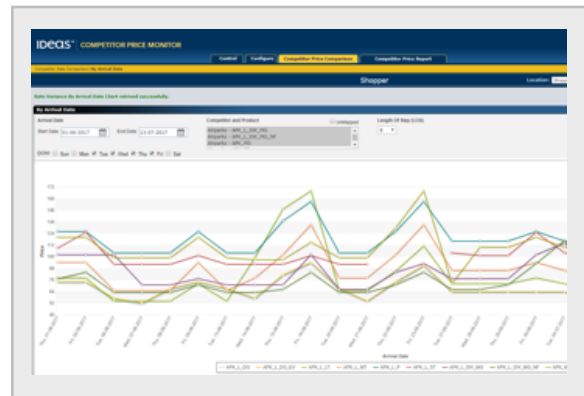
This price is designed to compete with competitor prices while protecting your premium products and prices—facilitating maximum profit while mitigating the risks associated with demand uncertainty and last-minute marketplace volatility.

EVALUATE YOUR CAR PARK REVENUE OPPORTUNITIES TODAY

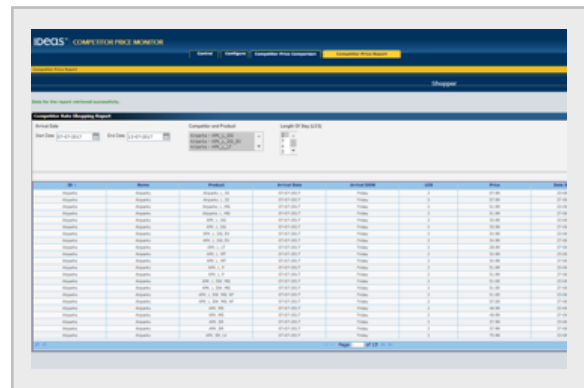
Learn more about how IDeaS Revenue Solutions can improve your competitiveness and top-of-line performance across your business.



See prices by day of week or by length of stay



Monitor prices by arrival date



Report on price data over time