



WHO

One Stop Equine Shop

With an extensive catalog featuring thousands of items, One Stop Equine Shop aims to be the premiere online destination for horse tack and riding apparel. As testament to their hard work in the space, they earned the 138 spot on the 2015 Inc. 500 list.

WHAT

Elements That Held Them Back

Before using Wisier, One Stop Equine Shop lacked insight into their competitive landscape. They used a generic repricing tool built into their marketplace management software that did not allow them to gain a granular understanding. That method of repricing left them with inaccurate prices that sometimes violated MAP pricing and produced overall unsatisfactory results. This led to a disjointed view of their pricing, not to mention little insight into competitor pricing.

**“Wiser has helped grow our business nearly
2771% from 2012-15 and 2000% from
2013-2016.”**

Alexander Lans
President and CEO, One Stop Equine Shop (Foal, LLC)



HOW

Wiser Made Profitable Growth Possible

1. Provides the ability to manage products on a granular level with rule-based logic
2. Sets repricing rules based on their unique market conditions and product catalog
3. Tracks how competitors react to market conditions
4. Allows greater control in pricing and understanding of how changes affect product segments
5. Identifies opportunities for improving stocking, buying decisions and growth

One Stop Equine Shop chose Wiser because they needed a better solution that allowed them to understand competitors, as well as their own business. They were drawn in by Wiser's capabilities for rule-based pricing logic and its ability to manage products with a greater level of granularity. Moving to Wiser from their previous pricing solution provided greater control and a comprehensive understanding of the products. Now they can understand what their competitors are selling, at what price, and the margin differentials.

“WisePricer has been an invaluable tool in allowing us to better control our prices and produce better profits.”



Accelerated Growth on Amazon



Wiser helps One Stop Equine Shop maintain incredible growth on Amazon with repricing rules based on specific competitors, featured merchants, and key Buy Box factors. The landscape function allows them to see how they are matching up with competitors and identify overlap and opportunities that they might not find when looking at individual products in the Amazon system. Wiser offers a robust set of filters that slice and dice data to make product selection, repricing, and key data identification seamless.

Results with Wiser

Wiser gives unparalleled insight into pricing opportunities and SKUs that isn't clear with just raw data. One Stop Equine Shop has been able to use the analytics platform to experiment with a variety of strategies to produce the best results. As a result of using Wiser, One Stop Equine Shop grew their business nearly 2771% from 2012-15 and 2000% from 2013-2016. They were able to achieve such impressive growth by optimizing margins and improving prices.

“I would firmly recommend Wiser without a doubt to anyone looking to grow their business.”



WisePricer
Pricing Perfected.

About Wiser:

Wiser empowers brands and retailers to compete in the ever-changing retail industry. We level the retail playing field by equipping brands and retailers with a turnkey solution to sell the right products, at the right price, at the right time.

Wiser's suite of data-driven merchandising solutions includes: dynamic pricing, assortment and pricing optimization, MAP monitoring, and more.

Wiser & Amazon

WisePricer seamlessly integrates with an Amazon seller's Seller Central account, and comes with preset Buy Box repricing rules in addition to customizable rules. Monitor and reprice directly against Amazon, Buy Box winners, or FBA sellers.