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About Competera

[Competera Pricing Platform](#) accelerates enterprise retailers' growth by facilitating the best decision-making through the combination of AI with customized business rules and constraints.

Aimed at large retailers that have reached their revenue ceiling and exhausted all other ways to grow their businesses, Competera offers significant revenue and profit increase. The first results are visible within the six weeks upon launching the pricing software.

Using Competera's product does not require the engagement of any other team rather than category or pricing managers on the side of the retailer, ensures ten times faster time-to-value and is four times less expensive than most solutions in the market.

Video: <http://bit.ly/3a5KKLq>

Fact Sheet

- Company: Competera
- HQs: London, UK
- Offices: UK, USA, Singapore, Ukraine
- Founded: 2014
- Co-founders: Alexandr Galkin, Andrey Mikhailov, Alexandr Sazonov
- CEO: [Alexandr Galkin](#)

- Clients: 100+ retailers across 26 countries
- Employees: 90+
- Notable clients: Staples, Lego, Jumia, PETstock, Vodafone

Awards

- [High Performer 2019 and 2020 by G2 Crowd](#)
- [#1 eCommerce Solutions Software 2019 Crozdesk](#)
- [Top 3 startups at AI Summit in London](#)
- [Top 10 Price Optimization Solutions by Constellation Research](#)

Previous Coverage

2020

- Forbes: [It's Time For Digital Transformation In Retail Pricing](#)
- MarTech Series: [MarTech Interview with Alexandr Galkin, Co-Founder and CEO at Competera](#)

2019

- Forbes: [How AI Can Help With Your Price Optimization](#)
- Forbes: [Planning To Go Digital? 12 Steps Businesses Should Take First](#)
- Forbes: [14 Tech Pros Share The Conferences They're Looking Forward To In 2020](#)
- Elite Business: [Retailers are designing the AI-powered manager of tomorrow](#)
- Apparel Magazine: [Flash Sales Troubles AI Can Fix](#)
- Progressive Grocer: [The Best Way to Price Private Label Items](#)
- Refrigerated and Frozen Foods: [How artificial intelligence tackles promo pressure](#)
- Total Retail: [Markdown Optimization Helps Apparel Retailers Maintain Gross Profit and Profit Margin](#)
- TotalRetail: [How Retailers Should \(and Shouldn't\) React to Competitors' Price Changes](#)
- Total Retail: [Price Optimization Helps Consumer Electronics Retailer Raise Revenue by 16%](#)
- Retail TouchPoints: [Preparing Your Team For AI Adoption In Retail Pricing](#)
- Charged Retail: [How British fashion retailers can optimize pricing to increase profit margin](#)
- Essential Retail: [AI: Evolve or become extinct](#)
- InternetRetailing: [How gift retail uses AI price optimization software to appeal to customers and increase revenue](#)
- RIS News: [Machine Learning for Retail Pricing: Is It Worth Investing In?](#)
- Retail Customer Experience: [How To: Use AI price optimization for an engaging customer experience](#)

- Retail Insider: [Apparel retailer uses Competera's pricing software for markdown optimization and margin boost](#)
- AiThORITY: [Stop risking your profit margin when growing sales](#)

2018

- Oracle Blog: [AI for Retail Price Optimization: How to Get Started](#)
- Internet Retailer: [The price is right](#)

2017

- Retail TouchPoints: [How To Track Competitor Prices With Machine Learning](#)

To read more pieces, please click [here](#).

Case Studies

- Apparel: [Markdown optimization: saving profit margin](#)
- Health&Beauty: [Boosting revenue and sales across 100 price zones](#)
- Consumer Electronics: [Increasing revenue by 16%](#)