

# Pricing Optimization Software Category



## Pricing Optimization Software Category

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.



# 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

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

## COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

## 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.



## 2021 Customer Success Awards

Check out this list of the highest rated Pricing Optimization Software based on the FeaturedCustomers Customer Success Report.



### MARKET LEADERS

**Feedvisor**

**PROS**

**REVIONICS**  
an aptos company

**VENDAVO**



### TOP PERFORMERS

**BLACKCURVE**

**BLUE RIDGE**  
FOR A MORE FORESEEABLE FUTURE

**competera**



**Price Intelligently**  
by ProfitWell

**pricefx**

**syncron**



### RISING STARS

**Minderest**

**priceedge**

**PriceLabs**

**Prisync**

\* Companies listed in alphabetical order





#### ABOUT FEEDVISOR

## Feedvisor

Feedvisor clarifies complex market dynamics into moments of insight and action that enable marketplace sellers' and brands' competitive advantage. Leveraging data intelligence and automated action in a platform of unparalleled depth and scope, Feedvisor drives seller success at every e-commerce touchpoint. From an algorithmic repricer revolutionizing marketplace selling, to recent innovations in advertising and inventory, they offer sellers business-driving clarity and control. Every solution advances all dynamic and powerful platform constantly expanding all master suite. Leaders in technology, Feedvisor stays ahead of evolutions in e-commerce to empower marketplace sellers and brands.

\*\*\* 22

### Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Feedvisor has helped us manage complex business activities — providing us with speedy, tangible, and astonishing results.”



OZAN  
ENTERPRISE PRIVATE LABEL, ESPRESSO REPUBLIC

“Feedvisor has made my life so much easier through automation. I no longer have to constantly check and re-check my items and pricing. The dashboard reports save me a ton of time, especially when it comes to inventory management, ordering and restocking.”



SARA  
ENTERPRISE COMPETITIVE SELLER

“Feedvisor has become an indispensable component to our Amazon Advertising strategy. Their platform and expert team have enabled us to increase market share and optimize our presence on Amazon, and we are very impressed with the consistent results we have seen across our clicks, conversions, sales, and ACoS. The predictive reporting and automated optimizations allow us to always stay one step ahead of our competitors while increasing our operational efficiency beyond human capabilities.”



ADAM SHAFFER  
EVP, GENERAL MANAGER, CHIEF MARKETING OFFICER, OMNI-CHANNEL DISTRIBUTION COMPANY

“We found success with Feedvisor right away. The algorithmic repricing is excellent and we were very impressed at how soon after the partnership began that we saw impactful results.”



LARGE 3P SELLER



160  
Total Customer References

[VIEW ALL REFERENCES](#)

#### 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.

### Featured Testimonials

*"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

*"After an exhaustive review of advanced pricing software vendors, it became very clear to us that PROS is the right partner to support our profitable growth initiatives and to improve operating ease and speed for our dealer network."*



JOEL LARSEN  
DIRECTOR OF PRICING & STRATEGIC INITIATIVES, NAVISTAR PARTS

*"Pricing Analytics provides insight regarding our customers' purchasing behavior that we have never had before, allowing us to make better pricing decisions going forward."*



LANCE ALTIZER  
VP, MARKETING & PORTFOLIO MGMT., JOHNS MANVILLE

*"PROS is the industry leader in airline revenue optimization solutions and continually invests and innovates to drive business value."*



ROBERT WEBB  
CHIEF INFORMATION AND TECHNOLOGY OFFICER, ETIHAD AIRWAYS

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#### ABOUT REVIONICS

**Revionics®**  
an **aptos** company

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.

49

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“For Big Y, customer-driven pricing is now a way of life and is embedded in our business philosophy. I would equate pricing without optimization to how someone would respond if you took away their cell phone. It would be like wandering around lost in the dark. I don't know how anyone can compete in today's complex environment without optimization science and analytics.”



LEE MCKAY  
RETAIL PRICING MANAGER, BIG Y

“We conducted in-depth evaluations of various pricing solutions, and Revionics stood out from the crowd. We like their impressive track record with other retailers, depth of industry expertise and their solutions' ease of use and integration.”



LINDA VORACEK  
GROUP VICE PRESIDENT OF MERCHANDISING, SALLY BEAUTY

“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

“In addition to the financial benefits associated with the implementation and utilization of base pricing, Family Dollar has also improved their forecast accuracy and workflow management cycle times. I credit these improvements to the dependable science and user-friendly interface that Revionics provides.”



APOLLO WHITED  
VICE PRESIDENT OF PRICING, FAMILY DOLLAR

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#### ABOUT VENDAVO



Vendavo powers the shift to digital business 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. Fun Fact: In 2020, during Vendavo's "Value Assessments" with its customers, customers validated over \$667 million in annual benefits — an average of \$21.5 million/customer. Vendavo is Headquartered in Denver, CO and has offices around the globe.

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Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“The Vendavo Global Support team has been a pleasure to work with over the years. They have provided quality support, through fixes and suggestions, in a timely manner for issues regarding system down, performance, environments and collaborative enhancements. Their relationship has been an invaluable part of keeping a high level of business pricing continuity for 3M.”



RYAN J. WYKRENT  
INFORMATION TECHNOLOGY, 3M

“I have had the pleasure of working with the Vendavo Global Services Delivery team on multiple deployments across several companies. In every case, their team of dedicated pricing professionals went the extra mile to ensure the success and timely delivery of our project.”



RICK ROBINSON  
HEAD OF GLOBAL PRICING, METTLER TOLEDO

“Huge improvements in our margin delivery, and when you think of a 60 billion dollar company and you're talking about 100-plus basis points of margin, that's a lot of money to take to the bank.”



ARUNKUMAR NARAYANAN  
EXECUTIVE DIRECTOR OF GLOBAL PRICING TRANSFORMATION, DELL

“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 have made.”



KEN FORET  
MANAGER, PRICING ENABLEMENT, CORNING OPTICAL COMMUNICATIONS

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15

Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT BLACKCURVE

## 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.

### Featured Testimonials

“We needed a solution to constantly manage our pricing to make sure we remained competitive but also ensured our margins are sustainable. BlackCurve offers a very comprehensive way to build our pricing rules, set update times and also manage promotional pricing for many platforms through one user-friendly and cloud-based dashboard. The set-up and configuration was supported all the way by the expert team at BlackCurve with regular updates and testing support and made the implementation very smooth.”



CHRIS BURTON  
TECHNICAL OPERATIONS, CLEVERBOXES

“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

“I was delighted to find someone who understood our issues and had developed pricing tools to help similar companies. The Dynamic Pricing System has now been in operation for over 12 months, and during this time we have seen a significant increase in achieved margins.”



DAVID SERIF  
DIRECTOR, WHITECROFT LIGHTING

“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

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#### 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.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

“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

“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

“We looked at several demand forecasting systems before selecting Blue Ridge. Blue Ridge had the most complete solution to support our business needs, and to help us achieve our service level goals. Our team is excited and looking forward to utilizing the new software.”



MARK OISHI  
DIRECTOR OF PURCHASING, SUISAN COMPANY

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Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT COMPETERA



Competera offers a unified pricing platform for enterprise retailers to recover lost profits and meet new shopping patterns with the help of optimal pricing for each product across all selling channels through a unique combination of pricing engines and deep learning tech. The company delivers the right mix of pricing approaches in one place including market-driven pricing, demand-based pricing, markdown optimization, and competitive data.

### Featured Testimonials

“Competera offers great software for price optimization. We always have the best market coverage and insights to make the right pricing decisions. This makes our pricing strategies far more competitive, efficient, and proactive than ever before.”



IRINA KHRISTOFOROVA  
PRICING ANALYST, LEROY MERLIN

“Competera's platform is a great tool for price optimization and price management. As a user, I really appreciate the Competera dashboard which gives me the opportunity to work on any level — from the portfolio level to going as deep as the SKU level. With Competera, we know which strategy is gonna benefit us the most and go from there.”



KAMILA LISEWSKA  
MARGIN & PRICING ANALYST, STAPLES

“Maxtool is at the stage of advanced market analysis and automated repricing within our pricing journey. We get help from Competera's platform and find the platform an appropriate to reach comprehensive price optimization. We've already made a huge step in securing our market strategy and handling negotiations with vendors. Now we strongly look into the future when shifting to ML-based price optimization.”



RICK CONLEY  
HEAD BUYER AND DIRECTOR OF VENDOR RELATIONS, MAXTOOL

“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 Competera.”



KONSTANTIN PALAMAR  
PURCHASING MANAGER, BRUTALSHOP

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#### ABOUT OMNIA RETAIL



Omnia Retail is the company behind Europe's first dynamic pricing software. Built by two industry experts — one a retail software engineer, the other a retail strategy consultant — Omnia was created to help each founder's respective clients achieve more with their pricing. Omnia's mission is to help retailers and brands take control of their pricing and grow profitably with automation and insights, and the enterprise-ready software makes it easy for teams to manage pricing without the need for IT.



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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

“The combination of the Omnia software and the partnership with Johan was invaluable. Now we have the knowledge to build and refine a pricing strategy that works for us, but also the tools needed to carry out that strategy efficiently.”



MAARTEN APPELO  
MARKETING COMMUNICATIE MANAGER, PROFILE

“Omnia helped us set up our omnichannel strategy for both pricing and marketing. Their product-focused and data-driven approach allowed us to reach our ambitious growth goals in a highly targeted way.”



LAURENS SPIELE  
E-COMMERCE DIRECTOR, DECATHLON

“We needed a tool where we could combine our own strategy with an integrated dynamic pricing strategy including a healthy margin structure on category and brand level. With Omnia, this resulted in a competitive omnichannel strategy which is efficiently set up in a way that makes it easy to anticipate market developments. Omnia offers the flexibility needed to be able to expand decisions and developments within the organization to our online platform.”



NIK KUNST  
PRICING MANAGER, ELECTRONICPARTNER

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Total Customer References

[VIEW ALL REFERENCES](#)

#### ABOUT PRICE INTELLIGENTLY



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.

#### Featured Testimonials

“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 industries and across different products and really understand how pricing and packaging can affect buying behavior.”



BRENDAN SCHWARTZ  
CO-FOUNDER AND CHIEF TECHNOLOGY OFFICER, WISTIA

“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 likelihood to buy is. That's pretty critical.”



MARY CROGAN  
HEAD OF PRODUCT MARKETING, CONTINUUM

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



NICK FRANCIS  
CO-FOUNDER, HELP SCOUT

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litmus





#### 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.

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We decided to switch from a first-generation price optimization provider to Pricefx in 2018 because of its flexibility, responsiveness and implementation speed.”



JOSE REDONDO  
GLOBAL PRICING & EU COMMERCIAL ANALYTICS DIRECTOR, O-I GLASS

“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

“Pricefx has been partnering with Solenis for close to a year. Change management, particularly with the customer pricing process, is always a challenge for companies. The Pricefx leadership, development and engineering teams have always been available to provide Solenis with the best customer solution in a timely manner.”



SOLENIS

“From day one there was continuous support from Price f(x). Based on their experience, they figured out solutions to our problems and helped improve our pricing processes.”



ROBERT LEHMANN  
HELLA PAGID

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#### ABOUT SYNCRON



Synchron empowers the world's leading manufacturers to maximize product uptime and deliver exceptional after-sales service experiences, while driving significant revenue and profit improvements. From industry leading investments in research and development, to providing the fastest time-to-value, Synchron's award-winning, cloud-based service parts inventory, price and uptime management solutions are designed to continually exceed customer expectations.

15

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“The yearly price revision workload has drastically reduced by implementing Synchron Price™. We are able to get faster return financially from the new price.”



KAZUHIRO ISHIDO  
MARKETING GROUP MANAGER, HITACHI CONSTRUCTION MACHINERY

“Synchron Price™ enabled us to focus where we needed to by leveraging what we already had, then fix our data and process incrementally. This approach helped us secure user adoption and accelerate our benefits.”



EHSAN SOLTANI  
GLOBAL PRICING, VOLVO CONSTRUCTION EQUIPMENT

“Synchron Price is an out-of-the-box system but has a lot of flexibility. We are now able to price parts more logically using the Synchron solution with price logic capability.”



OSAMU ADACHI  
HITACHI CONSTRUCTION MACHINERY

“Synchron helped us lower inventory costs, reduce cycle times, increase parts sales, and maximize profits, while also improving supplier relationships and delivering exceptional customer service.”



MOHAMMED SADEQ ABDALLAH  
NATIONAL PARTS MANAGER - GCPD, AL MASAOOD AUTOMOBILES

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#### 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.



## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

“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

“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

“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

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#### ABOUT PRICE EDGE

**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.

6

**Total Customer References**

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We are proud to be the reason why Price Edge exists. The company is a success story which started small, but has almost unlimited potential. They helped us in becoming professional in our parts pricing and are the perfect choice for mid-size companies dealing with thousands of items.”



MARKUS ARNOLD  
DIRECTOR, SPARE PARTS AND CONSUMABLES COMPANY

“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 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

“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

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#### 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!

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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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

“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

“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  
OPTIMIZE MY AIRBNB

“This is the best tool built for companies running or managing multiple listings - it's so easy to use and has so many different ways to manage your pricing strategy. And the cost to use is fair and affordable.”



REBECCA SLIVKA  
PILLOW & COFFEE

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#### 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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## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“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 is really easy to use. Moreover, customer service is very fast and nice. You can get competitors' prices in a few hours and be told with a daily report of any changes.”



ERIKA ZANOTTI  
WEB MARKETING MANAGER, DENTAL LEADER

“Prisync covers all the products that we want to track and it's the best solution according to price/value relationship.”



ADITYA  
HEAD OF PRODUCT, ORAMI

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