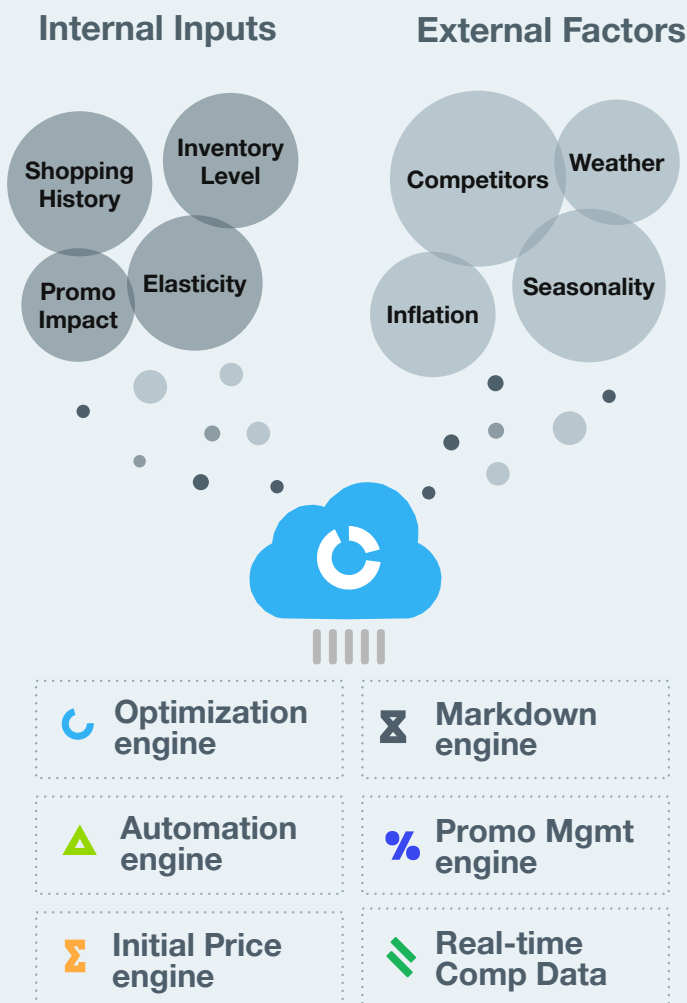




Optimal Prices Your Customers Trust

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:



Delivery & Dark stores increase GP by 6% with AI Pricing

Using AI and data-driven tech Delivery & Dark stores can grow GM and solve these pricing challenges:

- Take into account **costs and delivery fees** to manage profitability
- **Understanding 360 competitive view** covering other dark stores and delivery in comparison with traditional grocers
- **Pricing diversification** on geo with local consumer targeting
- Consider **product's expiration date** in each repricing cycle
- **Gross margin dilution** due to 'blanket' MD in attempt to liquidate and clean out DCs
- Making **personalized pricings** based on consumer purchase history, personal preferences
- **Missing margin** opportunities due to **inconsistent price anchoring** and **price perception** (e.g. package sizes)
- **KVIs items** are identified based on **expert opinion** to manage price perception

How Delivery & Dark stores 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**.

Dark stores 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.