About MarketYze

MarketYze is the only price management solution that integrates competitive price intelligence and automated pricing rules with retailers' Key Performance Indicators, giving merchants the most advanced, dynamic and enforceable pricing policies across the market. The one-of-a-kind solution uses Big Data to reveal historical price trends at the level of competitors, brands, product categories and suppliers, giving merchants the true view of their price position across the market and increasing sales through price optimization. MarketYze frees merchants from tracking competitors' entire inventories by pinpointing the specific items and price thresholds impacting their sales. KPI integration connects the dots between low conversion items and market competition. The cloud-based solution requires limited IT resources, and also helps merchants understand competitors' top-sellers and assortments, in order to make smarter decisions about their own inventories and buying strategies.

MARKETYZE
SMARTER PRICING DECISIONS

THE Cline Group

5 Key Message Points

Used for both PR pitching and spokesperson's media interviews. These points should clearly differentiate the company from its competitors, highlighting what makes it unique and successful.

1. Big Data helping retailers price smarter – the only price monitoring solution capable of providing historical price trends at every level – including competitors, brands, product categories and suppliers, giving merchants the true view of their price positioning across the market in order to understand its effectiveness

2. Shows how competitors' prices impact sales – MarketYze's "competitive price elasticity" gives merchants the ability to pinpoint which of their competitors' products have the power to impact their sales – and the specific price thresholds able to trigger the impact; merchants are freed from having to track competitors' entire inventory, letting them concentrate only on the items and price changes that affect their bottom line

3. Returns value fast – MarketYze's quick setup requires limited IT resources, and after the first week, it's easily identifying pricing opportunities and threats – even helping buyers refine their competitive pricing rules & policies to improve efficiency

4. Integrates with retailers' Key Performance Indicators – MarketYze's easy to use, cloud-based dashboard also shows retailers how business KPIs like sales volume, conversion rates, inventory levels and acquiring costs correlate to products' prices across the market, connecting the dots between low conversion items and market competition, enabling pricing opportunities to be seized

5. Supports other merchandising decisions – MarketYze also helps merchants understand competitors' top-sellers and assortments in order to make informed decisions about their own inventory and buying strategies. Buyers gain insights to leverage new inventory purchase prices against the competitive landscape and their own profit margins.