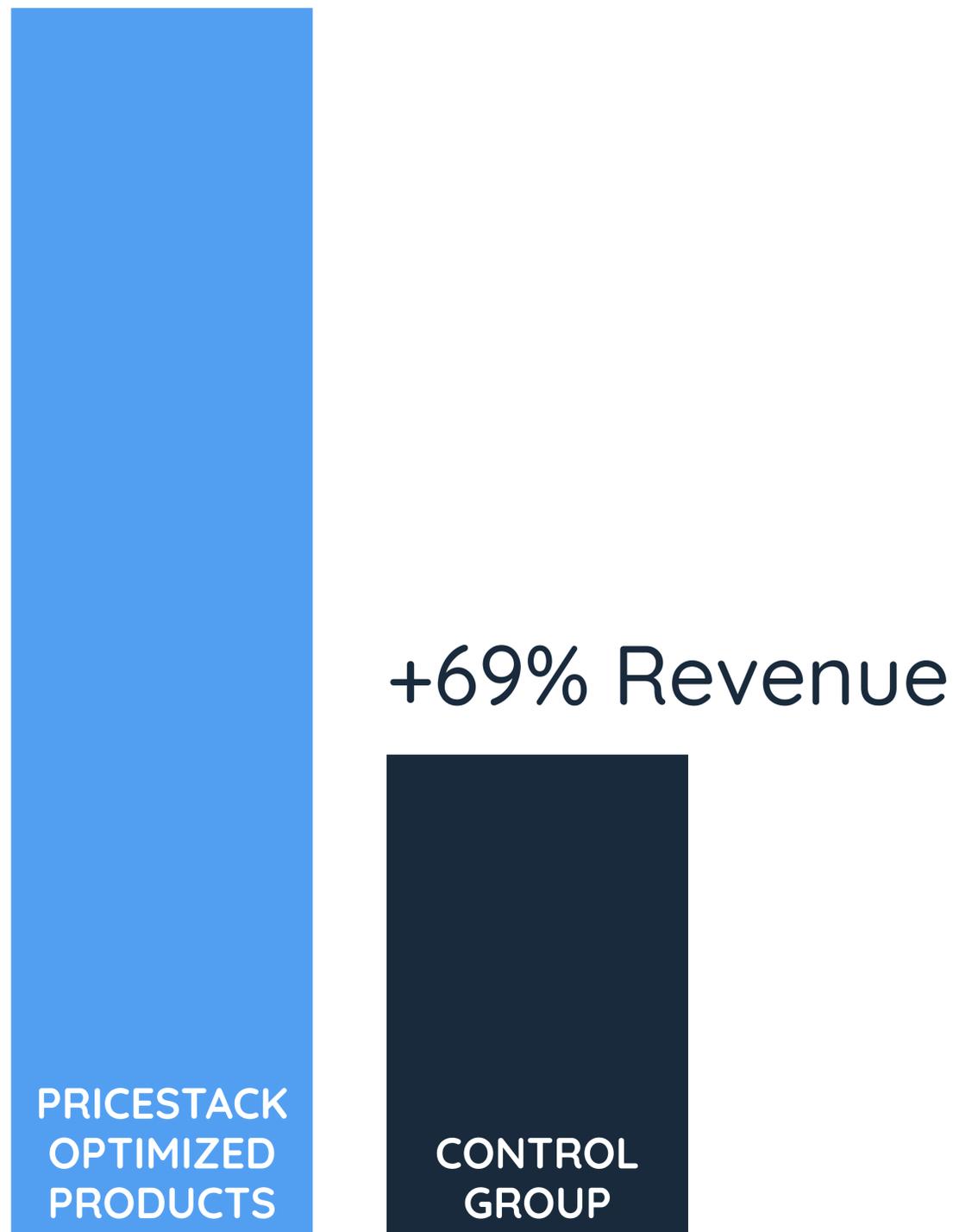




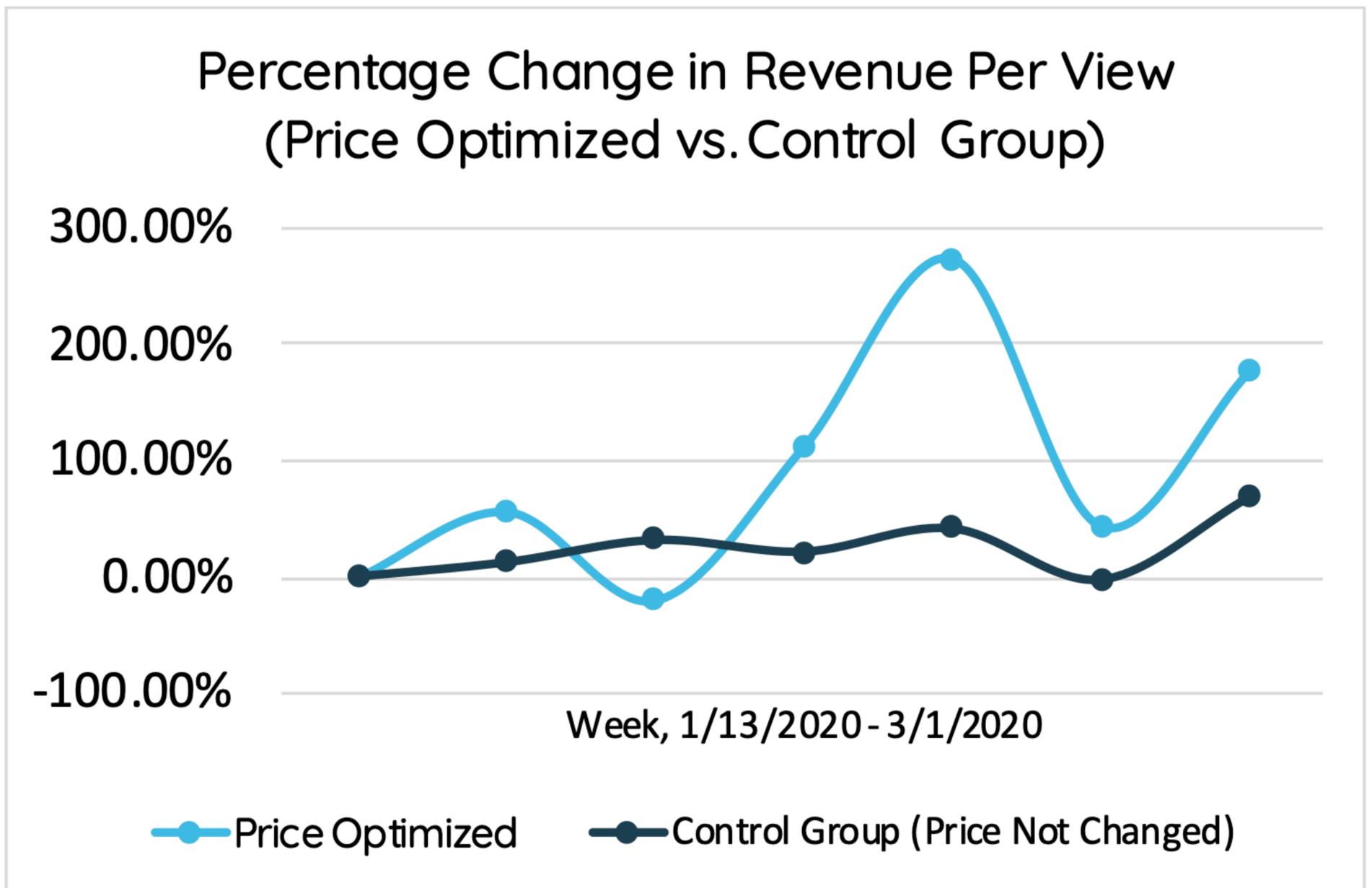
Smoke Cartel Uses Pricestack to Grow Revenue With Optimal Prices

Price-optimized products grow revenue per product view at 2.5x the rate of non-optimized control group equivalents

+175% Revenue



THE RESULTS



2.5x REVENUE GROWTH

From week one to week seven, control group revenue rose 69% per view. Price-optimized products grew at 2.5x that rate, achieving **175% revenue growth** per product view in just seven weeks.

DATA-FIRST → SUCCESS

Pricestack is a powerful tool, but make no mistake: Smoke Cartel deserves the credit. They leverage data throughout their marketing and marketplace, and now – with Pricestack – their prices. Smoke Cartel uses industry-leading tools consistently and effectively to achieve success. They're crushing it.

Cheers to Sean Geng, CEO of Smoke Cartel

THE VERDICT



Smoke Cartel installed Pricestack's Shopify app and set a goal of maximizing revenue. Pricestack suggested optimal prices, and Smoke Cartel approved a number of these suggestions. **Products with approved price suggestions grew revenue per page view by 175%** – that's more than double the revenue growth of the comparable not-optimized group, which grew by 69%.

How does Pricestack do it? Our A.I. understands the effects of a variety of pricing factors, including but not limited to the following:

Shopper Factors

- alternatives
- discount codes
- shipping charges
- trust in merchant
- ability to pay

Pricestack analyzes visitor and order data to model demand while implicitly accounting for [Shopper Factors](#)

Merchant Factors

- marginal costs
- average discount
- shipping costs
- admin costs
- brand image

Pricestack accepts merchant cost data and goals to optimize and account for [Merchant Factors](#)

Pricestack analyzes all of this data for you. Simply install our Shopify app (contact us for other integrations), and we will suggest revenue and profit-maximizing prices for your one-click approval.

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