

# 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.