competera

Optimal Prices Your Customers Trust

Competera enables retailers and brands to increase customer trust by setting and maintaining optimal price positions on a real-time basis.

How we do it:

Internal Inputs

- Shopping History
- Inventory Level
- Promo Impact
- Elasticity

External Factors

- Competitors
- Weather
- Inflation
- Seasonality

- **Optimization engine**
- **Markdown engine**
- **Automation engine**
- **Promo Mgmt engine**
- **Initial Price engine**
- **Real-time Comp Data**
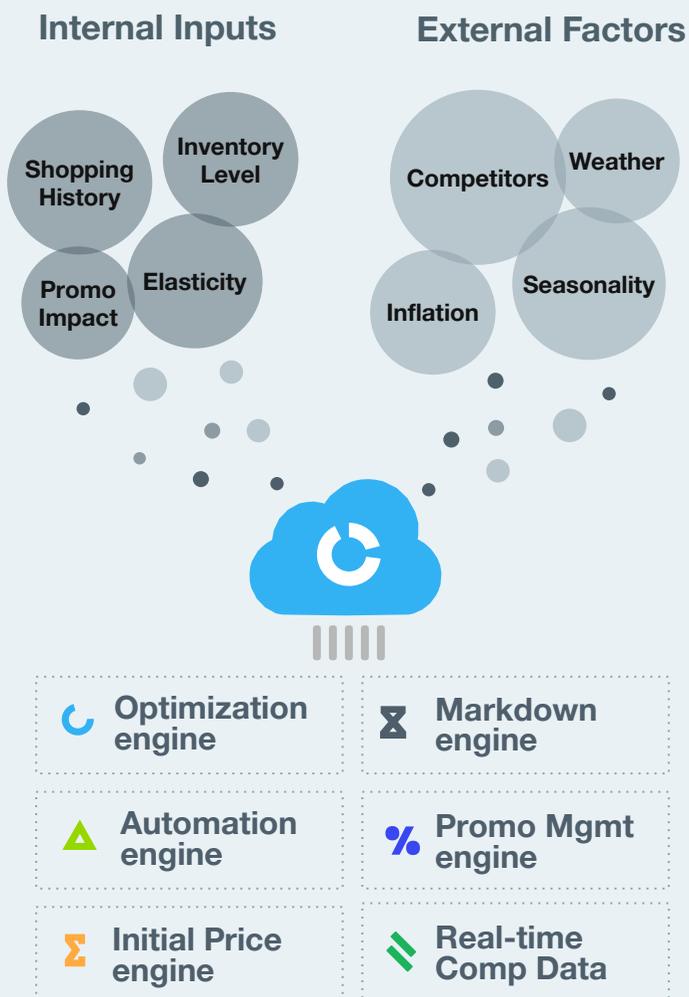
Grocers increase Gross Profit by +6% with AI Pricing

Using AI and data-driven tech grocers can grow GM and solve the following **pricing challenges**:

- **Raising costs & supply chain disruptions** forcing to lower prices leading to lost margin
- **High promo pressure** affecting major part of assortment with low visibility of true ROI
- **Differentiate** price points of **private label & supplier's brands**
- Limited understanding of **private label price perception**
- **Competition** with **local markets**

- **Overstock reactionary pricing** due to increased pressure from storage and inventory levels
- **Missing margin** opportunities due to **inaccurate AI anchoring** pricing strategies
- Consider **product's expiration date in each repricing cycle**
- **Excessive or missing stock** of perishables
- **KVIs items** are identified based **on expert opinion**

How Grocers are increasing their GM and Rev with Competera

With Competera, **every SKU is continuously offered at an optimal price** at each stage of the pricing lifecycle, based on **20+ pricing and non-pricing factors** combined with **real-time competitive data.**

Grocer Case Study

Project goals: Grocery delivery service with +500 dark stores automated repricing process and identified optimal pricing scenarios.

Results:

- $ 5.8% Increase in **Gross Profit** vs last year
- Repricing **time reduced from 4 hours** per 200 stores **to 30 min** per 500 stores
- $ Pricing managers switched to '**what-if' analysis** tool to **make pricing decisions on accurate forecasts on effect**
- Ability to **apply diverse pricing scenarios** based on goals of **each assortment segment**

Competera in numbers

$60B+ of optimized revenue	162M annual price recommendations	28 countries

8% increase in **revenue**	Increase average **basket size** & **win the buy box**
6% increase in **gross margin**	**Reduce time and effort for repricing by >50%**
60 - 75% reduction in promo pressure	Grow **Customer Trust, LTCV & Price Perception**

Thousands of merchants and retail professionals around the world use Competera daily for our data driven AI price optimization, real-time competitive data & high quality product matching, covering all channels, including the metaverse.