

Time to evolve your bid strategies and price changes to make data-informed decisions!

Our Platform:

Combining world class machine learning and big data visualization to deliver critical Google Shopping insights .

The challenge is Google provides very little in the way of analytics for its shopping platform, especially those based around advertising positions and product pricing, let alone being able to provide insights into competitors metrics.

What we do:

We scan millions of records every hour capturing advertising positions, price points and multiple product metrics, delivering a complete picture on advertising & competitor patterns.

Our approach is to leverage the power of Azure machine learning and human brainpower to maximize KPI-driven results while minimising tedious and iterative work.

Enabling you to make data-informed decisions & set more granular Google Shopping bids.

What we deliver:

- Deliver a holistic view of your adverting presence compared to your competitors
- We visualize the market add data to highlight opportunities and possible failures
- Identify where improvements can be made to your advertising campaigns
- Deliver information needed to make business decisions, control costs, and drive growth, giving you the upper hand over your competitors.

It's easy with PriceSynergy.IO, get instant insights into your product & competitors portfolio today!

Keep you customers close, Keep you competitors closer!

