



Pricing Strategy Types

Pricing Strategy Types: Non-Competitive vs. Competitive

Non-Competitive Strategies

- Non-Competitive strategies do not use competitor data to reprice
- Can be used to push a price from one market to another
- Can adjust price based on velocity of sales and sales goals for a particular item

Best Use

- Adjusting prices on a shopping cart
- Adjusting prices on branded items
- Keeping prices in sync across all marketplaces
- Determining accurate sales goals
- Shopify, BigCommerce, Etsy, Sears, Newegg, WooCommerce

Competitive Strategies

- Use market data to actively reprice against other sellers on a given marketplace
- Maintain a competitive edge against other sellers
- Reprice frequently and accurately to gain Buy Boxes or lowest price

Best Use

- Repricing on Amazon, eBay, and Walmart
- Items with competition

