



Power Automate Simplifies Competitor Price Monitoring Across 1000+ Stores



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WHO WE ARE

“ UB Technology Innovations is a Microsoft Power Platform delivery partner offering no/lowcode solutions, virtual bots, RPA, and data insights. We help clients on their digitalization journey by automating tasks, optimizing workflows, and providing a competitive edge through quick app deployment ”

WHAT WE DO

- Compliance and Security
- Enhance Productivity
- Improve Time to Market
- Reduce Operational Costs
- Maximize Profits
- Customer Experience



THE CLIENT

The client is a global beverage company that manages and grows a wide range of popular spirits and drink brands. As a family-owned business, they focus on building strong brands that match changing customer preferences. They work closely with new and established products, helping each succeed through marketing, distribution, and long-term planning. Their goal is to stay ahead in the market by understanding what people want and delivering high-quality, relevant beverages across the world.



CHALLENGES

For companies selling through third-party retailers, knowing how their products are priced across stores is crucial, especially when pricing varies by region or platform. This visibility helps shape stronger pricing strategies and stay ahead in a crowded market. Our client needed a reliable way to collect and compare product price data across multiple store websites for this exact purpose. However, there were specific challenges that made this requirement difficult to execute:

- Too Many Store Links to Check One by One: The client had a large Excel sheet with over 1000 store links. Each link led to a specific store page, and manually opening every link to collect information was time-consuming.
- Every Store Page Looked and Worked Differently: Since each store had its own design and structure, there was no standard format for collecting the product details. This made the process harder to repeat.
- Multiple Product Variants per Store: Each store listed diverse products, and the client required only 7 types with specific details for all of them. This multiplied the manual work for each store.





SOLUTION

To simplify and speed up the entire product data collection process, a solution was built using Microsoft Power Automate and browser automation. The goal was to extract all required information (such as price, title, product URL, and image) from each store link without any manual work.

Here is how the process was set up:

- **Automated Link-by-Link Access:** The automation bot was designed to open each store link from the client's Excel sheet, more than 1000 rows, one by one, without human involvement.
- **Smart Handling of Store Setup Step:** Before the actual product data is seen, the store pages required a button click ("Make this my store") to load location-based prices, especially the ones with JavaScript content. The automation was trained to detect and click this button first, ensuring accurate data capture for each store.
- **Looping Through All Product Variants:** Once inside the store web page, the system looped through the 7 products listed under that store, scraping the price, product title, image URL, and product page link for each item.
- **Avoided Website Blocking with Smart Automation Logic:** To ensure the system did not get blocked by anti-scraping filters on store websites, the automation included time delays (random) between actions. This made the process behave more like a human user and prevented rate limiting or access issues.
- **Separate Output Files for Each Store:** For better organization, the collected data was saved as separate Excel files (1 per store), making it easier for the client to strategize their product prices across locations.



SOLUTION BENEFITS

By automating the product data collection across store websites, the client was able to shift from a slow, manual task to a reliable, structured process. Here's what changed after implementation:

- **Huge Time Savings Across Teams:** What once took days of manual work was now completed in a few minutes through automation, freeing up the team to focus on actual pricing analysis instead of data gathering.
- **Accurate and Clean Data Every Time:** Since the automation followed a consistent structure, it avoided the common mistakes that happen during manual copying, like missing values or incorrect pricing.
- **Data Ready for Comparison:** With all the product details organized neatly in Excel files, the client could now compare pricing across stores instantly, making it easier to spot patterns or outliers.
- **Scalable and Repeatable Process:** Regardless of the number of stores picked for competitor analysis, the setup remains the same. No additional effort is needed to scale the process.
- **Supports Pricing Strategy with Evidence:** The availability of structured, store-wise product data gave the client a clear view of how their products are priced across platforms, helping them make more informed pricing decisions.



www.ubtiinc.com



info@ubtiinc.com



+1 (714) 912-1600



Conclusion:

With the Power Automate-based solution, the client no longer had to rely on manual checks for collecting product pricing across store websites. The automation now handles everything, right from opening store links and interacting with the site to extracting and saving data in structured Excel files. This not only reduced manual effort but also gave the team accurate, ready-to-use data for pricing decisions. UB Technology Innovations, Inc. continues to support such retail automation needs by turning repetitive tasks into scalable, error-free systems.



ABOUT US

UB Technology Innovations, Inc. (UBTI) is a leading global technology solution provider with over 3 decades of experience across all industries, specializing in Capital Markets (Asset Management), Logistics, and Healthcare. We are the preferred Microsoft Solutions Partner backed by a world-class team of Microsoft Certified experts with rich experience in Azure Cloud Platform and Data Analytics.



UB Technology Innovations, Inc.
2401 E Katella Ave, Suite 450
Anaheim, CA 92806



www.ubtiinc.com



[company/ubti](https://www.linkedin.com/company/ubti)



info@ubtiinc.com



+1 (714) 912-1600



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