

Pricing AI



Pricing AI empowers merchants to go beyond intuition with data-driven price decisions that adapt to shopper behavior, inventory levels, and seasonal demand. Whether launching a new collection or clearing end-of-season stock, it delivers optimized price points that balance competitiveness and margin. With built-in elasticity modeling and automated recommendations, retailers can react faster to market shifts and competitor moves. It's not just about pricing smarter—it's about pricing confidently. For apparel retailers, that means higher sell-through, healthier margins, and fewer missed opportunities.

Key Features



Elasticity Modeling

Understand how sensitive parents are to price changes on everyday essentials and sleepwear to find the sweet spot between value and margin.

Best for: Baby Pyjamas



Predictive Pricing Projections

Use market and historical trend data to forecast ideal price points as temperatures shift and winter coats become high-demand.

Best for: Seasonal Outerwear



Automated Price Recommendations

Remove the guesswork and let AI recommend price points that boost both AOV and bundle conversion during key seasons like holidays.

Best for: Matching Family Sets



Customizable Pricing Rules

Set brand-preserving rules to ensure premium products don't fall below guardrails while remaining competitive.

Best for: Girls Dresses.



Margin Optimization

Identify which SKUs can be discounted deeper without harming profitability and where smaller discounts will still drive sell-through.

Best for: Clearance and End-Of-Season items

Trusted by leading global brands including:



**LIVING
SPACES**



COALATREE
ECO-MINDED GOODS

