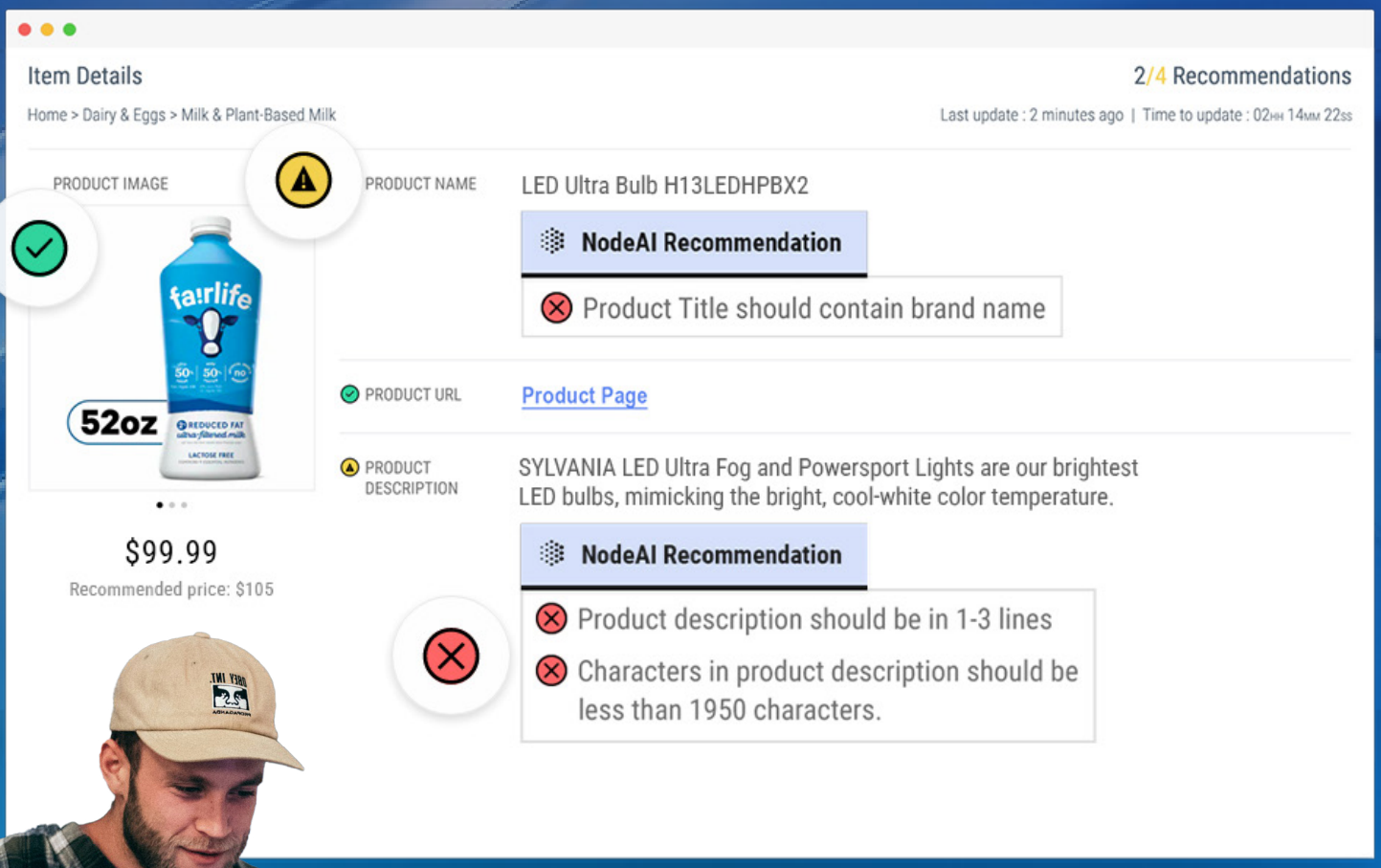
Intelligence Node

Driving Sales Growth With AI-Powered Pricing Intelligence





Master Price Compliance & Automated Repricing at Scale

Introduction

Online marketplaces have changed the way consumers discover, compare, and purchase products. With thousands of third-party (3P) sellers competing across millions of SKUs, pricing has become one of the biggest factors influencing purchase decisions. As catalogs grow larger, managing prices at scale becomes increasingly difficult.

This challenge is becoming even more important as shoppers compare prices more than ever before. About **80% of shoppers** actively compare prices before making a purchase. Similarly, about **62% of shoppers** say prices matter more today than ever, making pricing one of the biggest drivers of purchase decisions in 2026.

Without an effective pricing strategy, marketplaces and enterprise brands risk losing sales to competitors, reducing seller confidence, and missing revenue opportunities. Manual pricing methods and rule-based updates are no longer fast enough to keep pace with today's dynamic retail environment.

Sellers must constantly respond to competitor price changes, promotions, inventory levels, and changing shopper demand while protecting their profit margins and complying with the marketplace guidelines. With AI-powered pricing intelligence, marketplaces can improve price competitiveness and compliance, increase conversions, and enable sustainable revenue growth at scale.

88% of online shoppers are unlikely to return to a website after a bad experience

- Baymard Institute

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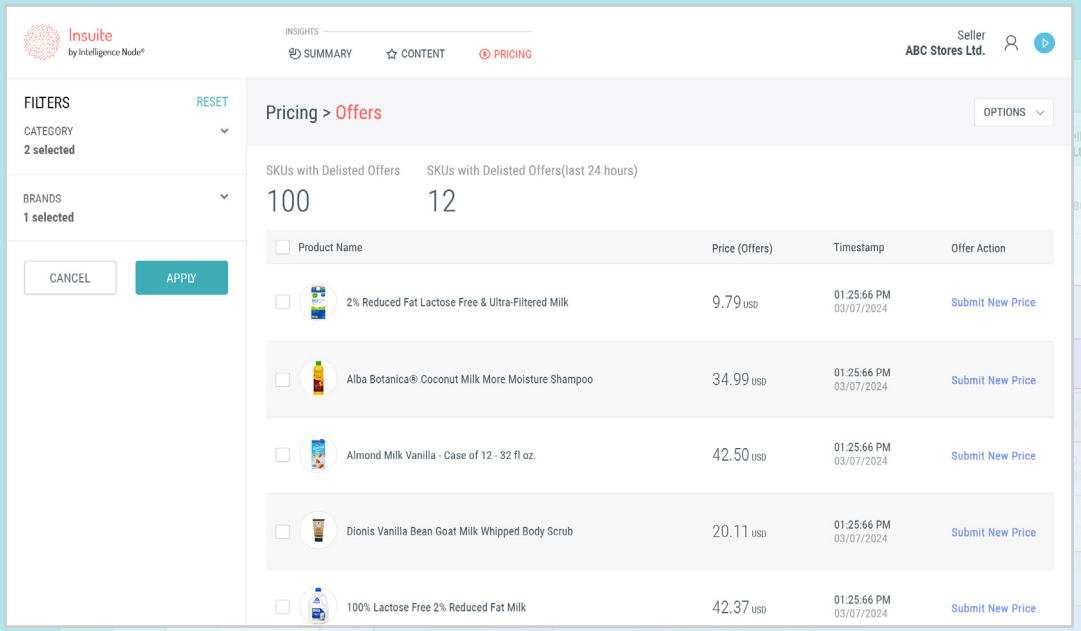
Use Case 1

Pricing Compliance Management Across Seller Listings

Managing pricing compliance across various seller listings and platforms is a significant challenge for modern marketplaces. Disparities in pricing can not only harm marketplace credibility but also impact customer trust and satisfaction. Intelligence Node's **Marketplace Price Compliance Software** offers a robust solution to monitor and maintain pricing consistency, ensuring sellers maintain pricing parity on your marketplace while staying competitive across other market places.



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Key Features

Track Seller Prices Across Platforms
Monitor seller prices for the same product across multiple eCommerce platforms for consistency.

Access Advanced Matching Technology
Match and compare exact products to identify the lowest prices across different sellers and platforms with 99% accuracy.

Automate Price Updates With API Integration
Manually adjust prices and automatically integrate those changes via API back to the marketplace platform.

Key Benefits

Ensure **seller price parity** across marketplaces.

Enable **competitive pricing** to boost conversions.

Gain visibility into **competitor price movements** for informed pricing strategies.

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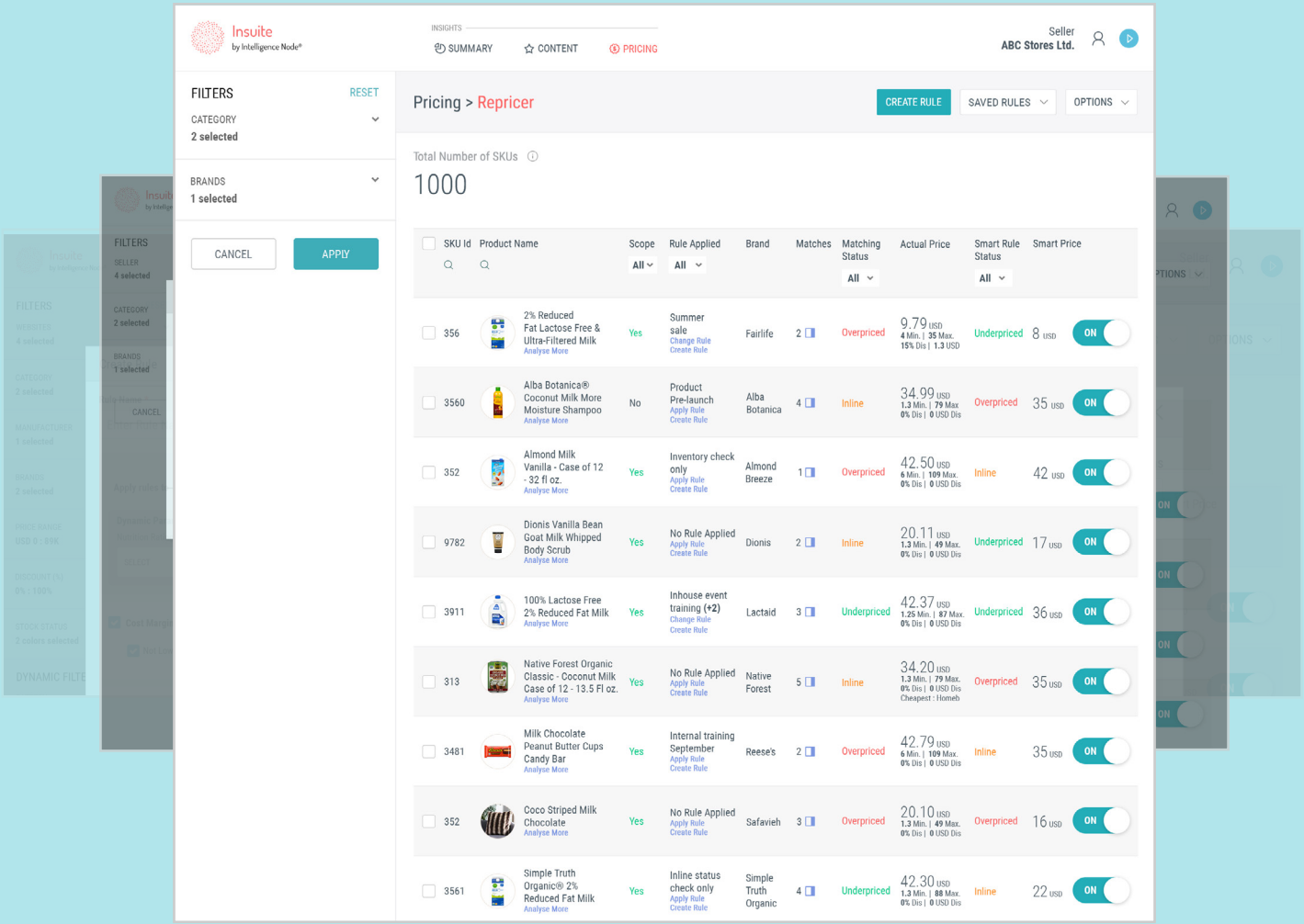
Use Case 2

Automated Repricing With Rule-Based Pricing Engine

In the fast-paced world of eCommerce, where prices on platforms like Amazon can change every few minutes, manual pricing adjustments will not suffice any more. Retailers and sellers face the daunting task of tracking, matching, and repricing thousands of products in near-real-time across different platforms. Intelligence Node's **Automated Product Repricing Solution** addresses these challenges with a cutting-edge AI Matching Algorithm combined with a dynamic pricing engine.



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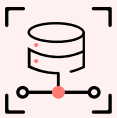
Key Features



Frequent Data Refresh Rates
Near real-time price comparisons to keep sellers in the know.



Dynamic Pricing Rules
Customizable rules tailored to competitive price movements and seller margin requirements.



Smart Price Recommendations
Automatically integrate approved smart price recommendations back into marketplace platform for seamless execution.

Key Benefits



Automate pricing by **integrating APIs** with marketplace platforms, eliminating any manual effort.



Utilize **data-driven insights** for smarter pricing decisions and margin growth.



Enhance pricing strategies with **intelligent recommendations.**

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Business Impact



2-4%
Gross Margin Lift:
Improved profitability with smarter price adjustments.



12.5%
Revenue Uplift:
Significant increase in revenue through optimized pricing.

Conclusion

Winning on price requires more than simply matching competitors.

Modern marketplaces need accurate, **real-time pricing intelligence** to help sellers stay competitive, protect margins, and drive profitable growth. Intelligence Node's AI-driven marketplace price compliance software and automated product repricing enable marketplaces to monitor competitor prices with exceptional precision and speed.

By delivering real-time pricing insights across millions of products, the platform empowers marketplaces and sellers to improve price competitiveness and conversions at scale.

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About Intelligence Node

Intelligence Node is the intelligence layer powering agentic retail. We sit at the center of the digital shelf, transforming pricing, product, assortment, and content signals into the real-time, trusted intelligence that drives confident decisions, human and AI alike. Our platform spans Market Intelligence, Product Intelligence, AI Readiness, and Decision Intelligence—delivering the visibility, precision, and autonomous recommendations retailers need to compete as retail becomes AI-driven.

Acquired by Interpublic (NYSE: IPG) in December 2024 and now part of Omnicom (NYSE: OMC), Intelligence Node is integrating with Acxiom and Omnicom Media at the core of the world's leading marketing and sales ecosystem.





Intelligence Node

Ready to Improve Conversions & Consumer Experience?

Learn how real-time pricing intelligence helps you stay competitive, respond faster to market changes, and improve profitability.

Get a Personalized Demo