



WalkeePaws uses Pricestack to

Increase revenue.

Earn more profit.

Improve margins.

+57.0%

Revenue per shopper

+71.2%

Profit per shopper

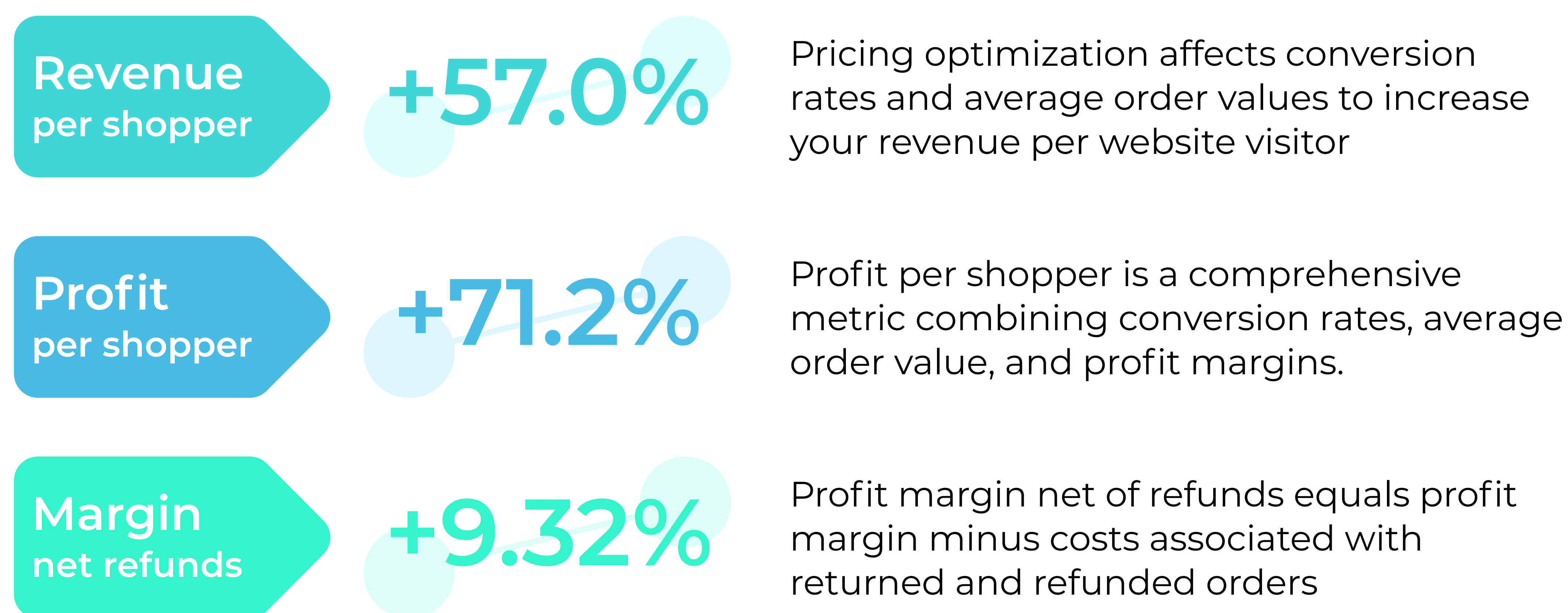
+9.32%

Margin improvement

Three steps to better prices

- 1. A good fit.** WalkeePaws is a differentiated brand selling the world's first dog leggings. Their strong brand gives them flexibility in selecting prices.
- 2. Install for free.** Lisa Baronoff, CEO of WalkeePaws, installed Pricestack for free through the Shopify App Store. Pricestack automatically analyzed the brand's existing shopper and order data using AI to recommend quantitatively and psychologically better prices for WalkeePaws' products.
- 3. Approve price updates.** WalkeePaws approved Pricestack's suggestions for automatic deployment during off hours. Comparing the month before versus the month after the price change, Pricestack's uplift is stunning.

What optimal prices do for you



These WalkeePaws results are **per daily unique website visitor**. They account for Pricestack's effects on conversion rates and control for changes in the number of website visitors. As an example, if the number of visitors stayed the same, then WalkeePaw's total net profit rose 71.2% across the full store. Even more incredible: WalkeePaws *also* grew visitor count, so total profit actually more than doubled month-over-month.

So, what does Pricestack mean for WalkeePaws' future? 

Why does it matter?

As long as you're earning more in profit from your shoppers than you're spending on marketing, you're able to continue growing your business.

You already invest heavily in great ad creative and targeting to reduce your customer acquisition costs. However, **there's likely more you can do to improve your customer lifetime value.** Are you earning as much profit from store visitors as you should?

With Pricestack, you can effortlessly analyze your data to learn and easily **increase the value of your shoppers.**

71.2% more profit per shopper for WalkeePaws means **71.2% more money to reinvest into the business:** marketing, product development, and the like. The returns from future investments are likewise increased.

Like much of your business, the effects of good (or bad) pricing compound over time, so today is the best day to address this key aspect of your store.

With Pricestack, your prices are continuously monitored, as we analyze your data daily for opportunities for improvement.

Visit [Pricestack.com](https://pricestack.com) to evaluate and improve your prices today, easily boosting your profits and accelerating your growth.