

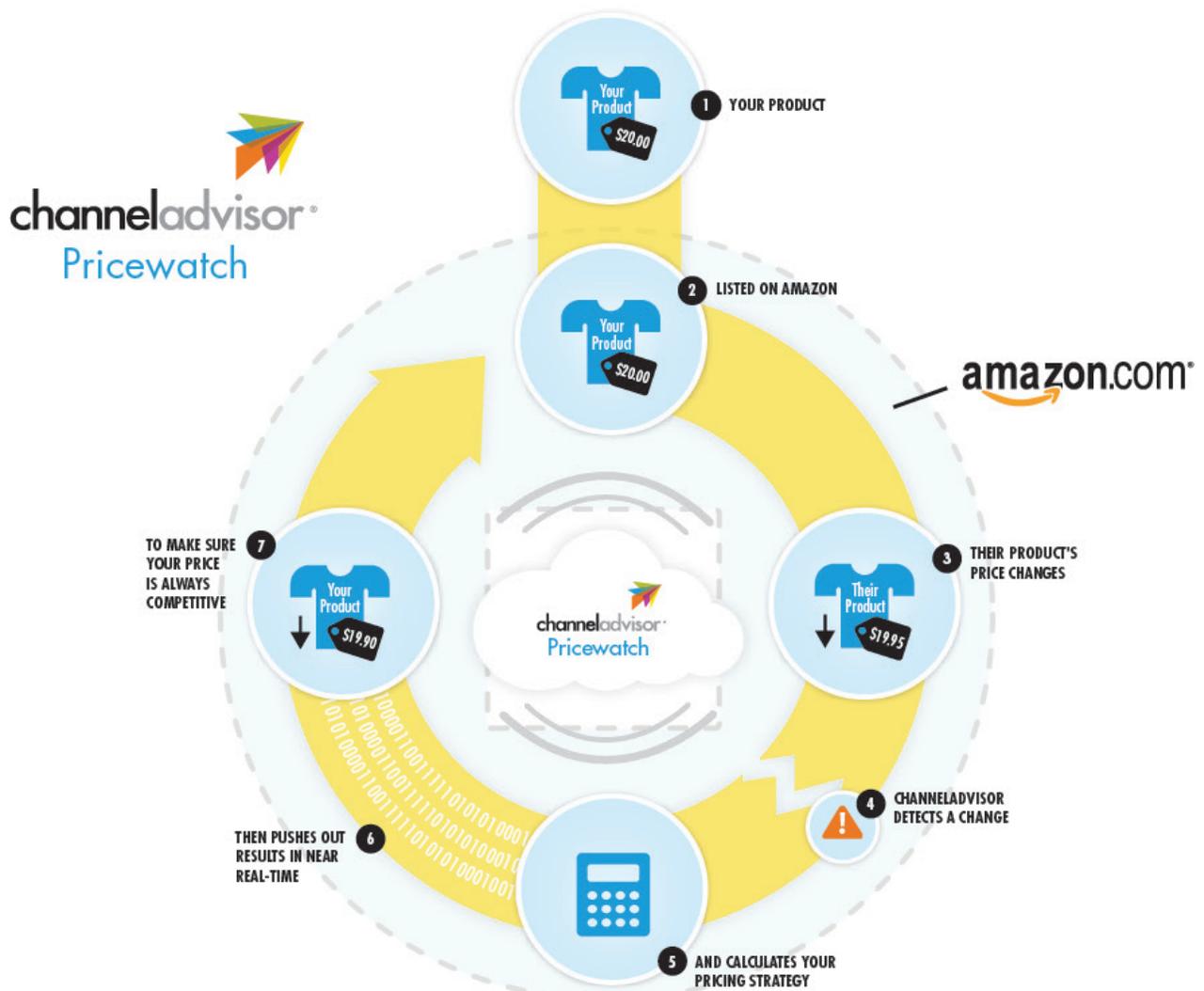
ChannelAdvisor Repricer with Pricewatch

REPRICE SMARTER

Imagine having a sentinel who watched over your business for you — weekends, nights, holidays. With ChannelAdvisor Repricer with Pricewatch, you have exactly that.

Our smart repricer is constantly listening to Amazon to detect any price changes in products you carry. When it senses a change, it looks at the business rules you've created and strategically adjusts your price. That way, you get near-real-time updates rather than waiting for a repricer to cycle through your entire catalog one SKU at a time.

CHANNELADVISOR'S ENHANCED REPRICER OFFERS:



CUSTOMIZE YOUR STRATEGY

Sometimes a low price might win the sale, but it comes at a loss for your business. With ChannelAdvisor you can tailor repricing decisions based on your business objectives. For example, you can ensure that you're protecting your margins, or that you aren't repricing against certain competitors.

Choose to create a pricing strategy by including or excluding certain sellers, such as Amazon, based on name, Featured Merchant status, performance and/or Fulfillment by Amazon (FBA).

COMPETE PROFITABLY

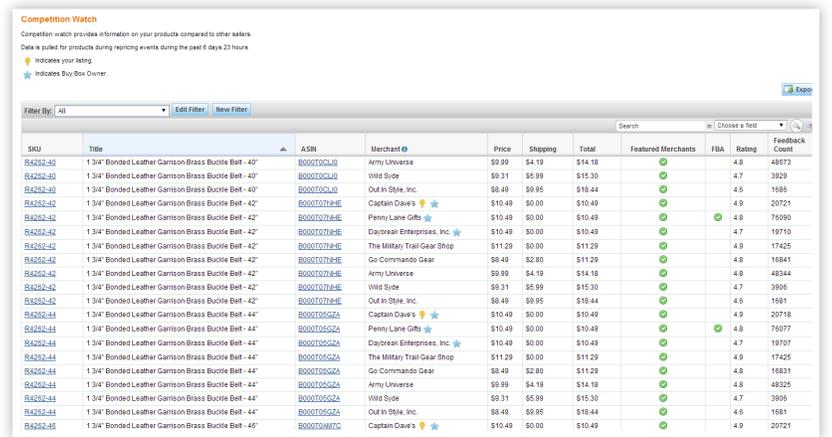
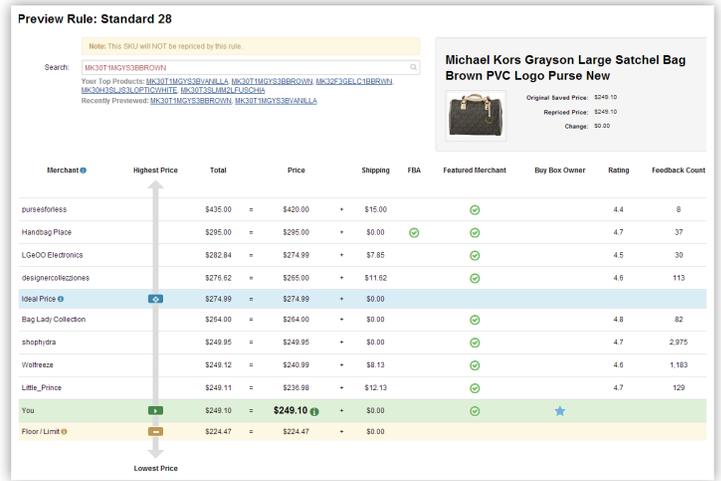
Additionally, we've given you more visibility into your competitors. With the Competition Watch feature, you see where your listing stands in relation to Amazon, the current Buy Box owner and other competitors.

The Repricer Preview tool lets you test out rules and see where you are in the battle for the Buy Box. This immediate feedback means that you can see the potential effects of your repricing strategy, leaving little room for errors and uncertainty. When building rules, you can choose to include or exclude the names of specific competitors. In short, you can set pricing goals to maximize your profit while respecting your pricing limits.

Finally, we store historical repricing data so you can spot trends and continually hone your repricing strategy to meet your business objectives and keep sharpening your competitive edge.

PRICING INSIGHTS

Being able to reprice automatically is only part of the battle. Seeing how price changes affected sales is also important — and that's where ChannelAdvisor's Pricing Insights come to your aid. Pricing Insights give you a bird's-eye view of your price changes over time. As a result, you can see if your repricing strategy is having the desired effect, or if it's time for some tweaks. Your price for a product, Amazon's price and the Buy Box owner's price are all displayed together on a chart. In the background, you'll see the sales your product generated on each day. With this level of analysis, you'll be able to understand if your sales jumped when you were the Buy Box owner or when you slightly lowered your price. Pricing Insights serve as a precision spotlight that allows you to identify opportunities to grow your sales.



SUMMARY

With the ChannelAdvisor Repricer with Pricewatch, you can:

- ✓ Monitor the pricing landscape for your catalog around the clock and immediately respond to changes
- ✓ Prioritize based on your best-selling items
- ✓ Design the most profitable pricing strategies for your products
- ✓ Generate repricing rules — both up and down — by product type, brand, length in warehouse, condition and Fulfillment by Amazon
- ✓ Test your repricing rules to ensure they meet your objectives
- ✓ Gauge your effectiveness against competitors by using our detailed insights
- ✓ Track how your price changes affected sales over time
- ✓ Learn from historical pricing data

For more information on ChannelAdvisor's e-commerce software solutions: [REQUEST A CALL TODAY >>](#)

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