

# Product repricing

See how to add product price markup or apply discount based on various conditions.

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# How repricing works

In this article we will describe how product price adjustments work in Wise2Sync app.

We also prepared a short video with examples - [Wise2Sync - Repricing Rules](#).

Wise2Sync can adjust product prices based on rules and conditions. This is useful when you want to change product prices in your export integrations.

- Repricer rules are connected to the Export profiles. This means you can have different price adjustments based on your integration.
- Multiple rules can be applied to the product. This is based on Priority value: rules with the smallest priority will be applied first.
- Conditions are used to determine whether the price adjustment formula needs to be applied.

If you navigate to Export profiles → Repricer rules and click "Add New Rule" a pop-up will open:

- Export Profiles - choose which of your export profile (s) to apply the rule
- Rule Label - give this rule a name you want, later it will be easier to differentiate rules
- Conditions - if all the conditions are met, then price adjustment formula will be applied
- Formula - how to modify the price. Read this article how to use Formula field: [using product price adjustment formulas](#).
- Priority - Wise2Sync applies rules based on priority (rules with the smallest priority are applied first)
- Status - Active / Inactive

## Update Rule

### Export Profiles

× Mywebsite export (id: 3)

× Woocommerce (id: 51)

### Rule Label

Apple products: +10%

### Conditions

AND

OR

+ Add rule

+ Add group

Category

in

×

 OC Laptops (code: OC Laptops)

×

 OC Tablets (code: OC Tablets)

Supplier

not in

×

 ABC Data

Manufacturer

equal

Apple

Price

greater or equal

299

### Formula (price) ⓘ

{attr:price}\*1.1

### Formula (special\_price) ⓘ

### Priority

1







### Status

Active

Cancel

Update

Example above means: if all of the conditions are met, add 10% to product base price. You can have multiple rules with different conditions and price adjustments:

ID	Label	Exporter Profile	Formula (price)	Formula (special_price)	Priority	Status	Actions
2	Apple products: +10%	Etsy (stock and price) (id: 3)	{attr:price}*1.1		0	Active	 
3	Cheap pr.: +20% + 2€	Etsy (stock and price) (id: 3)	{attr:price}*1.2+2	{attr:price}*1.15+2	3	Active	 
39	Expensive pr.: +15%, round-up and make .99	Custom CSV export (id: 43)	ceil({attr:price}*1.15)-0.01		5	Active	 

Once you are done, you can always check what the exported price is. Read this [article](#) how to debut product prices.

We advise to make a price adjustment strategy first, so you make sure you add some kind of markup to all products.

# Using price adjustment formulas

Repricer rules are usefull when you want to add price mark-up or make discount. Below we will give you some advises on how you can make adjustments to product price.

## Pricing strategy

Before you start, make sure you know weather your suppliers provide prices incl. / excl. VAT. Also consider your pricing strategy - how do you want to add margins: based on supplier, starting price, category, manufacturer or just global fix. If you have doubts, contact our support and we will be happy to assist you.

## Base Price

Product price from supplier is assigned to a variable `{attr:price}`. Wise2Sync allows setting up of multiple pricing rules. This means, that for each pricing rule, a base price can already have added margin.

## Operators

Wise2Sync pricing formula supports most common mathematical operators:

- `+` plus (addition)
- `-` minus (subtraction)
- `/` forward slash (division)
- `*` asterisk (multiplication)

Usage is intuitive. Lets take a simple math equation:

```
{attr:price} + 10) * 1.5
```

Lets say your product price from supplier is 15.39, then the above formula output would be:

```
(15.39 + 10) * 1.5 = 38.09
```

## Available functions

There are also few useful functions, that could make adjustment of prices more flexible:

`ceil` - returns the next highest integer value by rounding up value

`floor` - returns the next lowest integer value (as float) by rounding down

`round` - rounds the value to decimal point

These functions take price variable or any number as a parameter. Lets take a few examples:

```
ceil({attr:price})
floor({attr:price})
round({attr:price})
round({attr:price} * 1.4) + 10ceil(({attr:price} + 3) * 1.2) - 0.01
```

If product starting price was 15.38, then above formulas would output:

```
ceil(15.38) = 16.00
floor(15.38) = 15.00
round(15.38) = 15.00round(15.38 * 1.4) + 10 = round(21.532) + 10 = 22.00 + 10 = 32.00
ceil((15.38 + 3) * 1.2) - 0.01 = ceil(22.056) - 0.01 = 23.00 - 0.01 = 22.99
```

## MIN and MAX price comparison

In case you want to fix the minimum or maximum price of the product, you can use:

`min(... , ...)` returns minimum (smallest) value out of two

`max(... , ...)` returns maximum (highest) value out of two

For example:

```
min({attr:price},{attr:special_price})
min({attr:price},0)
```

```
max({attr:price},100)max({attr:price},{attr:special_price})
```

If product price is 10.00 and special price is 8.00, then above formulas would output:

```
min(10.00,8.00) = 8.00
```

```
min(10.00,0) = 0
```

```
max(10.00,100) = 100max(10.00,8) = 10.00
```