



## Reference Manual

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.

## Simple Pricing

**Professional Package(\$59.00/mo)** is for those who want to track 100 products every month. It includes excel report, currency coverage and unlimited number of competitors to track.

**Premium Package (\$129.00/mo)** is for those who want to track up to 1000 products every month. It includes API access, daily email alerts and daily price change notifications.

**Platinum Package (\$229.00/mo)** has all the features that Premium Package covers. Additionally, it has price history feature and for suppliers, recommended price and price violations modules are also included. You can track up to 5000 products with this package.

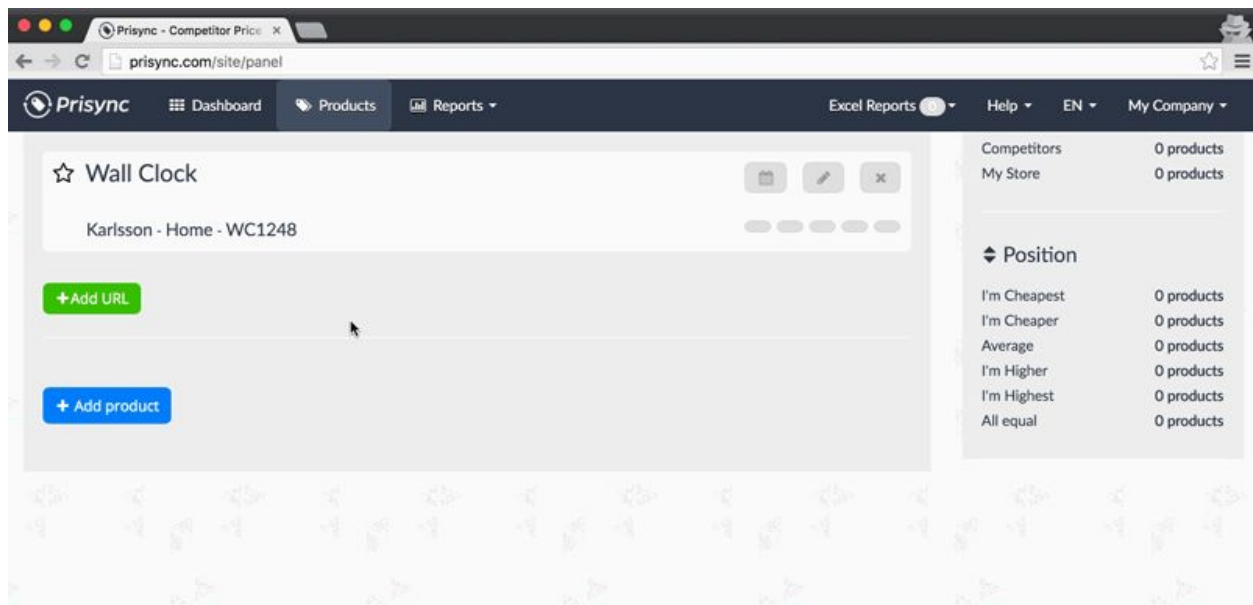
# Prisync Knowledge Base

## How to add a new product?

You don't have to do anything. Just add the product in your Magento dashboard and Prisync will automatically synchronize itself.

## How to add a new URL to a product?

Click on the 'Add URL' button under your product and enter the URL of the product detail page you want to track. Be careful, this URL needs to be directly linked to product itself. Category or search pages won't be tracked.



## When will my URLs be updated?

If the links that you added are from the sites that we are already monitoring, then the first results will come up in maximum 8 hours. If the links are from totally new sites, then the results will be shown in 24 hours. After getting the first updates, all the data will be updated 4 times a day automatically.

## I have a list of URLs to be tracked. How to import them into my Prisync dashboard?

You can use the Batch Import function to import your products and URLs.

## How to batch import competitor URLs to existing products?

After clicking batch import button, you will see two tabs on the pop-up. Just click the second one which is "Add new competitor URLs to existing products" then you can follow the instructions written there to add just new competitor URLs to current products.

Apart from the instructions on the batch import pop up, please pay attention not to put duplicate URLs into the batch import file as the system doesn't let you add the same URL twice. Also, note

that this second tab helps you just add new URLs to the current products. In case you need to add totally new products, you need to use the first tab of the batch import function.

### **How to set up daily notifications?**

All you need to do is to click My Account button on the top right corner of your account and then click settings button. Then, you can click notification settings tab and set the notifications that you'd like to get. Here is [more information about this settings page](#).

### **What is Dynamic Pricing?**

Dynamic Pricing is one of the important features of Prisync. This module helps you add also your product costs (***the money that you pay to your suppliers to buy the products that you sell through your online store***) to the products that you track in your Prisync account. Then, you can set up SmartPrice rules based on your product costs and also your competitors' prices to find your optimum prices for your products, called as **SmartPrices** in Prisync.

Simply our Dynamic Pricing Module suggests you optimum prices for your products taking into calculation your costs and your competitors' prices. Then, you can be sure that you're both competitive and profitable in the market with these prices.

### **How to set your product costs?**

To add your product costs, you can click the button in the top left corner of a product card and then you'll see a button which is edit product button. You can click that and then fill the cost box with your product cost and save it, that's all. This is how to add a cost to an existing product.

Apart from this, you can also add your product costs while adding your products to the system. When you click add single product button, you'll see the cost box, just write your cost there and save it, that's all!

### **How to set up SmartPrice rules?**

To set up SmartPrice rules, you first need to go to the Dynamic Pricing page from the top bar. When you land on Dynamic Pricing page, you'll see all the rules that you have already set up for your products. Then, all you need to do is to click "**add new rule**" button and define your own rule for the group of products that you want to apply this rule.

When you click add new rule button, you'll see two sections under the name of "**Apply to**" and "**Rule**". So, first, you need to pick up the product range that you want to apply a rule. There are 3 options for "Apply to". **All products, brand** or **category**. So, you can simply apply a rule to all the products, or to a specific brand or category. After choosing the product range, then you can define your SmartPrice rule for them.

Add New Rule

Add New Rule

Apply To: All Products

Rule:

- My price should be 5 GBP higher than cheapest of my competitors but it should not be lower than (my cost + 5 GBP)
- My price should be equal to cheapest

To set your SmartPrice rule, you have different options. First off, you can put some thresholds for your prices according to the minimum, maximum and average prices in the market with some absolute values or some percentage values. For example, you can set up a rule like **my price should be 10% lower than the cheapest of my competitors**. You can also set some thresholds in terms of your costs to be sure that you're still making money. For this, you can set a rule like **my price shouldn't be lower than my cost plus 5% profit**. See the combination of these two rules below:

Add New Rule

Add New Rule

Apply To: All Products

Rule:

- My price should be 10% lower than cheapest of my competitors but it should not be lower than (my cost + 5%)
- My price should be equal to cheapest

On the other hand, you can set up also simpler rules like **my price should be equal to the cheapest price in the market or equal to the average price ( see it below)**. Then, you can be sure that the SmartPrices are calculated according to this rule.

Add New Rule

Add New Rule

Apply To: All Products

Rule:

- My price should be 10% lower than cheapest of my competitors but it should not be lower than (my cost + 5%)
- My price should be equal to average

In Dynamic Pricing page, there is also a section to see immediately the effects of the rules you set up, **SmartPrice live view**. So, when you set up a SmartPrice rule, you can easily see what your SmartPrices will be and then according to these, you can save the rule or change it.

SmartPrice Live View (32 products)

Product Name	Product Cost	My Price	Cheapest Competitor	Average	Highest Competitor	SmartPrice
24H Tuokio Tallrik Liten	9.00	16.59	13.94	16.23	18.90	12.55

### What is an Excel Report?

Excel reports are basically all your data on the dashboard presented in Excel format. It includes Index, Minimum Price, Maximum Price, Average Price, Your Price, Cheapest Site, Number of Matches, and price data of all competitors for each product. Please note that price of out of stock products won't be available on Excel reports.

### How to get an Excel Report?

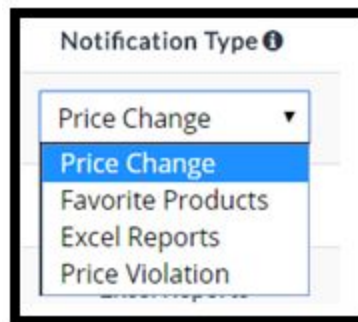
You can get your Excel Report by clicking the 'Export' button on the Products page, or by Excel Report mails.

### How to download Excel reports?

You can view your last 5 Excel reports by clicking on 'Excel Reports' under 'Reports' tab. You can click on the name of the report to download it.

### Notifications

In this article, you'll find detailed information about our automated notifications. Firstly, we have 4 *types of email notification*.



#### 1. Excel Report (Premium Plan, Platinum Plan)

This report is sent via email and the file type is Excel. This Excel file contains all your product's information as name, brand, category, SKU code, your positions, your index values, your own prices and all your competitors prices.

#### 2. Price Change Notification (Premium Plan, Platinum Plan)

This notification is sent via email and the contents are placed in a nice looking HTML layout. In this report, you'll see the products that have any price change for the links that are tracked for these products.

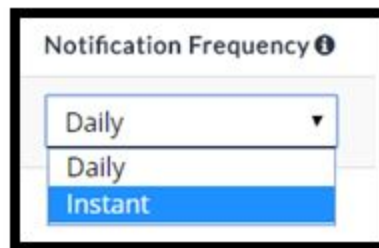
### 3. Favorite Products (Premium Plan, Platinum Plan)

This notification is an Excel report as well that is sent via email but the difference is that this report contains just your favorite products.

### 4. Price Violation (Platinum Plan)

This notification is sent via email and the contents are placed in a nice looking HTML layout. With this report, suppliers can track the price violators for their own products in the market. So, if you're a supplier and you want to track your own products' prices in the market in terms of your recommended prices, this is a must-have report for you.

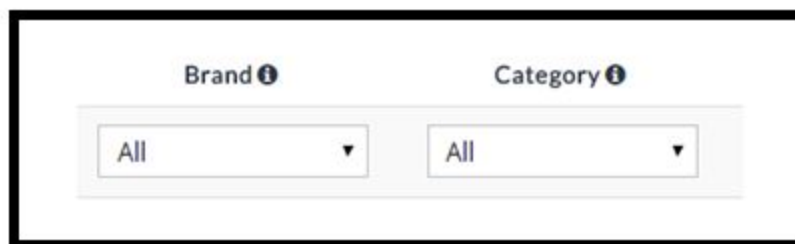
#### Setting Frequency for Email Notifications



In terms of frequency of the notifications, there are 2 options. First one is *daily* and the other one is *instant*. For daily frequency, you get the selected notification on daily basis. For example, if you're getting price change notification on daily basis, then today's prices are compared to the prices of yesterday and if a price change is detected, then this report is sent.

For instant reports, instead of sending the reports on daily basis, we send the notifications more than one in a day. Let's continue with price change example, if you're getting instant price change notifications, you don't need to wait one day to see the price change as with instant reporting, we send them once we detect them in the day. Please note that instant option is only available in *Platinum Plan*.

#### Breaking Down the Notifications



You can also break down the email notifications according to the brand or category information. If you're a company that has different persons who are responsible for different categories or brand, then with this option the persons can get just the report of related category's or brand's report. Please note that breaking down option is only available in **Platinum Plan**.

## Resources

Learn how to improve your time efficiency and increase your profit margin at [Prisync Blog](#).

## FAQ

### **What is Prisync's update interval?**

Prisync updates its data 4 times a day. The ending times of the cycles are 09.00, 12.30, 16.00 and 24.00 according to GMT+3. Is it legal to collect price informations from websites? Yes, it is. We are fetching the prices that are open to public view and if the website does not allow the fetch the price, we do not.

### **Do you recommend URLs to track?**

Right now, we don't provide auto-matching. Our Shopify users add their competitors' URLs manually to their dashboard. But it's one of the things that our customers would like to see in our software. We really work hard on that to make it happen.

### **Do you offer price recommendation or dynamic pricing?**

Yes, Prisync's Dynamic Pricing Module lets its users to define Smart Price rules from the dashboard by taking the unit product costs and competitor prices into account.

### **Do I have to upload every URL one by one?**

Nope, you don't have to. You can upload your competitors' URL in a bulk way too.

### **We are here to help:**

Visit our [Help Center](#) and feel free to contact us at [info@prisync.com](mailto:info@prisync.com) in case you need any help.