

# Price Management & Analytics



Get the right price for every product

Pricing solution your team will actually want to use. Disivo helps your team optimize 100% of products across all sales channels and countries automatically, accurately and without bottlenecks.



**+12%**

Avg. margin improvement

**50%**

Less time on repricing

**99%**

Reduction in pricing errors

**Unlimited**

Stores & channels

## STRATEGIES

### Not one-size-fits-all. Every product gets the right algorithm.

Disivo goes beyond basic rule-based repricing with pricing model built for specific e-commerce scenarios. Teams can combine rules, models, and automation in any configuration.

#### Dynamic Pricing Rules

Create rule based on internal data like demand, stock, purchase price or competition insights. Rule-driven pricing, zero manual effort.

#### Product Categories

Segment products by category, seasonality, or any custom logic that you are already using internally. Apply different strategies to different segments simultaneously.

#### Markdown & Clearance Automation

The algorithm prevents over-discounting while clearing inventory fast and efficient, by stepping prices down within defined intervals and thresholds.

#### Margin Maximization Automation

Adapts prices dynamically to real demand signals. If a product sells above threshold within a period, price increases. If it underperforms, price decreases. Each product independently.

#### Smart Price Elasticity Testing

Model for finding the true demand-optimal price point, suited to products with higher sales volumes. Let Disivo find the sweet spot for your margin.

#### Marketing Campaigns

Create, schedule, and manage promotional pricing and special offers. Discounts and campaign prices are tracked and auditable. Easy reporting and promotions evaluation.

## KEY FEATURES

### Everything your pricing team needs. For managers and specialists.

Start with basics or jump straight into advanced optimization across sales channels and countries. Disivo is designed to scale with your growth, helping you manage pricing effectively.

#### Regulatory Compliance

Adhere to EU Omnibus regulation or mark-up ceilings limits.

#### Unified Strategies Across Markets

Deploy master strategies across all markets with a single click.

#### Dedicated Customer Success Manager

Focus on the big picture, become a pricing architect.

#### History & Change Log

For checking yourself, or providing data for an audit

#### Weekly Insights

Receive actionable reports with recommendations every week.

#### Product Analytics & Integrations

Downloadable reports. Seamless BI connections.

#### Immediate Market Reaction

Automate responses or act in just a couple of clicks.

#### Alerts & Safeguards

Built-in alerts and guardrails to prevent costly mistakes.

#### Aila — AI Pricing Co-pilot

Instantly analyze data and automate actions with an AI assistant.

**+10%**

Profitability in clearance sales

"Disivo improved our pricing strategy, identifying and fixing weak spots. We increased profitability in clearance sales by 62% using their intelligent markdown model."

Marek Vaniš  
CMO, Penta

**100%**

Catalogue covered

"Disivo is a great solution for optimizing online commerce pricing. It offers many features, yet remains easy and intuitive to use. We appreciate the analytics, which give us a clear overview of the effectiveness of our strategies."

Martina Selepová  
Pricing specialist, BENU

## HOW IT WORKS

### 1 Connect

All of your data manually or via integrations

- Product data
- Spreadsheets
- API/CSV/XML connectors
- Shopify
- Data warehouse
- Custom shop



### 2 Clean and analyze

Give your data superpowers

### 3 Activate

Put the right insights in the hands of the right people

- Dynamic rules
- Manage discounts
- Pricing strategies
- Autopricers
- Daily updates
- Exports
- Alerts

## Trusted by fast-growing e-commerce teams across Europe

From single-country retailers to pan-European powerhouses

**+10%**

margin with auto pricing

GASTROZONE

**+3%**

margin in the first month

MI PENTIA

**100%**

catalogue coverage

BENU

**11**

countries at scale

4camping

**6M**

price points optimized

factcool

**+10%**

profit from day one

TisknuLevne.cz

