

# Price Manager Helps SIM Supply Increase GMV 20% Week Over Week



**\$** CONSISTENT  
MULTI-SITE PRICE

**SIM SUPPLY**

Location: Hibbing, MN

URL: [www.simsupply.com](http://www.simsupply.com)

Industry: Tools/Hardware

## COMPANY OVERVIEW

In today's competitive environment on marketplaces, having an effective, automated repricing strategy is critical to gaining visibility and sales. ChannelAdvisor's repricers for Amazon, eBay, Walmart and Jet have led to great results, including a **220% increase in GMV** week over week, and a **46% increase in gross profit**. ChannelAdvisor's Price Manager feature aligns prices across sites, allowing sellers to use multiple repricers while still adhering to price parity requirements set by marketplaces.

## SITUATION

ChannelAdvisor client SIM Supply had successfully maintained their competitive position on Amazon using the Algorithmic Repricer for Amazon. "Using ChannelAdvisor to reprice on Amazon has helped us gain margin and stay competitive," said Joe Caldwell, e-commerce manager at SIM Supply. "It has also saved us time, as we previously would have to manually adjust item prices." Driven by the success of repricing on Amazon, the company wanted to begin actively repricing their products on other sites. However, they also needed to set the same price across these sites to stay in compliance with price parity requirements.

## SOLUTION

SIM Supply set up the Price Manager feature and quickly expanded their use of ChannelAdvisor repricers. Price Manager set a consistent multi-site price, using the lowest repricer-generated price, allowing them to achieve their repricing goals on multiple marketplaces.

“We use multiple repricers because we want to win on every marketplace we list on. Repricing has worked for us on Amazon and Price Manager allows us to expand our repricing activities to more marketplaces and apply those price everywhere.”

*“Price Manager should be seen as a necessity for sellers. It has helped us gain margin and stay competitive through the use of multiple repricers.”*

—Joe Caldwell, E-Commerce Manager, SIM Supply, Inc.

## RESULTS

After implementing Price Manager, SIM Supply saw a 20.8% increase in Gross Merchandise Value (GMV) week over week. “The use of multiple repricers and Price Manager has certainly contributed to our growth in GMV.” In addition to tangible results, the company worries less about the potential consequences of breaking price parity requirements. “We sleep well knowing that Price Manager will keep us in compliance with our marketplaces.”