



Seeing the Competition Through the Customer's Eyes

In online furniture and home goods, product overlap is everywhere. Many retailers source from the same manufacturers, but listings often differ in name, imagery, and subtle design details. This makes it difficult to truly benchmark against competitors. What looks like five distinct items may, in fact, be the same nightstand.

To cut through this ambiguity, a leading e-commerce platform partnered with TinyFish to implement intelligent product matching powered by TinyFish enterprise web agents. Rather than relying on SKUs, titles, or brand names, TinyFish uses multi-layered perception, analyzing images, dimensions, attributes, warranties, and bundled offerings to identify equivalent or near-equivalent products across the market.

This approach reframes benchmarking from a catalog exercise to a customer-centric one. It reveals true product overlap, even when identifiers are obfuscated, descriptions rewritten, or features rearranged.

With this richer perspective, the team can now compare offerings with precision and scale, delivering new insights into pricing, positioning, and assortment that were previously out of reach. The capability is already informing broader competitive strategy and merchandising decisions for the customer.