

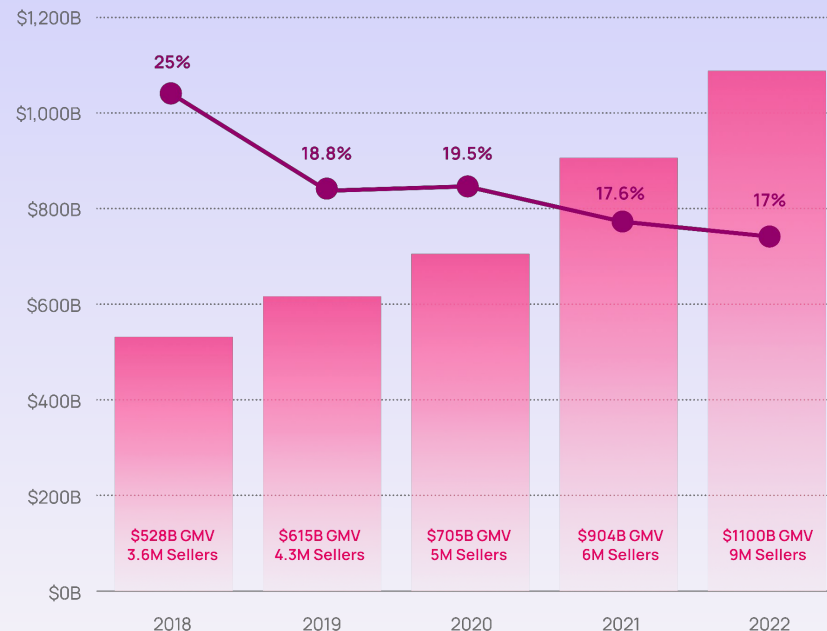


3 Steps to Supercharging your Margin with Dynamic Pricing



Brands on marketplaces are continuously facing margin pressure.

- Price erosion, competition, and the “race to the bottom”
- Complex and expensive fulfillment
- Inadequate or confusing data and software tools



We are a team of experienced eCommerce technologists.

We've spent 15+ years in eCommerce analytics, helping brands understand how to win on Amazon.



Trellis Founders:

Denis Leclair (VP Eng), Krishna Vemulapali (CPO), Fahim Sheikh (CEO), Dominic Plouffe (CTO)

CHANNELLING OUR EXPERIENCE INTO TRELLIS

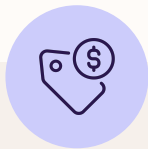
- In 2017, we built a pricing intelligence company called 360pi focused on pricing analytics on marketplaces like Amazon, Best Buy, and Walmart.
(acquired by MarketTrack, now Numerator)
- Through that experience, we learned where brands struggle, from manual processes and managing spreadsheets to reacting to large data volumes across teams.
- The lack of effective tools for profiling, analyzing, or changing product prices led us to build our own platform, Trellis.

MACRO TREND

Brands that actively implement dynamic pricing strategies see a **2-5% increase in profit margins** and a **5-10% rise in overall profitability.**

McKinsey & Company

Traditional methods are resource intensive, time consuming, and error prone.



Cost + Pricing

Determining price by adding a fixed percentage (“markup”) to the product’s unit cost

- + Easy to calculate and implement
- Inflexible, unresponsive to customer or market changes



Competitor Pricing

Setting a price based on what your competition charges

- + Ensure prices remain competitive
- Requires constant monitoring and can lead to margin erosion



A/B Testing

Presenting different price points to different audience segments to optimize pricing

- + Data-driven optimization with mitigated risk
- Resource intensive and complex to implement



Price Sensitivity Testing

Gathering customer feedback to optimize pricing with customer satisfaction

- + Customer-informed optimization/segmentation
- Resource intensive, complex to implement and maintain up-to-date

The new approach is simple, quick and effective.

1

ENROLL THE PRODUCT

2

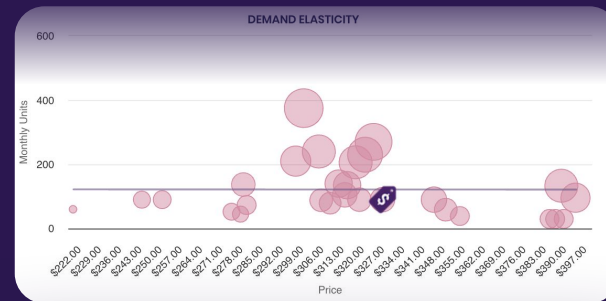
SET A PRICE CEILING AND FLOOR

3

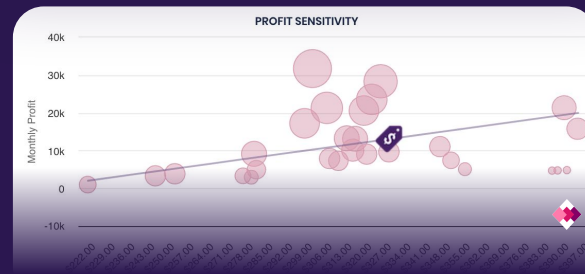
PICK A STRATEGY

Our platform automatically monitors and adjusts price based on the chosen strategy:

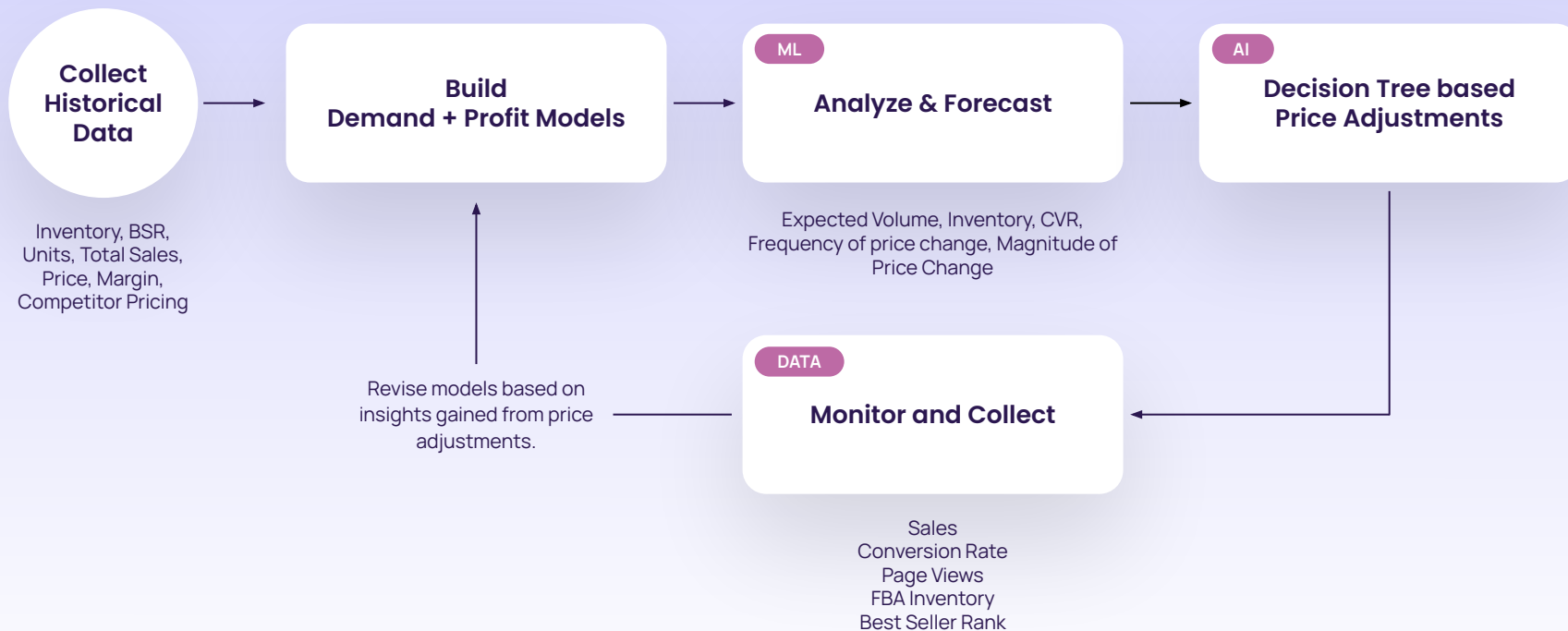
- Dynamic Pricing
- Optimize for Margin
- Target BSR
- Inventory Turnover
- Clearance Pricing
- Competitor Pricing



A screenshot of the "Create New Pricing Plan - Single Plan" interface. The "Plan Setup" section shows "Minimum Price" set to \$11.25 and "Maximum Price" set to \$15. The "Pricing Strategy" section includes a "Target Volume (Monthly)" input, a "Target Margin (%)" input, and a "Low Inv. Threshold (Days)" input. A "Strategy slider" is positioned between "Maximize Volume" and "Maximize Margin". The "Plan Options" dropdown menu is open, showing "Dynamic Pricing" as the selected option. Other options include "Margin Profiling", "Best Seller Rank Optimization", "Competitor Price Matching", "Clearance Pricing", and "Custom Rules". The interface includes "CLOSE" and "ENROLL PRODUCT" buttons.



How It Works





We drive profit growth for sellers.

“Trellis' merchandising platform allowed us to **improve profitability by 12%**. Our ability to analyze and action across was critical to driving profitable growth on amazon. The platform gives us a full 360 degree view allowing us to zero in and prioritize risks and opportunities, enabling us to react in a timely manner.”

TOBI, CEO OF LUXE WEAVERS

TRELLIS IS THE SOLUTION.

What does an extra 2-5%
margin mean to you?

Let's Find Out