



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

External Factors



Convenience retailers increase Gross Profit by 8% with AI Pricing

Using AI and data-driven tech convenience stores can grow GM and solve these 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
- Low understanding of private label price perception
- Competition with local markets
- Pricing diversification on geo with local consumer targeting
- Pricing coherency of substitutes and complementary items
- Consider products' expiration date in each repricing cycle
- Excessive or missing stock of perishables
- KVIs items are based on expert opinion

How Convenience retailers are increasing their 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.

Convenience retailer Case Study

Project goals: Convenience stores chain automated repricing process and identified optimal pricing scenarios.

Results:

- 7.6% 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

7% 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.