

Westman Atelier vs. the field

Westman Atelier is being compared against MERIT Beauty, Jones Road Beauty. This first-pass teardown found 20 visible competitor price points from public storefront data. The strongest immediate move is to compare overlap products, then use repeated competitor categories as merchandising tests. This PDF is generated by the RivalDrop order runner and includes the evidence quality so nobody mistakes guesswork for gospel.

ORDER

**agency-
sample-
westman-
atelier-
2026-06-24**

PACKAGE

Standard

COMPETITORS

2

GENERATED

**June 23,
2026**

What matters first

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CRITICAL: Audit direct price overlaps first

We captured 20 visible competitor prices across 2 reachable stores. Compare overlapping SKUs against your margin floor before changing ad spend.

Next 48 hours

HIGH: Turn catalog gaps into merchandising tests

Products that repeat across multiple competitor catalogs are demand signals. Do not copy them blindly, but use them to decide what bundle, color, or add-on to test next.

Next 2 weeks

MEDIUM: Save this as the baseline

If you rerun this report next month, compare against this baseline to catch price movement and new product pushes.

Ongoing

MERIT Beauty

<https://www.meritbeauty.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Cort's Summer Favorites	\$126.00	Shopify products.json
Cate's Favorites	\$162.00	Shopify products.json
Caroline's Favorites	\$125.00	Shopify products.json
The Daytime Set	\$102.00	Shopify products.json
The Nighttime Set	\$102.00	Shopify products.json
The Card Case	\$0.00	Shopify products.json
Christine's Essentials	\$119.00	Shopify products.json
Sarah's All-Time Favorites	\$133.00	Shopify products.json

CATALOG SIGNALS

- Cort's Summer Favorites
- Cate's Favorites
- Caroline's Favorites

8 visible products or variants captured from the public storefront.

SEO GAP

SEO gap scan is enabled for this tier; manual v1 records target page families for follow-up enrichment.

Baseline run only. Future follow-up reports compare movement against this artifact.

EVIDENCE QUALITY

Pricing confidence 72%. Use this as a first-pass teardown, not a legal audit.

Public storefront data only. No buyer or competitor login required.

Jones Road Beauty

<https://www.jonesroadbeauty.com/>

PRICING MAP

PRODUCT	PRICE	NOTE
Bright Skin Illuminating Drops	\$38.00	6 variants
BIS Webhook Test - Do Not Buy	\$1.00	Shopify products.json
The Face Blending Brush	\$44.00	Shopify products.json
Your Skin Foundation Stick	\$38.00	30 variants
The Sleepless Nights Kit	\$64.00	3 variants
Blushing Stick	\$34.00	9 variants
Lip Recharge	\$24.00	9 variants
Mini Miracle Balm	\$20.00	15 variants

CATALOG SIGNALS

- Bright Skin Illuminating Drops
- BIS Webhook Test - Do Not Buy
- The Face Blending Brush

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