

Grow with dynamic price automation

Meet your business objectives with prices tailored to your market, products and KPIs.



automate
price changes for millions of products



boost
revenue and optimise profit



outsmart
competitors with superior pricing



advance
with actionable insights & reports

FEATURES OF **P** PricingEngine

Data integration, transformation & mapping

Integrate relevant data feeds through a fast and smooth setup process. We match your Merchant Center data with custom feeds and competition data for outstanding repricing.

Custom repricing logic with scripting UI

Choose between a set of pre-formulated pricing rules or use our programming interface to script your own rules to realize even the most complex business strategies.

Access to high-quality competitor price data

Provide competition data through custom feeds or outsource this tedious task to us. We work with reliable partners to provide you with the competition data needed for outstanding product placement.

Tailoring of setup to markets & teams

Flexibly define scopes to manage strategies, exclude lists, data sources and target markets. Your team responsibilities are split by markets, product lines etc.? We'll find the right setup that works for you.

Export of price intelligence reports for insight sharing

Download price and assortment reports easily within the UI and share the insights across teams for intelligent and aligned decision-making.

Cross-channel synergies for holistic business success

Prices have a great impact on the performance of marketing campaigns. Utilize Whoop! bidding to translate price competitiveness and profitability into fitting Shopping ad bids.

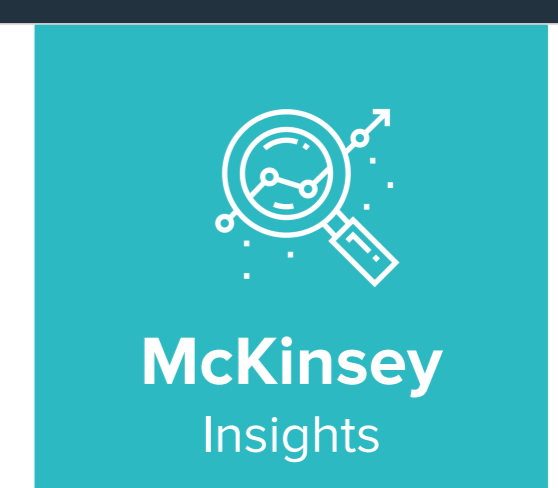
Automated export of price recommendations

Manually approve and export price recommendations for full control or opt for automated exports to apply prices in your systems with ease.

Dynamic dashboard for market transparency

Get insights into your competitors' price strategies as well as assortment overlaps. Set up price strategies directly from our intuitive UI and take action for holistic business growth.

“With just a few clicks, a shopper can find out which retailer sells a particular item at the lowest price. And because the **shift to e-commerce** is expected to continue even in the post-pandemic era, pricing will become an increasingly important competitive tool for retailers. **Dynamic pricing**, in particular, is poised to become one of the core capabilities that **sets winners apart in the retail landscape of the future.**”



Faster, easier and more precise repricing

Outsmart competitors with powerful price analytics & data-driven repricing functionalities.



PricingEngine

Features & Technology

- Strategies based on business goals
- Script-based programming interface with templates
- Boundaries for profitable pricing
- Psychological rounding of prices
- Automated export of price recommendations
- Highest data security and privacy standards
- Cutting edge cloud technology
- Modern UI & single page application

Onboarding & Services

- Data & system integration
- Tailored account setup
- Reactive technical support
- User guide(s)
- Self-service possibility
- A/B testing of strategies
- Data import and mapping of custom feeds

Data & Insights

- Integration of Merchant Center feeds
- Coverage of data from key marketplaces
- Integration of performance & financial data for repricing
- Identification and reporting of outliers
- Insights about competition landscape
- Easy export of competitor price insights
- Independent acquisition of competition data
- Market price change alerts

smec ■

Shopping Ad Optimization | Whoop!

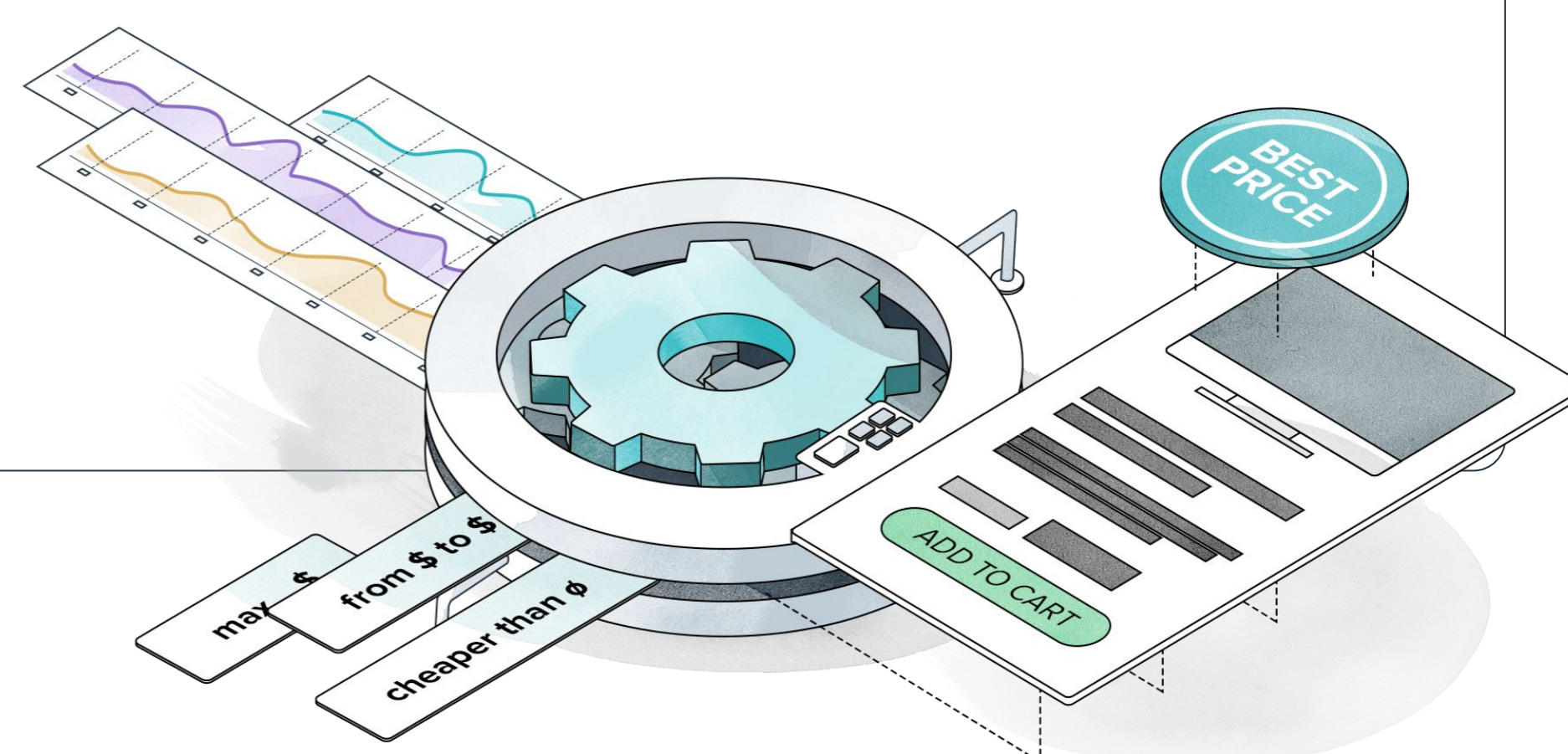
- Customizable bid strategies
- Item-level bidding tailored to queries and devices
- Auctionable insights & reports
- Feed optimization for highest accuracy
- Bidding based on price impact and competitiveness

Search Ads Automation | AdEngine 360

- Multi-search-engine support
- Inventory-driven campaign and ad generation
- Keyword sourcing to match search behaviour
- Business rules to increase ad relevance and CTR
- URL Building to match buyer intent

Ecommerce Consultancy

- Microsoft ads strategy
- Display & Programmatic
- Analytics & Tracking
- Cross-channel expertise
- Market entry strategy



Combining innovative technology with best-in-class services.

Expert consultancy from day one

We combine intuitive technology with elaborate onboarding and proactive support. With 14+ years of experience in ecommerce we are happy to share our expertise with you to solve your specific challenges.

Growth beyond dynamic pricing

We understand the synergies between pricing and digital marketing channels. Whether Shopping ads, paid search or programmatic, we help you succeed with expert services and best-in-class technology.

Excellent data utilization

We help you to get the most out of your data. Structured insights allow you to take informed decisions not only to improve your performance, but also to stay ahead of competition in a demanding environment.

[Get in touch](#)