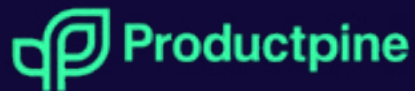


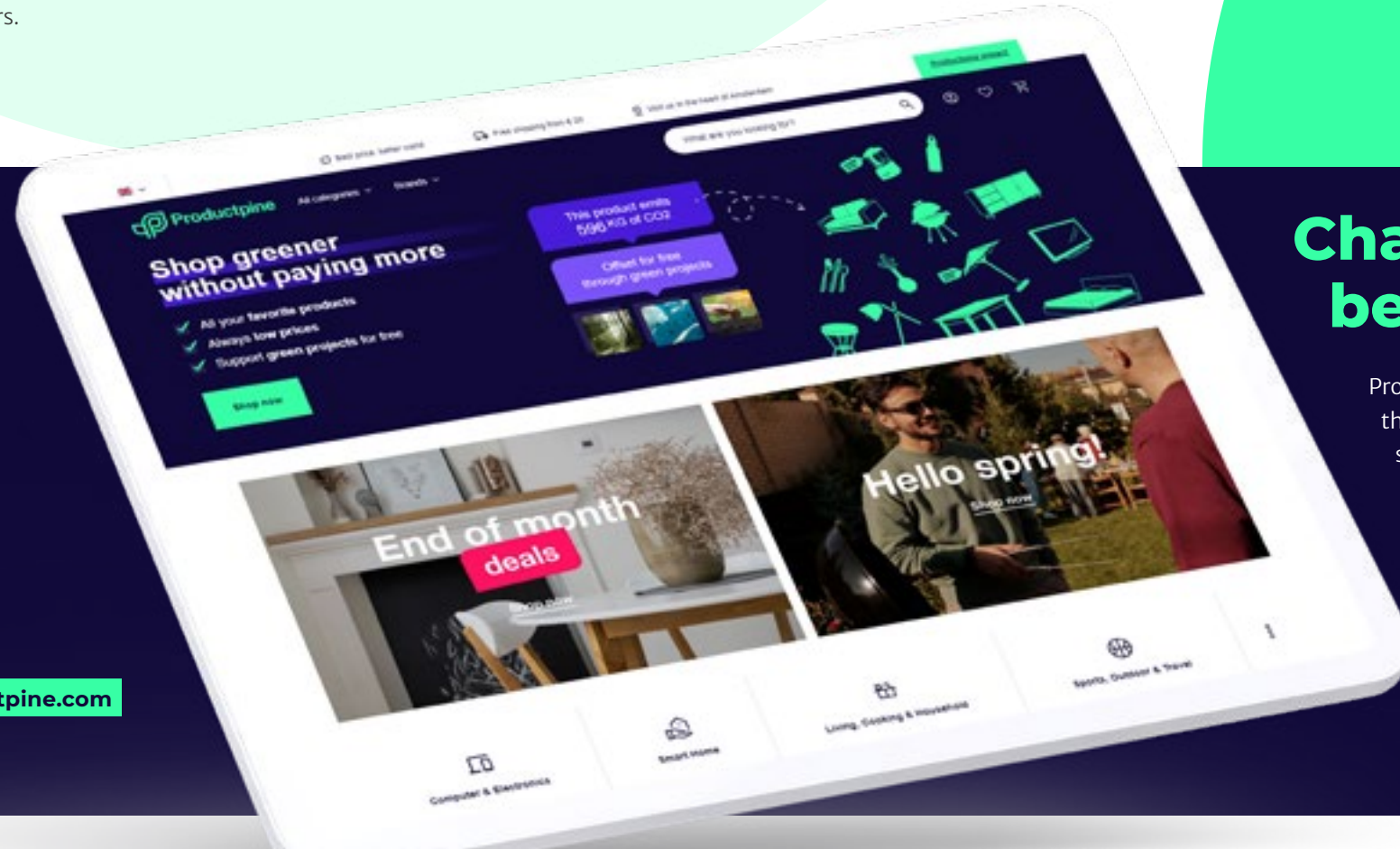
SUCCESS STORY

**+15% in sales for highly competitive products with price monitoring and repricing**



# Presentation of Productpine

Productpine is a **sustainable D2C marketplace** that was established in 2019 and is headquartered in Amsterdam, Netherlands. The marketplace operates **in Belgium and the Netherlands** and is the first of its kind to strive toward sustainable practices. **The company offsets the CO2 emissions generated by each order**, without any additional charges to the customer. Customers can select from various compensation projects, such as reforestation or reducing plastic waste for example. Productpine collaborates with 150–200 companies primarily located in the Netherlands and Belgium. While the marketplace sells a broad range of products, it primarily **focuses on the home, living, and sleeping sectors**. Additionally, Productpine has a physical store, known as the experience center, that enables brands to interact better with their customers.



productpine.com

Automated price tracking and repricing to save time and improve sales



**-50%**  
of manual work after using Netrivals



**+15%**  
increase in sales for highly price competitive products

## Challenges and goals before Netrivals

Productpine's commitment to offering the best prices on the market, or at least some of the lowest prices, led them to seek a Price Intelligence solution.

The task of **manually tracking marketplace prices** using Excel sheets proved to be cumbersome, and they were unable to adjust prices for every product. Thus, they

**sought a solution to automate the process.**

After conducting a benchmark analysis with small and big players in this field, the company chose the Price Intelligence solution Netrivals (by Lengow) for its excellent service and user-friendly

interface. **The solution's simplicity**, which involved only a few easy clicks without the need for building processes, coupled with the **client's good relationship** with the people behind the solution, contributed to the decision to choose Netrivals.

# Price Intelligence by Netrivals

Netrivals provides Productpine with the ability to **track prices** and **automate repricing**, an essential component for staying competitive in a fast-moving market.

As Productpine expanded its product catalogue from 20,000 to over 50,000, it needed a solution that could **scale with its growth**, allowing it to manage its pricing strategies more efficiently.

Netrivals automatically suggests product prices and shares competitor information, freeing up Productpine's team to focus on analysis and strategy.

With Netrivals, Productpine spends only a maximum of 1.5 to 2 hours a

day on the platform, mainly adding connections, updating their pricing strategy based on competitors they want to track, and trying to link this data to their advertising strategy.

The client also uses Netrivals to show brands they work with that they use **dynamic pricing** to achieve the best prices. Brands can specify which marketplaces they do not want to compete with and set minimum prices they do not want to go under.

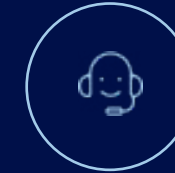
Thanks to the data and insights Netrivals provides, Productpine is also able to help brands **better understand their market position** and gain confidence in dynamic pricing strategies.

[Learn more about Price Intelligence](#)

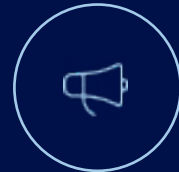
# Benefits for business



**+15% increase in sales**, especially on very competitive products, as prices were updated quickly and accurately



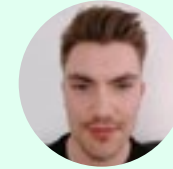
**Improved customer service** as pricing concerns were minimised



**Cheaper advertising costs** due to being able to offer the best prices and being more competitive in the market (which is especially important in the Netherlands as people compare prices a lot to get the best deals)



Freeing up resources and allowing employees to focus on more strategic tasks, **enhancing job satisfaction, and reducing costs**



**YANNICK DEN BOER**  
OPERATIONS MANAGER  
PRODUCTPINE

*Netrivals has automated tedious manual work for us so we can focus on our core competencies.*

*We saw results from the beginning and can no longer imagine working without it.*





Lengow is the e-commerce automation solution that helps brands and retailers improve their performance, automate their business processes, and grow internationally. The Lengow platform is the key to strong profitability and visibility for products sold by online retailers around the world on all distribution channels: marketplaces, comparison shopping engines, affiliate platforms and display/retargeting platforms. Since 2009, Lengow has integrated more than 1,600 partners into its solution to provide a powerful platform to its 4,900 clients in more than 60 countries around the world.

**Contact us  
for a free demo**

[lengow.com/demo](https://lengow.com/demo)