



John Wannamaker,
marketing pioneer:

**"I know half the
money I spend
on advertising is
wasted, but I do not
know which half."**

PriceSynergy:

**"We'll show you
which half."**

Today's challenge for online retailers is not a lack of opportunities. It is the huge number of unknowns involved in locating, identifying, quantifying, validating and exploiting those opportunities, across online marketplaces.

PriceSynergy, a Microsoft-backed retail platform, delivers near real-time insights into retailers advertising on Google Shopping and eBay. With PriceSynergy you can visualise competitor advertising strategies, price rankings, increased profit opportunities, and even competitors' sales data,* allowing you to get and stay ahead of your competitors, maximising sales and profits.

We gather billions of product data points every hour to present analytical visualisations on eCommerce marketplaces. We remove doubt, uncertainty and guesswork, so you can concentrate on growing your revenue streams and profits.

PriceSynergy in Action

A Customer Case Study

The Business

Private equity backed
eCommerce business

350+ brands

75,000+ product lines

£100M+ pa turnover

The Application

The retailer used PriceSynergy's analysis to review and adjust existing product positioning, competitiveness and advertising spend.

The results, after 7 days' further trading, speak for themselves, demonstrating how PriceSynergy can deliver near-instant growth and quantitative ROI.

The Results**

Impressions up
2700%

Conversions up
891%

Profit up
286%

Clicks up
1700%

Turnover up
319%

ROI delivered
83%



“What a result from our first week with PriceSynergy – profits up 300%!”

eCommerce & Marketing Director



Quantifiable Business Benefits

PriceSynergy delivers the information you need: make better commercial decisions, more quickly than your competitors.

- Turn unknowns into knowns – replace guesswork with market intelligence
- Visualise your competitors' pricing and advertising strategies
- Identify where you sit in the market against any retailer, worldwide, by pricing, advertising and ranking, across your product range
- Reveal where you're underselling or overselling, and by how much
- De-risk purchasing – identify and validate opportunities with competitor sales and advertising data

Challenge us!

We can give you the information you need to grow your sales, improve your profits and make easy cost savings.

Call us to discover how PriceSynergy can tell you what you need to know.

We understand what you need to know to get and stay ahead of your competitors.

We've built the tools to reveal that information.

And we want to share it with you.

Discover what PriceSynergy could do for you today, and request a demo.

PriceSynergy continually collects, collates and analyses product and brand data from Google Shopping and eBay to uncover your unknowns across global eCommerce marketplaces.

We provide unique, essential insights, enabling you to make swift and strong commercial decisions on the basis of real-world data, including previously unavailable information on your competitors' pricing and advertising stances.

Available globally on a simple monthly subscription basis, PriceSynergy leverages the scale and cutting-edge technology of the Microsoft Azure cloud platform to deliver a secure, on-demand service offering exceptional stability and uptime.

Contact us today

pricesynergy.io
info@pricesynergy.io
01235 431 413

 **PriceSynergy.IO**

