get4it Launches Product Repricing Platform w/ Pricing Intelligence to Empower Retailers to Increase Sales

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Over the past few years online retail sales have grown exponentially and are expected to exceed five hundred billion by 2018 in the US alone. Sales from ecommerce platforms such as Amazon and eBay make up an ever growing portion of the total B-2-C and C-2-C sales with millions independent merchants between them. Platforms such as Shopify, BigCommerce, and many others are rapidly expanding and further empower online merchants with more choice and pricing structures for every size merchant.

The increase in overall ecommerce growth and the ever more competitive nature of online ecommerce platforms has created the essential need for merchants to price their products more competitively. get4it®, a pricing intelligence platform provider, has seized on this need and has announced the launch of a new pricing intelligence platform to service medium to large retail merchants.

Founder and CEO James DeBoe explains how the release of get4it® empowers merchants like never before. "With the launch of get4it® we're launching much more than an application, we're launching a platform. Eventually we will open our API's to third party developers to develop plugins and extensions that will further empower our customers. This launch has incorporated three main areas of functionality; Connectivity, Repricing, and Marketplace Intelligence. As we execute our roadmap our customers will notice a strategic focus on these three areas. get4it® will in a very short period of time connect to every major marketplace and popular cart offering, as well as offer ever more intelligence, not only around pricing, but also many other metrics that are proven to increase online retail sales."

get4it® connects directly to a merchant's store or stores, imports the entire inventory, and computes the optimal selling price as compared with competitors. The pricing algorithm takes into account more than just price, using seller feedback rating and other factors to ensure merchants are making the right pricing decisions based on all available data.

About get4it®
get4it® is a pricing intelligence platform that empowers retail merchants to gain a competitive advantage and ultimately increase sales through simple tools that execute intelligent pricing strategies. At get4it® we have a single mission, to empower retail merchants to be ever more competitive through the use of intelligent tools made simple. Our proprietary pricing intelligence platform allows for unrivaled visibility into your competitiveness on eBay, Amazon and soon across multiple marketplaces and platforms.

For more information about Product Repricing and Intelligence, visit us at https://www.get4it.com/ or follow us on Twitter @get4it. Try us today, with a 14 day free trial. Look for more updates to come!