



## Algorithmic Pricing Solution for Online Retailers



**Victor Rosenman**  
CEO

### **About Feedvisor Ltd**

Feedvisor is the world's first fully algorithmic repricing platform, offering e-commerce marketplace sellers a best in class, cloud-based solution to keep their prices competitive and maximize profitability.

Instead of using complicated and often conflicting pricing rules, Feedvisor's technology is a self-learning, constantly improving algorithm that checks the competitive offerings of millions of products every hour, and adjusts prices in real-time based on the seller's business goals.

Founded in 2011, Feedvisor has been tried and tested by hundreds of sellers all over the world, with a purely success-based, pay-as-you-go style fee, and represents the next generation of automated pricing solutions. Visit us at [www.feedvisor.com](http://www.feedvisor.com)

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

### **CEOCFO: Mr. Rosenman, what is the concept for Feedvisor?**

**Mr. Rosenman:** Feedvisor is an algorithmic pricing solution. We enable online retailers to economically price their inventory on various online marketplaces. For example, if you are a merchant selling on Amazon or eBay and you compete with other merchants selling the same products, then you would want to have the best price performance ratio. This is exactly what Feedvisor helps you do. We take into consideration your performance relative to your competitors' and then set your prices accordingly. If you compete against someone who, for example, ships their products faster than you, then you may need to lower your prices. However, if you perform better than they do, then you can raise your prices. The Feedvisor system automatically analyzes performance levels and adjusts prices accordingly, so that you are positioned well on the relevant marketplace, and are able to maximize your profits at the same time as you are maximizing sales.

### **CEOCFO: What was the challenge technologically in putting the offering together?**

**Mr. Rosenman:** The unique thing about our system is that we have our own proprietary patent pending algorithm that is also capable of looking and analyzing the relative performance of merchants. This is very unique. Most systems today are using what is called rule-based technology, where you have to provide exact information of how you want to price relative to your competition. For example, if you ship faster, then you can be \$1 higher. If you ship slower, then you might need to be \$1 lower. Feedvisor automatically analyzes the difference in performance and we calculate the appropriate price without any work on the part of the merchant. This is a self-learning algorithm. It learns through experience and it is completely unique and patent pending.

### **CEOCFO: How long has your offering been available?**

**Mr. Rosenman:** Our service was launched in mid-2012, so it has been available for about two years. The company has existed for a little over three years.

### **CEOCFO: What types of companies are using your services today?**

**Mr. Rosenman:** Any serious marketplace seller can use Feedvisor. Our typical customer base at the moment is merchants who have a minimum of \$2 million a year in revenues, up to \$40 or \$50 million a year in revenues. .

### **CEOCFO: Do you find that companies have been actively seeking this type of technology or is it that they are happy to find out that it exists and available for them?**

**Mr. Rosenman:** In today's world in ecommerce, dynamic pricing is something that is very powerful. It is a new trend. Companies like Amazon are using it and there are many other large companies that are starting to price dynamically. Independent vendors basically have no choice. They need to participate on those larger platforms, which is why they need solutions like ours.

### **CEOCFO: Does your prospective client base know about you? How are you getting the word out?**

**Mr. Rosenman:** We are actually quite a known brand right now. We participate in conferences and are doing webinars. We have also had very significant press coverage from Forbes, CNBC and others that have written about us quite

extensively. We are considered the leader in the space of dynamic pricing. Therefore, anyone who is looking for dynamic pricing or repricing comes to us.

**CEOCFO: *Given that, who would not choose to use your system?***

**Mr. Rosenman:** We tend to be quite expensive for lower end sellers. However, within the markets and companies of the size I previously mentioned, we have been growing 100% year-to-year and our technology will become even more popular as we move forward.

**CEOCFO: *Does geographic reach matter to you or do you have a heavier presence in some areas?***

**Mr. Rosenman:** No. We support multiple countries at the moment, including the US, Canada, Germany, Spain, Italy and France.

**CEOCFO: *What are the built-in tests to ensure the accuracy of the system?***

**Mr. Rosenman:** That is an excellent question. When our customers put together their pricing ranges, they put their costs through our system and as soon as they do this, the system helps calculate the boundaries at which they can sell the item — the lowest and highest price. The lowest price is the price at which you'd sell an item while still making a profit, and the highest price would be the point at which demand disappears. We always price within this range, but we do our best to find the optimum price within it.

**“If you are a merchant selling on Amazon or eBay and you compete with other merchants selling the same products, then you would want to have the best price performance ratio. This is exactly what Feedvisor helps you do. We take into consideration your performance relative to your competitors’ and then set your prices accordingly.” - Victor Rosenman**

**CEOCFO: *Would you tell us about the recent Red Herring award nomination?***

**Mr. Rosenman:** Over two thousand companies from all over Europe applied for the Red Herring Europe award. There were multiple selection rounds and we reached the final, along with two hundred other companies. When we won, it caused a great deal of media interest in the company. The award is given to the 100 top innovative companies in a particular year; a company cannot reapply or win more than once, so it has been an honor for us to win this year.

**CEOCFO: *How is business these days?***

**Mr. Rosenman:** We are doing exceptionally well. We are growing at a rate of 500% to 600% year-to-year. We are getting closer to 1,000 customers and our metrics are amazing. We are helping people to maximize the success of their companies.

**CEOCFO: *What have you learned since the product has been available that may have called for some alterations in your offering?***

**Mr. Rosenman:** What we have learned is that the market is becoming more and more competitive. There is very little variance for retailers to start selling and more and more people are trying to sell online. However, what is most important for retailers is the need to pay a great deal of attention to performance. You need to make sure that you deliver well, have good customer service, and not deal too much with pricing. This is because pricing is a tactical thing based on your selling performance. Therefore, we actually help our clients to focus on their performance in order to be able to raise their prices. As soon as they improve their performance they can also price higher and improve their margins. We do the pricing for them and they focus on their performance.

**CEOCFO: *Do you find some companies are skeptical about your offering?***

**Mr. Rosenman:** When a company starts working with us, they will always be cautious. For example, they would not put their entire inventory right up front with us. They would try ten to one hundred products, and as soon as they see that it works, they begin to add products to the system, sometimes all their products. We also provide quite extensive analytics and metrics for our clients, so they can continue to monitor their products and see what items sell better or do not sell as well. They can see what items they need to buy or cut back on.

**CEOCFO: *So, it is more than just pricing?***

**Mr. Rosenman:** Yes, it is more than just pricing. It actually a whole pricing and business intelligence system that helps the retailer manage their pricing.

**CEOCFO: *What are the steps for a retailer in implementing the system?***

**Mr. Rosenman:** It is really easy. Implementing the system is completely turnkey. We simply connect through the relevant marketplace and automatically input all of the retailer's information into Feedvisor. The client would then provide us with their costs and the pricing ranges. This can all be done in one day.

**CEOCFO: *What might be different at Feedvisor a year from now?***

**Mr. Rosenman:** What we are seeing is that the industry is becoming more and more competitive from the retailer's perspective. Because of this, they need to have not only the ability to price, but they also need to have better tools to really understand their competition, the demands and trends. This is exactly what we are doing. We are developing these new tools that will enable retailers to make strategic business decisions. This is where we are focusing our company. We want to not only be able to price automatically, but to be the one that helps the retailer to make the right business decision so that their business can flourish.

**CEOCFO: *Do you track to see if your customers are paying attention to the results and making changes accordingly?***

**Mr. Rosenman:** Yes! Absolutely! We see it all the time. When we provide information we clearly see its impact on customers.

**CEOCFO: *Put it all together for our readers. Why pay attention to Feedvisor?***

**Mr. Rosenman:** We believe that if you want to be successful in retail, you cannot do it by yourself, manually. If you want to be a leader in your industry you need to utilize leading technologies, and Feedvisor is one of these. We believe that it is essential for retailers to rely on us. The same is true for the investment community, because as an investor you need to choose your best portfolio and going with the leading companies is probably the right decision.

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**BIO:** Victor Rosenman is CEO and Founder of Feedvisor. Before Feedvisor, Victor founded an innovative social media marketing startup and was senior R&D manager at Sun Microsystems. Victor holds a BSc in Computer Science and an Executive MBA from Kellogg Northwestern.

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