

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:



Office supply retailers increase Gross Profit by +8% with Al Pricing

Using Al & data-driven tech office supply retailers can grow GM and solve these pricing challenges:

- Relevant levels of offering and assortment composition by customer types (direct, wholesale, corporate, small distributors)
- Low understanding of competitors average price by category
- Reactive pricing to consumers changing behavior and purchasing habits
- Raising costs and supply chain disruptions forcing to lower prices leading to lost margin

- Gross margin dilution due to 'blanket' markdowns in attempt to sell out the stocks and clean out DCs before new season
- Missing margin opportunities due to inconsistent pricing ladders application
- KVIs items are identified based on expert opinion
- Increasing % of long tail caused by demand fluctuations and repartition of items' roles

How Office supply retailers are increasing GM and Rev with us

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.



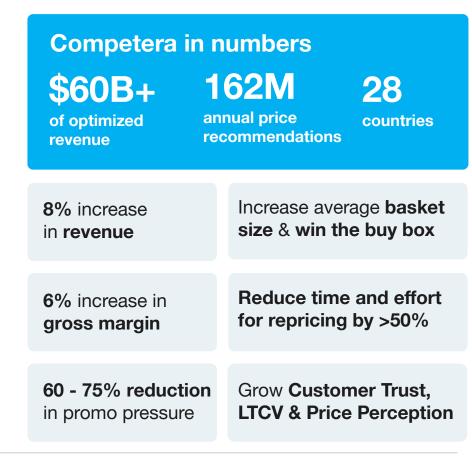
Office supply Case Study



Project goals: sell 1M products at the optimal prices in all the regions of its presence.

Results:

- S 8.3% Increase in Gross Profit vs last year
- Ensured a real-time and high-quality data collection and delivery in a 'single window' for 10 countries.
- Retained its **competitive edge against Amazon** and the likes with a pricing engine and optimizer for quick and relevant cross-market reaction.



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