



## Media Kit:

1. About Competera
2. Fact Sheet
3. Solutions
4. Clients
5. Competera in numbers
6. Awards
7. Case studies
8. Mission

## About Competera

[Competera Pricing Platform](#) enables retailers and brands across all retail industries and markets to increase customer trust by setting and maintaining optimal price positions.

By continuously calculating and re-quantifying billions of possible price combinations, the platform's deep learning algorithms increase the enterprise clients' gross margin by 6%. The optimal price recommendations across the entire pricing life cycle from initial, shelf to markdown and promo price are based on 20+ pricing and non-pricing factors combined with the real-time competitive data.

We are industry-agnostic and support retailers across all industries:

*Big Box Retailers, Grocery, Health & Wellness, Consumables, OTC, DIY, Hardlines, Hardware, Auto-parts, Lawn & Garden, Apparel, Beauty, Home, Electronics, Media, Cellular, Stationery, Office Supplies, Toys, Sports, Seasonal*

by helping them set optimal price positions in stores, online, in the metaverse, in marketplaces, and mobile.

## Fact Sheet

- HQs: New York, US
- Offices: UK, USA, Ukraine
- Founded: 2014
- Co-founders: Alexandr Galkin, Andrey Mikhailov, Alexandr Sazonov
- CEO: [Alexandr Galkin](#)
- Clients: 100+ retailers across 28 countries, including Sephora, Staples, Unilever, Vodafone, Wiggle, Elkjop, Leroy Merlin, Balsam Brands, Harvey Norman.
- Employees: 70+

## Solutions

Depending on a retailer's needs at each stage of the pricing journey, Competera offers three major products that can be either combined or used separately:

- **Competitive Data** providing real-time market data
- **Pricing Automation** reducing repricing time from 60 to 4 hours weekly
- **Price Optimization** generating up to 8% revenue uplift along with up to 6% margin growth.

## Who are our clients?

Large retailers that have reached their revenue ceiling and exhausted all other ways to grow their businesses.

Using Competera's product does not require the engagement of any other team rather than category or pricing managers on the side of the retailer, ensures ten times faster time-to-value, and is four times less expensive than most solutions in the market.

## Competera in numbers

- **\$60B+** of revenue under management
- **2.4B** data points delivered annually
- **162M** optimal price recommendations annually
- **8%** average uplift in revenue
- **6%** average uplift in margin
- **+90%** accurate weekly forecasts
- **+98%** matchings quality

## Awards

- [#1 in Price Optimization & Management category by Retail CIO Radar 2022](#)
- [2022 Trusted Vendor by Crozdesk](#)
- [Customers' Choice Software by SoftwareSuggest](#)
- [Best Value Software by SoftwareSuggest](#)
- [High Performer Spring 2021 by G2 Crowd](#)

## Case Studies

- Consumer goods: [Real-time and accurate price monitoring for Unilever](#)
- Consumer Electronics: [How Elkjøp Sustained the Competition with Amazon](#)
- Apparel: [Markdown optimization: saving profit margin](#)
- Grocery: [Pricing Automation for grocery delivery service](#)
- Home decor: [More optimal discounts lead to gross margin gains and well-handled sellout](#)

## How did the idea of Competera come up?

*'We had an idea to create a product that will democratize the way retailers access the data that enables them to respond to market changes proactively. Back in 2014, we noticed that retailers rarely made data-driven pricing decisions. They mostly used long 200-page reports with the market forecast and pricing strategies recommendations from the Big Four. But these reports took months to prepare and were pretty pricey and high-level. Thus, pricing analysts, the end-users of these reports, had yet to turn these strategies into tactical steps — and they simply had no tools to do that.*

*That's how the idea of Competera was born in 2014. We wanted machine learning algorithms to do all the necessary calculations and suggest the most efficient pricing strategies, which could be easily broken down into specific steps'*

- Alexandr Galkin, CEO and co-founder of Competera Pricing Platform

## What is the mission of Competera?

*'At the end of the day, we want to make pricing in retail effortless and bridge the gap between strategy and execution, thus unlocking extra profits and revenue and helping retailers cut operational costs'*

- Alexandr Galkin, CEO and co-founder of Competera Pricing Platform