

ChannelAdvisor Velocity Repricing

Automatically Adjust Pricing Based on Sales Velocity

If you were to ask even the most experienced online sellers to name the biggest daily challenges they face, one is likely to top every list: pricing. It's an issue that persists for most manufacturing brands and retailers, and it's easy to understand why.

When it comes to pricing products, there's no such thing as a simple calculation. Virtually every listing involves a complex equation with numerous variables, including how much stock you have, the prices your competitors are using and, perhaps most importantly, where current demand stands. And while much has been automated in the world of e-commerce, this is one area that often requires a surprising amount of manual work. Anyone who's had to research sales velocity and manually change the price of a product knows how time-consuming and error-prone this process can be.

If this sounds familiar, it's time to discover automated velocity repricing.

THE POWER OF A FLEXIBLE PRICING STRATEGY

Imagine for a moment that you've just made a bold prediction: We will sell at least x units per SKU within the next month. You're not just stating a goal, but making real plans for stocking and storage. You can move forward with confidence because you know that, at any given moment, your products will be set at just the right price to meet current consumer demands.

Best of all, you don't have to lift a finger to do it.

This is precisely what velocity repricing is for. Once you've set your marketplace and webstore listings to be automatically adjusted according to current sales performance, you'll have the assurance that your dynamic prices will nearly always be right. It means spending less on storage fees for underperforming products and gaining more for each top-performing SKU.

INTRODUCING CHANNELADVISOR VELOCITY REPRICING

With ChannelAdvisor's Velocity Repricing, you can have product prices changed automatically based on what matters most to you — whether that means extracting more margin on fast-selling products or lowering prices when demand changes. Inventory, sales velocity and product performance metrics are all monitored in the background. Simply set your criteria and then watch as prices are automatically adjusted up or down based on the latest sales data.

RAISE PRICE TO IMPROVE MARGIN

Is a product selling really well? Use your velocity repricer to raise the price and maximise profitability.

If current price < channel AND quantity sold in the last is:
 or more, then increase current price to channel price.

If quantity sold in the last is:
Between and then increase current price by %
OR Between and then increase current price by %
OR Between and then increase current price by %

Once every

LOWER PRICE TO MOVE INVENTORY

Are sales starting to slow? Lower the price back down until sales volume is stabilised.

You can choose different pricing strategies by SKU and decide when a product price will be adjusted up or down. There's no need to manually check on inventory levels or study sales conditions. All of the work is done for you — and not just on one channel, but across numerous marketplaces and webstores.

If the quantity sold in the last is
Between and then decrease the current price by %
OR Between and then decrease the current price by %

Once every

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In summary: ChannelAdvisor Velocity Repricing is the easiest, most effective way to match prices to market demand. As an essential component to your comprehensive pricing strategy, this feature builds on algorithmic repricers and rule-based repricing to ensure each product's price is always just right.

, you still on?