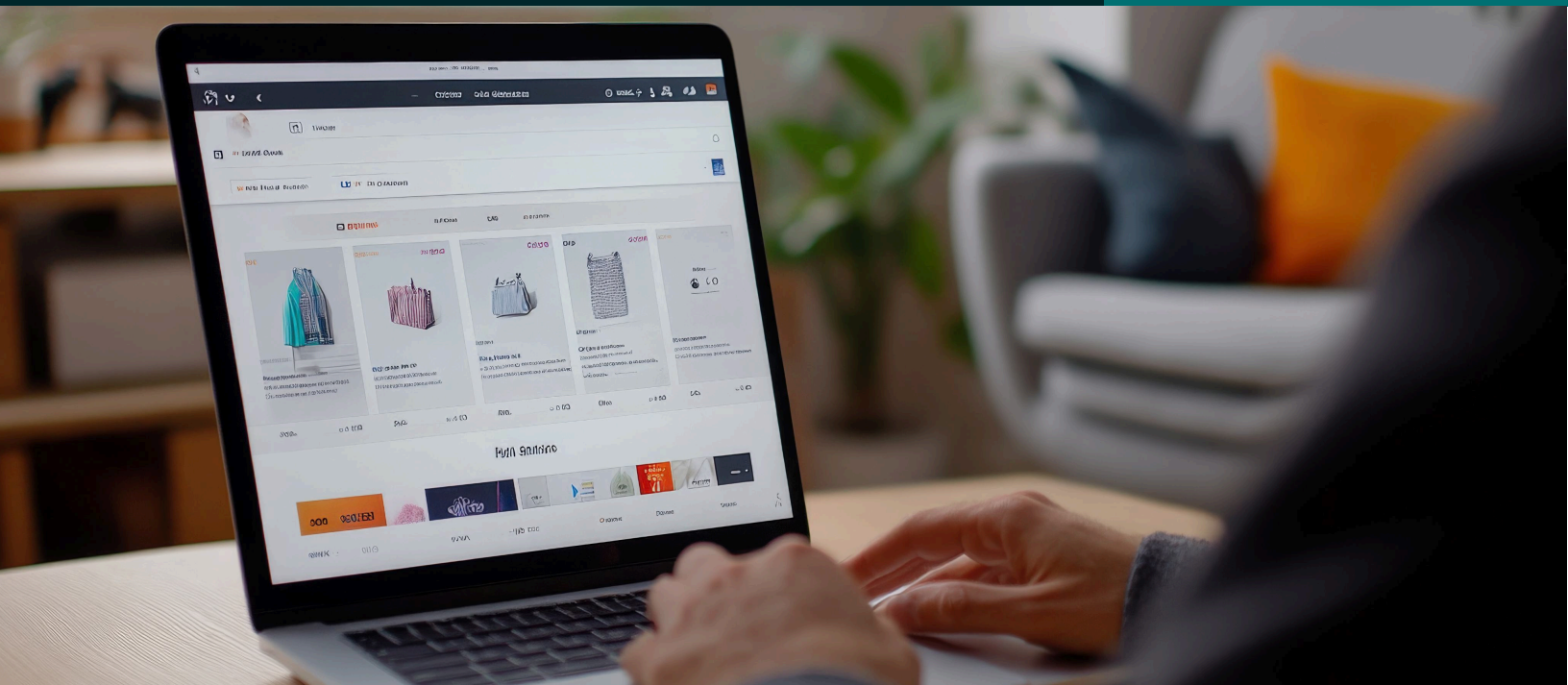


Shopify Pricing Management Platform for Apparel and Accessories

AI automated profit and revenue optimization



DynamicPricing.AI



Overview

DynamicPricing AI helps merchants boost margins and grow sales using AI-powered adaptive learning. With our Price Explorer you can test whether higher prices or discounts drive your profit goals.

The dynamic pricing revenue-optimization AI models adapt to time, competition, demand, and user behavior. This models send customers to the highest-converting price points. Apply also flexible rules for inventory, sales velocity, clearance or bulk-editing to keep you ahead.

- Adaptive Pricing AI Model for Revenue – Profit Mix Optimization
- Rapid Price Testing – AI CRO Tools for Higher Margin and Discount Testing
- Multiple Pricing Rules for Inventory, Demand, Sales Velocity and Seasonality
- Competitor price tracking and price comparison of identical or similar products
- Actionable advices on which pricing approach fits your goals

Why DynamicPricing AI

- Used by brands like Nivea, Karcher, Haier, Gree, and Boats.com
- A strong team of pricing experts, engineers and PhD's in mathematics
- Seamless integration via API
- Business consulting and custom solutions

The Brand:

A brand from the Apparel and Accessories industry that operates globally a rich catalog of accessories that are replicas of well-known luxury brands.

Objective:

Sell on higher prices with a profit margin campaigns

Challenges:

They needed pricing automation, as manually updating prices across their entire portfolio was too time-consuming.

Solution:

They ran four pricing test campaigns across 500 products, segmented by brand and product type.

Two campaigns ran for 3 weeks where the Price Explorer AI model for price testing updated prices every 1 hour, testing 10 different price points per product.

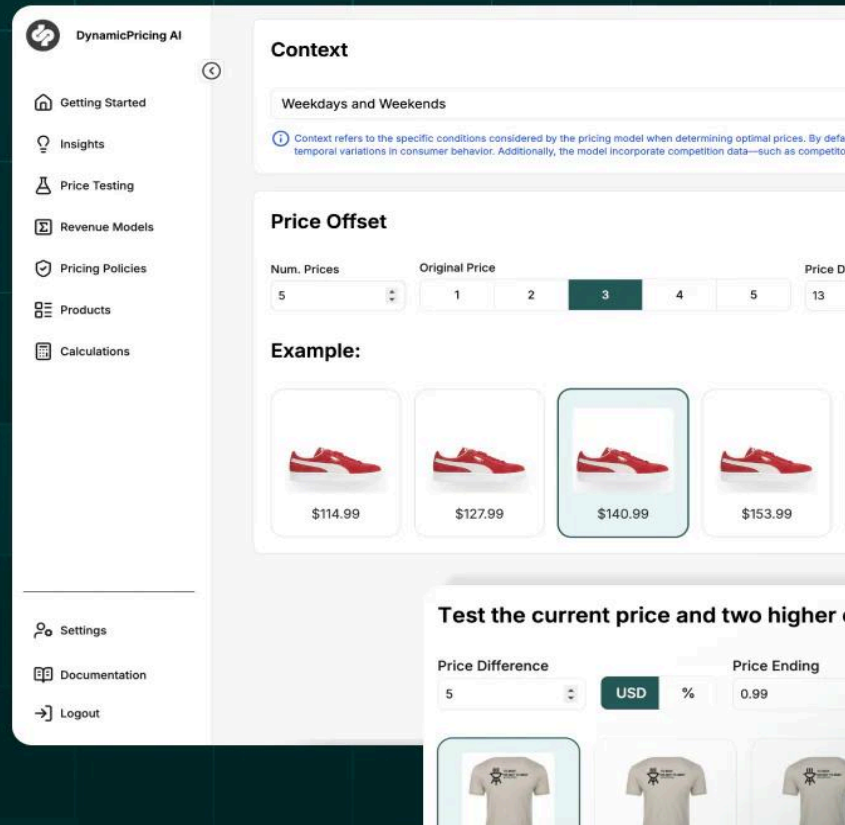


Benefits:

- Simple setup: An intuitive interface that makes campaign creation effortless.
- Smart automation: Test up to 10 price points per product—no manual work needed.
- Proven impact: Increases in revenue, profit, and margin achieved within days of launch.
- Data-driven insights: Get personalized campaign recommendations to maximize results.



Multiple Price Tests.
Find the winning price **faster than A/B testing.**



Results:

- 31% **increase** in total **revenue**
- 39% **increase** in total **profit**
- 17% **increase** in **ordered items**
- 6% **increase** in **average gross margin**

