Pricing optimization software is used by enterprises to define, analyze, and manage the best pricing plans for their services and products. These prices are initially produced in CRM or ERP tools; however, pricing solutions offer flexible functions that enable sales teams to set consumer-specific pricing and also rebates and discounts. Pricing optimization software presents capabilities for data analysis that monitor the effect of pricing strategies on sales and profitability. This assists businesses to increase margins and win rates on their deals.

With pricing optimization software, sales reps can produce custom pricing for customer groups or individual consumers based on factors like sales objectives and targets, the customer value, contract terms, payment terms, and volume. The system enables you to support pricing techniques like demand-based pricing, which assists in predicting how pricing can change based on consumer demand and the recognized value of the services and products provided by an organization.
Customer Success Report
Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings. The overall Customer Success ranking is a weighted average based on 3 parts:

**Content Score** is affected by:
1. Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
2. Customer reference rating score
3. Year-over-year change in amount of customer references on FeaturedCustomers platform
4. Total # of profile views on FeaturedCustomers platform
5. Total # of customer reference views on FeaturedCustomers platform

**Market Presence Score** is affected by:
1. Social media followers including LinkedIn, Twitter, & Facebook
2. Vendor momentum based on web traffic and search trends
3. Organic SEO key term rankings
4. Company presence including # of press mentions

**Company Score** is affected by:
1. Total # of employees (based on social media and public resources)
2. Year-over-year change in # of employees over past 12 months
3. Glassdoor ranking
4. Venture capital raised

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**Customer Success Report Award Levels**

**Market Leader**
Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.

**Top Performer**
Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.

**Rising Star**
Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.
2020 Customer Success Awards
Check out this list of the highest rated Pricing Optimization software based on the FeaturedCustomers Customer Success Report.

Market Leaders
- PROS
- Revionics
- Vendavo

Top Performers
- BlackCurve
- competera
- pricefx
- Prisync
- wiser

Rising Stars
- Blue Ridge
- minderest
- Omnia
- priceedge
- PriceIntelligently by ProfitWell

PriceLabs
OVERALL BEST
OF PRICING OPTIMIZATION

PROS.
ABOUT PROS

PROS Holdings, Inc. (NYSE: PRO) provides AI-powered solutions that optimize selling in the digital economy. PROS solutions make it possible for companies to price, configure and sell their products and services in an omnichannel environment with speed, precision and consistency. Their customers, who are leaders in their markets, benefit from decades of data science expertise infused into their industry solutions.

“PROS capability to work on different platforms, PROS unique ability to tie the entire cycle of different pricing methods together. The ability to not only do the analytics, but then turn that into real-time insights and even force that into the CPQ process. There’re very few people who can do all of those pieces and do it in a multi-platform environment, and…”

Michael Macrie
SVP and CIO, Land O’Lakes

“PROS has really helped us with their science to make sure that we’ve [got] good, competitive, logical pricing on every item for every customer.”

Peter Barr
Senior Director, Pricing, McKesson Health Solutions

“I’ve always been impressed with PROS, very professional, knowledgeable about the industries they do business in, knowledgeable about the space and pricing and yield management - an excellent partner and the ones I look to for expertise in that space.”

Gene Bartholf
VP Pricing and Yield Management, YRC Freight

“We’ve improved the value of optimization by around $20 million dollars per quarter, which is a substantial uplift and return on investment for us.”

Josh Sigmund
Director, Ingredients Sales & Operations Planning, Fonterra
ABOUT REVIONICS

Revionics is a proven leader in End-to-End Merchandise Optimization solutions. More than 62,000+ retail locations around the world optimize with Revionics across 18M+ products and 2.6B+ Item/store combinations are modeled weekly. Revionics empowers retailers around the globe to profitably execute a data-driven omni-channel merchandising strategy by utilizing one of the most comprehensive set of shopper demand signals to increase financial performance and improve customer satisfaction. Revionics’ solutions are powered by unmatched demand-based science and advanced predictive analytics to help ensure retailers have the right product, price, promotion, placement and space allocation to drive business performance and seamless shopper experience – online, in-store, social and mobile.

"At Lenta, we remain focused on giving our ten million-strong customers quality products at competitive prices. By adopting Revionics' market-leading price optimization technology, we can do extensive analytics and scenario planning to ensure that we give our customers the very best pricing where it matters most."
Herman Tinga
Commercial Director, Lenta.ru

"For ReStockIt, the biggest benefit [from Competitive Insights] is visibility to information. With our competitive data now real-time and comprehensive, we have great confidence in our pricing decisions."
David Redlich
President & Co-Founder, ReStockIt

"We value Revionics’ ‘what-if’ scenario planning as well as its ability to evaluate and leverage real-time and historical price and promotions data and provide insight into what products we should carry nationally vs. regionally based on customers’ shopping behavior. With more targeted, systematic pricing and promotions, we can be more competitive."
Jay Dempsey
Merchandising Technology Manager, Love’s Travel Stops and Country Stores

"Our rigorous search for a platform to execute customer-centric pricing strategies with precision, zone-based segmentation and a more dynamic approach to price and promotion management led us straight to Revionics."
Bruno Araujo
Commercial Director, Drogaria Araujo
Vendavo powers the shift to digital businesses for the world’s most demanding B2B companies, unlocking value, growing margin and accelerating revenue. With the Vendavo Commercial Excellence platform, companies develop dynamic customer insights and optimal pricing strategies that maximize margin, boost sales effectiveness and improve customer experience. With an annual margin improvement totaling more than $2.5 billion across companies in chemicals, distribution, high-tech and manufacturing, Vendavo delivers cutting-edge analytics and deep industry expertise that help companies stay one step ahead.

“Customers have been very pleased with the live quote process. It eliminates the opaque black-box feeling and long wait times of the previous quote method and they can instantly see what other options do to their pricing. When trust levels goes up, sales levels go up.”

Mark Stover
Managing Partner, Silverpoint Homes

“Putting our most sensitive pricing and profitability data in the hands of another company was scary and a big hurdle for us to get over. But Vendavo met all our IT and security requirements, plus the solution is updated and upgraded on a more regular basis than we could do ourselves. Going with the Vendavo-hosted solution is the best decision we could…”

Ken Foret
Manager, Pricing Enablement, Corning Optical Communications

“Our product offerings are diverse, leading to different pricing set ups...Vendavo allowed us to do a detailed analysis of low value orders. Biggest benefit is our ability to identify low-hanging fruit – profit drainers – in products, customers, [and] transactions.”

Rudolf Prestele
Financial Controller, BD

“Pricing in general is important and challenging at O-I. Vendavo is an integrated package where you can analyze, simulate pricing actions and track outcomes. Profit Analyzer is straightforward; we can start to explain to people the “why” of why we are taking pricing actions...we all have a better understanding of the quality of pricing decisions.”

Vincenzo Pellegrino
Strategic Pricing Analyst, Owen Illinois
TOP PERFORMERS
ABOUT BLACKCURVE

BlackCurve helps retailers avoid pricing items too cheap or too expensive, shift dead stock, save time and increase their inventory. Our automated pricing software increases profitability by 9%. BlackCurve doesn't blindly follow competitor prices. We are here to guide you to more profitable pricing decisions, while freeing up your valuable time through pricing automation.

As a fast-growing online company, we needed a flexible and efficient pricing solution to stay ahead of the competition. BlackCurve offers a solid solution on our terms, and allows us to get the edge across all our working platforms without worrying about losing out thanks to the variables we can set in place. Unmatched in their sector, we've already seen results from using BlackCurve & recommend it highly to other companies who want to stay on top of their bulk pricing.

Matthew Coalter
Director of E-commerce, Electrical World

The onboarding was straight forward and we were soon live. It has freed up a lot of time previously spent manually repricing products that had to be looked at daily to stay ahead. The software can handle complex pricing rules, by brand, category, product and competitor. Anything it can't handle out of the box the BlackCurve team are on hand to make sure it works the way you need it to.

Chris Reid
Managing Director, Appliance House

Before we made the decision to go with BlackCurve we were using a simple re-pricing solution and were not seeing any benefits. BlackCurve offers smart pricing decisions and, even though the initial costs of BlackCurve were slightly daunting, because they offered a pilot phase this de-risked the decision. The team have been supportive throughout the process, and not only do you get access to the technology, but also the expertise of their data science team. I couldn't recommend them enough to any online retailer. So far, we have only put a small subset of our inventory...

Seamus Óg McGilligan
Online Sales Manager, Donaghy Brothers
ABOUT COMPETERA

Competera is a new generation AI-driven pricing software which converts demand prediction into revenue for retailers. Founded in 2014, Competera provides price optimization and data scraping solutions for e-commerce and brick&click retailers. Competera | Competitive Data product is a real-time data scraping and massive amounts of data delivery for e-commerce enterprise businesses to focus on impact-worthy challenges and price confidently. AI-based algorithms for competitive data scraping offsets possible errors and guarantees 95% data quality in SLA.

“With Competera, we strengthen our pricing attractiveness across key products in the Indonesian online retail market. The platform delivers actual pricing recommendations in a usable format, allowing us to make considerable changes in the assortment to keep up with our regular marketing campaigns.”
Yudha Pangestu
Project Lead, Mataharimall

“The pricing experts from Competera made us see that it is not necessary to reduce the price and lose margins while fighting with competitors for customers loyalty. We integrated the Price Intelligence tool to adjust our pricing in view of our sales goals and competitors’ pricing behavior. We certainly appreciate current business performance delivered by...”
Konstantin Palamar
Purchasing Manager, BrutalShop

“I use Competera’s platform to always be aware of market conditions and our price positioning. Our online store has many products and the huge geography of distribution. With Competera I’m sure we have the best price for every product at any given moment.”
Vera Shakhno
Pricing Manager, Sdvor.ru

“Competera became our reliable partner for pricing. We are happy to move forward through our pricing journey on the way to fully automated processes based on price recommendations produced by machine learning algorithms. I recommend the pricing platform to retailers looking to fulfil their goals and increase growth dynamics.”
Stanislav Polishhuk
Commercial Director, MOYO
ABOUT PRICEFX

Pricefx AG is a provider of full suite price management and CPQ SaaS solutions. Their suite is based on the latest in native cloud architecture and offers flexible support for the entire price management closed loop cycle which includes pricing strategy, controlling, setting and realization.

"Pricefx is building a world-class ecosystem. As with their products, the Pricefx partner network is a truly open platform that fosters connections and value-creation for all.”

Eric Hills
Chief Executive Officer, Wrangleworks

"The pricing platform is very powerful, web-based and allows for almost everything required by our customers. We are very happy we decided to partner with Pricefx."

Enrico Karg
Head of Customer Journey Driving Project, Eventim

"Our partnership has opened up great opportunity to us by offering our customers the fastest way to improve their profitability. Their response speed and service attitude are amazing.”

Atte Roine
Digitalisation and Data Strategy Advisor, BDS Bynfo

"We’ve had a pretty aggressive transformation in profit across our whole company. Pricefx provides us the technology necessary to lift profit through pricing.”

Brian Sharp
Global Commercial Strategy & Execution Leader, Sonoco
ABOUT PRISYNC

Prisync is the most reviewed pricing software around the world with very satisfied users from over 50+ countries. Pricing optimization & dynamic pricing SaaS for any size e-commerce company to increase your sales growth & margins. It automates the collection of price and stock availability data to assist companies in e-commerce, retail, and marketing decisions with comprehensive data. The dynamic pricing engine takes this to another level by keeping businesses at the “sweet spot” where profit margins grow while staying highly competitive in the market.

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Customer references from happy Prisync users

"Apart from these, the category and brand based reports and price change notifications of Prisync are really helpful for the ones that want to focus on an important product range."
Gökhan
Co-Founder, Fotopazar

"The best thing about Prisync’s software is how quick it is to use. I am able to simply export a spreadsheet with my preferred brands or products and I can quickly see/use the spreadsheet to see which products we can increase or decrease in price to match our company competitors."
Sophie Topham
 Infinity Motorcycles

"Thanks to Prisync, we’re now able to manage our pricing operations much more effectively. The only thing we need to do is upload our URLs and monitoring our prices. Prisync really helped us save tons of time."
Gökhan
Account Manager, Marintek

"Prisync has a great user friendly interface and it helps to analyse all what you need quickly. You also get real time notifications so it helps to take needed actions rapidly."
Ertan Bayrakli
Vitaminler
ABOUT WISER

Wiser empowers brands and retailers to successfully compete in the ever-changing world of commerce. Wiser levels the retail playing field by equipping brands and retailers with a turnkey solution to sell the right products, at the right price, at the right time. Wiser’s suite of data-driven merchandising solutions includes dynamic pricing, assortment and pricing optimization, MAP monitoring, and more.

"Before we did a lot of manual work which resulted in errors and only ‘ad-hoc’ analysis. WiseMapper was able to provide information that made data-driven decisions possible."

Manuel Bruscas Bellido
Analytics and Insights, Desigual

"I love WisePricer for the simple Bigcommerce integration & the ability to quickly update product pricing. Wiser helps us remain competitive while achieving our ROI goals as they relate to both the cost of using WisePricer & our overall profitability."

John Moore
Everything Truck Parts

"The biggest wins so far have been the ability to monitor market pricing, negotiate better prices when needed, understand what effect changes in price have on sales, and take ownership of the whole process."

Nicholas Schneider
Operations Manager HDI Commerce, Healthdesigns.com

"It’s really a remarkable process and Wiser did a great job of showing us how to write the recipes (descriptions of the content desired) so we would collect exactly the information we needed. They scaled the project into manageable milestones, and we were fully using the product after training and guidance."

Kirsten DeHaai
Director of eCommerce Marketing, HP Products
ABOUT BLUE RIDGE

Blue Ridge’s cloud-native supply chain solutions are the most accurate way for retailers and distributors to spot changes in customer demand before they happen. Traditional forecasting and planning solutions weren’t designed to keep up with today’s increasingly unpredictable consumer behavior. Blue Ridge provides more certainty, more speed, and more assurance so companies can see the why behind the buy and respond faster to the unexpected. That’s why Blue Ridge is recognized as a Leader in the Gartner Magic Quadrant for Supply Chain Planning.

“We’re more efficient, driving down days of supply, limiting out of stocks, giving our customers the right amount of products, when they need it, how they need it and also achieving the goals for our supplier network.”

Gary Keimach
SVP Inventory Planning, Martignetti Companies

“As we continue to grow and expand, our forecasting needs have become more complex, and Blue Ridge offers a complete solution that allows us flexibility in planning for our inventory investment while taking eight distinct markets’ needs into consideration.”

Dina Opici
President, Opici Family Distributing

“Demand history changes daily; we want to make sure we’re ordering the right product at the right time, to have the right amount on the floor and reduce out of stocks and be able to have a reliable ordering platform.”

Mike Shutt
Purchasing Manager, United Distributors Inc

“With Blue Ridge we could work with a good forecast, see trends, and see where there would be problems in the future with a product and then coordinate throughout the organization to avoid stock outs.”

Anders Armandt
Director of Purchasing, Procurator
ABOUT MINDEREST

Minderest is a pioneering company in the price and assortment intelligence sector for both retailers and manufacturers. From their initial inception, they have had the privilege of working with some of the most innovative companies and start-ups worldwide such as Telefónica, The Nielsen Company or L’Oréal amongst others. With a presence in over 25 countries and clients from more than 15 different sectors, they have a great deal of experience which allows them to tackle projects of any size and complexity. Their main strength is the in-house design and development of their technology, created entirely by their team of engineers. This allows them to adapt to the actual requirements of their clients and to meet all the proposed targets. They have a team of 50+ professionals prepared to optimize your pricing and stock strategy.

“Minderest is effectively supporting us with online price and other related eCommerce intel. With their service, we have great visibility into the online part of the relevant market.”

Sony

“This fantastic tool allows us to monitor our product prices and those of the competition in various different webs in the market, therefore gaining more efficiency in our day to day work. It provides searches in an ordered manner and most importantly the information provided is very complete and reliable.”

Brother

“The service offered by Minderest is very useful to our company. It allows us to have access to market information that is always up to date. The platform is very easy to use and we are able to receive the reports that we need automatically.”

Ray-Ban

“Minderest helps us to understand the smartphone price development of our main competitors in the Telefonica worldwide footprint. In Minderest we found a trusted partner with the capability to monitor prices and provide insights globally, appreciating as well their high flexibility and grade of service customization, which is making our life much easier.”

Telefónica
ABOUT OMNIA RETAIL

Omnia is the leading SaaS solution for integrated dynamic pricing and online marketing automation. Omnia helps retailers regain control, save time and drive profitable growth. The out-of-the-box solution optimizes pricing and maximizes returns from marketing channels like Google Shopping.

"The selection of Omnia was quite an intense process, and the winning argument for Omnia was the combination of price crawling, pricing elasticity, and the user interface."  
Matthias Peuckert  
Chief Executive Officer, Windeln

"I like the quick insights that Omnia gives you in your overall pricing strategy. Omnia also saves us a ton of time and lets us make better pricing decisions."  
Elise Van Der Bel  
Webshop Manager Benelux, Philips

"Omnia's core algorithm allows me to explore the differences in price elasticity much further than traditional dynamic pricing based on simple business rules. Results have been significant: we strongly increased sales, while maintaining profitability."  
Joost Kerckhaert  
Category Manager, Wehkamp

"You can make adjustments and control the algorithm so the 'rules' follow your own unique pricing strategy."  
Marcha Van Grinsven  
Business Analyst, Cognizant
ABOUT PRICE EDGE

Price Edge is developing the dream pricing software - a cloud-based price management tool for enterprises that give them access to new pricing strategies and more flexibility than ever before. Price Edge is working with many of the largest brands in the world and they have recently started to ramp up their global growth. They are a young, energetic team pursuing the vision of building a global B2B SaaS company that will fundamentally change the way enterprises work with pricing.

“From day one Price Edge has provided continuous support and they are always hands-on in anything they do. What I really like is their actual industry experience, which is rare among other pricing experts. I would recommend it to anyone working with them and using their pricing system.”

Franke

“Price Edge helped us in becoming professional in our parts pricing and are the perfect choice for mid-size companies dealing with thousands of items. Price Edge has a very competent team with employees who understand the business need, which is key for developing the right solution.”

Normet

“Working with Price Edge is a success story. From drafting effective pricing, to efficiently implementing it and closely following it up afterwards, Price Edge made use of their deep knowledge, extensive tool-set and powerful in-house built reports and managed to continuously deliver sustainable growth and value for us. All with a personal touch and a strong involvement.”

Patrik Bälter
Director, Leading E-Commerce and Ownership Solutions Provider
Price Intelligently is the industry standard software to get your subscription pricing on the right track to unlocking 30%* more growth. The Price Intelligently Pricing Platform combines pricing data and industry leading expertise to accelerate your subscription growth.

"The research that we did with Price Intelligently really helped us to understand what features were most meaningful to our customers. We thought we knew, we found out we didn’t."

David Mcfarlane
Chief Operations Officer & President, Litmus

"Price Intelligently helps us in two ways. One, by providing panels, so we can reach the prospect market and understand their point of view. Two, the intellectual property they bring to the table—the models, the algorithms, the approach that they take is really important to us, because it gives us insight into not only what the price point is, but what the...

Mary Crogan
Head Of Product Marketing, Continuum

“We chose to work with Price Intelligently, because we wanted someone who had a really smart process, had done it multiple times, and could come in and help us understand from a market perspective how are people reacting to our pricing, and how are they reacting to our features. It’s really helpful to work with people who have worked across...

Brendan Schwartz
Co-Founder And Chief Technology Officer, Wistia

“Price Intelligently helped us quantify things that are extremely difficult to otherwise quantify or forecast.”

Nick Francis
Co-Founder, Help Scout
ABOUT PRICELABS

PriceLabs is an innovative and easy to use revenue management tool for the vacation and short term rental industry. A data-driven approach, automation rules and customizations manage pricing and stay restrictions help vacation rentals increase revenues and save them hours in the process. With integrations to a growing list of channels and property management systems, automated revenue management is a few clicks away!

"We can rest easy knowing that our daily prices are ‘dialed in’ and automatically updated every night. The result is increased revenue through rate optimization, and increased productivity of our operations.”

Greg Kelley
One Fine Flat, Inc.

"PriceLabs is modern, flexible and fairly priced. It’s improved our workflow by eliminating manual rate updates and allowed us to market and price our properties in ways that wouldn’t be possible without a true yield management tool. We’re thrilled!"

David Crosta
Palms At Park

"Compared to other price optimization services, PriceLabs offers a wide spectrum of functionalities, e.g. the possibility of setting dynamic rules for the minimum number of stays. My company manages 100+ Airbnb rentals and after our partnership with PriceLabs, we’ve seen a big increase in revenues as well as a smaller workload for us.”

Christian Eriksen
Co-Founders, Nord Collection

"I love PriceLabs because of the variety of customizations allowed, the low price point, and, of course, the daily rates. I also love that it is available globally and have recommended it to many of the hosts I have worked with.”

Daniel Rusteen
OptimizeMyAirbnb