



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



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

Using AI & 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)
- **Gross margin dilution** due to ‘blanket’ markdowns in attempt to sell out the stocks and clean out DCs before new season
- Low understanding of **competitors average price by category**
- Missing margin opportunities due to **inconsistent pricing ladders application**
- Reactive pricing to **consumers changing behavior and purchasing habits**
- **KVIs items** are identified based on **expert opinion**
- **Raising costs and supply chain disruptions** forcing to lower prices leading to lost margin
- **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:

- **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.

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.