

Keeping track of competitor product launches isn't easy, but we have a solution

**PRODUX360** monitors product availability online and quickly lets you know about *relevant* product launches, out-of-stocks or delistings, ingredient changes, ingredient first use as well as price changes

Use our database to research product information or just set up your alerts, selecting retailers, categories, brands or ingredients you're interested in. As we see changes, we'll let you know

**PRODUX360** is in late-stage beta, in test with some of the world's largest consumer goods companies. Let us know if you want to give it a spin

Right now, we cover just seven retailers but in the coming months will greatly expand coverage to have details on millions of products, including retailers from many countries

**Powerful search**

**Easy alert creation**

**Simple notifications**

The interface includes a search bar with filters for Text anywhere, Product name, Product description, Product Ingredient, Search for (All products, New products, Delisted products), Since, Price change, Ingredient changed, Country, Retailer, Filter brands, and Click brand to select (max 30). Product listings show items like Anticavity Fluoride Simply White Past, Suave Profession Smooth Collection, Offer - Heyland & Grapefruit Body L, Eau de Parfum R, Love, Hollywood Royal Rollerball, and La Petite Robe Noire Hair Mis.

**NOTIFICATION SETTINGS**

Alert Type: Country, Retailer / Category, Brand

Enter the name of your new alert (Max 75 characters)

Enter name of alert here

Please indicate the criteria to track. You can create as many alerts as you want so be as specific as you need.

- New Product
- Out of Stock / Delisted Product
- Price Change
  - Enter percent: %
- Ingredients Change
  - Enter ingredient:

Next >>

**Simple notifications**

Product change notification

To: [User], From: Product360.com <mail@business360.com>

Test2, please find the latest summary results of your product tracker below:

**NP Jan 30 (all retailers)**

Search criteria: New products since Oct 30, 2014  
Results Show: Click here to see full results.

- Also Vera Gel amp Tea Tree (200ml Gel)** by ALOE PURA from Tesco
- NEW! Black Peppercorn Bestsellers Gift Set (Value!) 1 set** by Molton Brown from Beauty
- NEW! Winter Wash Gift Set For Him (Value!) 1 set** by Molton Brown from Beauty



Interested? Need more information? Contact John: +1 212 866 4680  
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## Categories tracked

### FOOD

- Baby food
- Bakery
- Baked goods
- Biscuits
- Breakfast cereals
- Canned and preserved food
- Chilled processed food
- Confectionery
- Chocolate confectionery
- Gum
- Sugar confectionery
- Dairy
- Cheese
- Drinking milk products
- Yoghurt and sour milk drinks
- Other dairy
- Dried processed food
- Frozen processed food
- Ice cream
- Meal replacement
- Noodles
- Oils and fats
- Pasta
- Ready meals
- Sauces, dressings and condiments
- Snack bars
- Soup
- Spreads
- Sweet and savory snacks

### BEAUTY AND PERSONAL CARE

- Baby and child care
- Bath and shower
- Color cosmetics
- Deodorants
- Depilatories
- Fragrances
- Hair care
- Men's grooming
- Oral care
- Sets and kits
- Skin care
- Sun care

### HOMECARE

- Air care
- Bleach
- Dishwashing
- Insecticides
- Laundry care
- Polishes
- Surface care
- Toilet care

If there are specific categories  
you want to track, let us know  
and we'll add them in

## Target development path

