



User's Guide

Prisync is a competitor price tracking and dynamic pricing software for e-commerce companies of all sizes from all around the world.

Since the company's founding in 2013, Prisync tracks more than 5 millions URLs every day and has customers in more than 40 countries.

With our Magento extension you can import all of your products with one click. If you add a new product to your Magento store, it'll be also added to your Prisync dashboard or if you remove one of the current products, it'll be also removed from your Prisync dashboard. Lastly, even if you edit a product info like name, brand, category or code, it'll be also synced to your Prisync dashboard. To sum up; once you install Prisync extension, you'll continuously have a synced data between Prisync and your Magento infrastructure.

Core Values of Prisync

Improve Productivity

According to feedback that we get from our customers, 200 URLs takes 1 hour to track manually every day. If you have 1000 URLs to track, you have to spend 10.000 minutes to track each of them every month. With Prisync, you will track them automatically; so you will earn so much time. Also it reduces the risk of doing mistakes.

Increase Profit Margin

You can analyse your competitors and change your prices every day with the data that we provide. Our users increase their profit margin up to %20.

Why Choose Prisync

- **Unlimited Numbers of Competitors**

With Prisync you can track unlimited competitors so our pricing package doesn't depend on the number of competitors you add to your dashboard.

- **Prices Updated 4 Times a Day**

To provide accurate results, we update product prices 4 times a day regardless of your package. This leads to getting quick reactions to competitors' campaigns.

- **Dynamic Pricing Engine with SmartPrice Rules**

You can set up SmartPrice rules for your products within Shopify by taking your unit product costs and competitor prices into account. This will help you to apply smart competitive pricing strategy within your webshop by making sure that you'll remain profitable.

- **Anytime Cancellation - No Contracts**

As we are a software as a service company, we have monthly packages and you don't have to sign a contract. Thus, you can cancel it anytime you want.

- **Dynamic Support**

We try our best to offer an amazing support that anyone hasn't met before.

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1. The first thing you need to do is installing Prisync to your Magento Shop. You can find detailed information about installation in **Prisync Installation Guide** document. In Image-1 below, you can see first few products are imported to Prisync Price Tracking Engine as an example.

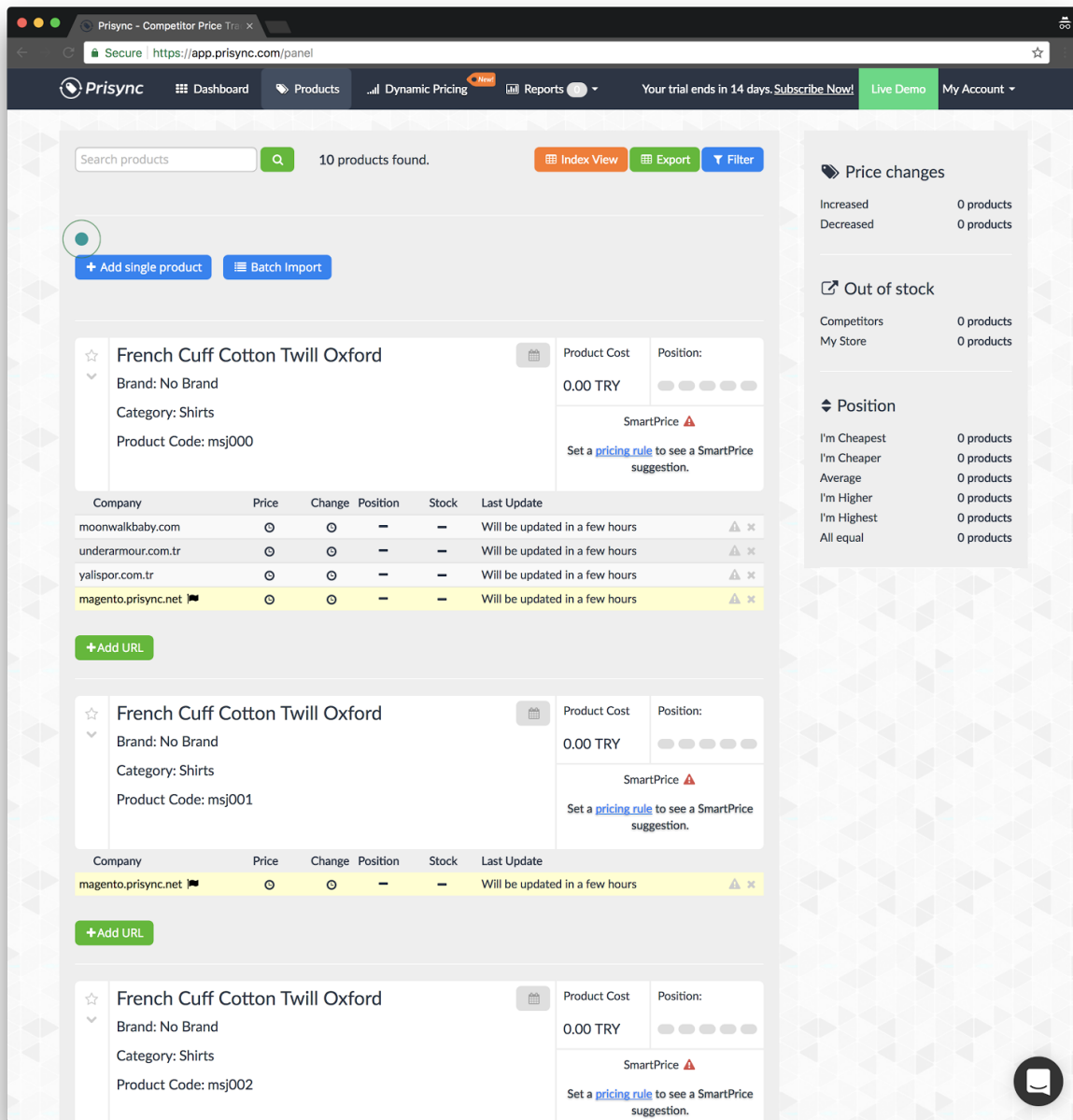


Image-1: The products you select were imported to Prisync Price Tracking Engine.

2. You can now start adding your competitor URLs for your products. In Image-10, just look at the first product “*French Cuff Cotton Twill Oxford*”. It has 4 URLs: your URL from your shop (the yellow link with a flag icon next to it) and 3 competitors of yours: **moonwalkbaby**, **underarmour** and **yalispor**. 3 competitors are selling the same product, so you want to track their prices. To achieve that, simply add their product page URL under the same product.

3. That's almost all. Prisync extension will be always in synchronization with your Magento shop. If you add or remove a product from your shop, it'll be added/removed from Prisync engine. It's same for product edits.

4. Now you can wait for a bit and let Prisync collect your competitor prices. You can visit your Prisync dashboard and can see the prices when they're collected, which usually takes a few hours in the beginning. After then, Prisync will visit all the URLs 4 times a day.

14. You can now [Prisync HelpCenter](#) for more information. You may want to learn about 3 important points now:

- a. [What is Dynamic Pricing](#)
- b. [How to set your product costs?](#)
- c. [How to set up SmartPrice rules?](#)

5. After you set your product costs and set up SmartPrice rules, Prisync Dynamic Engine is going to update your products prices 4 times a day.