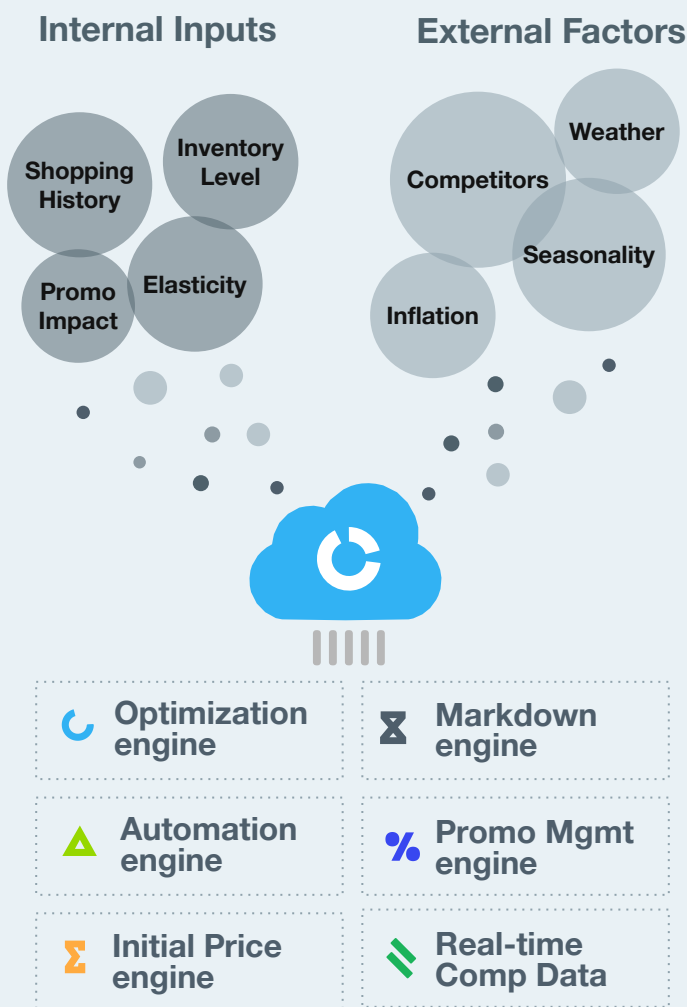




Optimal Prices Your Customers Trust

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:



Home retailers increase Gross Profit by +8.5% with AI Pricing

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

- **Rising costs and supply chain disruptions** forcing to lower prices leading to lost margin
- **Reactive pricing** to consumers changing behavior and purchasing habits
- **Increasing % of long tail** caused by demand fluctuations and repartition of items' roles
- Low understanding of **competitors average price by category**
- **Gross margin dilution** due to 'blanket' markdowns in attempt to sell out the stocks and clean out DCs before new season
- **Pricing relevancy** of seasonal assortment (garden & lawn)
- Missing margin opportunities due to **inconsistent pricing ladders application**
- Expertise driven approach to **setting new initial pricing**

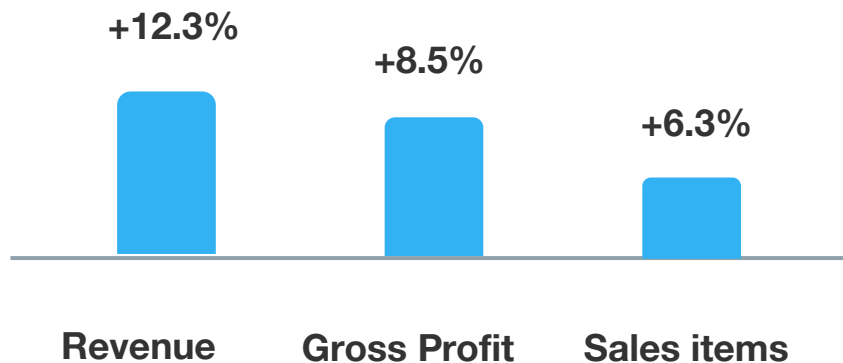
How Home retailers are increasing GM and Rev with Competera

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**.



Home Case Study

Our Home retailer **increased Revenue by 12.3%**, while **gaining 8.5% in Gross Profit**, by using our portfolio elasticity based price optimization platform.



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

Trusted by:

