competera

2018 Year in Review

Looking back at how Competera and our clients have been elevating the world of retail pricing globally

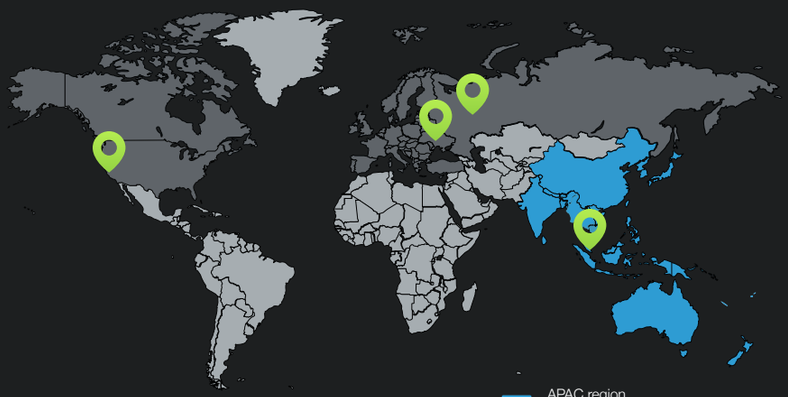
Highlights of 2018

The destination for the price optimization solution:
Competera launched a new product — Price Optimization — a next-gen AI-driven price recommendations engine which converts demand prediction into revenue boost for retailers

A pricing hub for global retail:
38 representatives of Western and Eastern European online and offline retailers held discussions about the present and future of the industry at Competera's business breakfasts in Kyiv and Moscow

Getting closer to our customers across three continents:
Representative offices launched in Los Angeles and Singapore, in addition to those in Ukraine and Russia

US SG UA RU



APAC region

Enhancing enterprise retailers from APAC region:
Three market players from Asia-Pacific have chosen Competera to increase their revenue and operational efficiency

Boosting the quality of our solutions:
49 professionals joined the team and brought brilliant industry expertise to revolutionize the pricing world

Non-stop dialogue with retailers:
Competera participated in 11 international events, conferences and business breakfasts in the UK, Germany, Singapore, Indonesia, Russia, and Ukraine

A knowledge base for 50,000 retail professionals:
Readers of our blog continually benefited from fresh industry news and market analysis throughout the year

How Our Clients Grow Their Businesses

Discover how our customers drive revenue and increase their operational efficiency with the help of Competera's Competitive Data:

An upgraded in-house automated pricing engine ready to undertake pricing decisions for the whole assortment

A significantly higher quality of pricing decisions across 10 countries of operations with different languages, assortment, prices, and currencies, as well as multiple selling channels

The best promotional campaigns in the market fueled by the synergy of the data about the market, sales and marketing performance

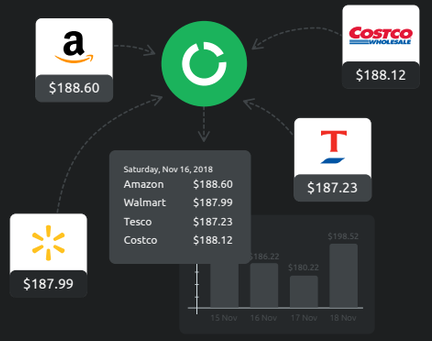
Outperformed Amazon as the main competitor in one of the key Western European markets

A fully functioning internal product to consult top fashion brands based on the data from multiple regions with different languages and market maturity

The right prices for a wide range of products all the time in the biggest European market

Competitive Data: What Is New?

With Competera's 2018 updates, our customers:



Outperform competitors, including Amazon, in their home markets with the help of our best-in-class competitive data

Customers receive the data at any level, at a convenient time and frequency, in any format, and at the blazing industry speed.

What has been introduced:

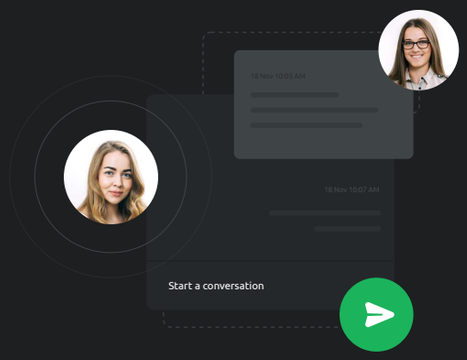
a new automatch service, which indicates products by a unique identifier, and automated rematches, which accelerate rematching.

Always stay reactive to the market changes

Our agile support team of personal managers immediately (2.5 minutes) responds to requests: clients never lose time blindly waiting for the solution, but track the progress of every application through an intuitive dashboard and plan their next moves in real time.

What has been introduced:

a new clearly structured support section and a straightforward ticket system.



Make the right pricing decisions based on a verified dataset

Retailers benefit from a fully transparent traction system of data collection, matching, and delivery. They can check the health status of every data point at any level by SKU, category or store, as well as control the quality of matches, manage rechecking sessions for matches, and set a data scanning schedule via a convenient dashboard.

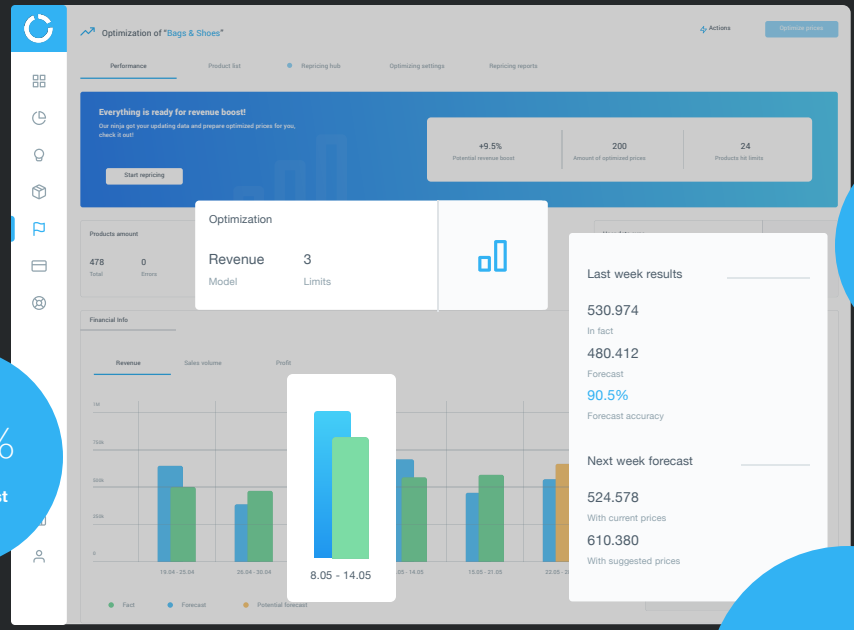
What has been introduced:

a multi-level checking algorithm, a unique system of data quality control based on an agile Service Level Agreement, a system of high price divergence notifications, a matches list and dashboard, and a rematch bucket.

As of today, **we empower retail enterprises** to stay competitive, increase revenue, grow and remain profitable **across 28 countries globally**

Price Optimization: Another Brick in the Road to Pricing the World

To prove the effectiveness of the solution, Competera held a pilot with a major Eastern European electronics **retailer with a $400 million annual turnover** and with both online and offline presence. The project which aimed to maximize revenue without losing margin showed the following results:



14%
turnover increase

16%
revenue boost

The product team grew from two to 12 people this year.

We are extremely proud to announce that several clients have already entrusted us with their pricing decisions.

2,7%
growth in the number of transactions

Competera's Plans for 2019

To empower retailers in Europe and Asia to outperform Amazon

To increase the predictability of every pricing decision of our clients

To enable our customers to sell at optimal prices and increase revenue

To help businesses launch effective and profitable promotional campaigns

To ensure that our clients grow their businesses and stay competitive

Fun Facts

powered by Competera team with ❤️

60% manpower

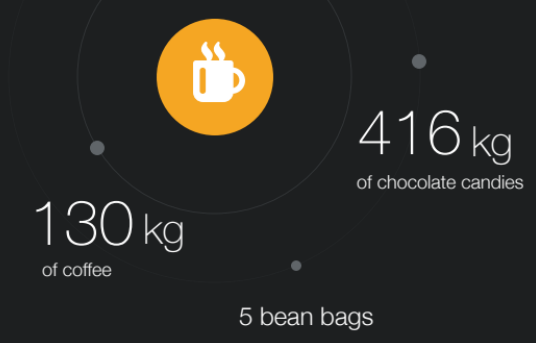
40% womanpower

19 y.o.
our team has a 19-year-old, a 46-year-old and everything in-between

213M
Slack messages

20
anti-bot security systems defeated

10K
tennis games



2019

Let's Grow a New Innovation-Powered Generation of Retail Teams!

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