

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	<input type="checkbox"/> OC Laptops (code: OC Laptops) <input type="checkbox"/> OC Tablets (code: OC Tablets)	<input type="checkbox"/>
Supplier	not in	<input type="checkbox"/> ABC Data	<input type="checkbox"/>
Manufacturer	equal	Apple	<input type="checkbox"/>
Price	greater or equal	299	<input type="checkbox"/>

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 useful when you want to add price mark-up or make discount. Below we will give you some advice on how you can make adjustments to product price.

Pricing strategy

Before you start, make sure you know whether 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. Let's 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
```