

SORT YOUR CATALOGUE IN 20 MINUTES

The Repricing Frequency *Worksheet*

There's no single repricing schedule that fits a whole catalogue. Sort your products into four tiers by how fast their market moves, and give each the cadence it actually needs.

4

frequency tiers, from
live to rarely

2

questions decide
each product's tier

67%

of teams change
prices at most twice
in peak week

THE WORKSHEET

Two questions set each product's tier: **how often do its competitors change price**, and **how much does a stale price cost you**. Write your products, brands or categories on the line in the tier that fits.

Tier 1 • Live

Reprice continuously

High-demand products on the comparison engines, with many rivals repricing all day. Every hour above the cheapest offer loses traffic.

Examples: electronics, bestsellers, anything price-compared

Tier 2 • Daily

Reprice once a day

Mid-range products with a few tracked competitors who could undercut you overnight, but don't move hour to hour.

Examples: core range with real but slower competition

Tier 3 • Weekly

Check weekly

Products with limited competition or stable prices, where a few days at the wrong price costs little.

Examples: own-brand, long-tail, low-competition lines

Tier 4 • Rarely

Leave until something changes

Niche products with no real rival. Nothing is moving against them, so a rule only acts if a competitor appears or cost changes.

Examples: exclusive or unique products, no price comparison

How to use it: once products are tiered, each tier becomes a competitive pricing rule: match your chosen competitors down to a margin floor, and the rule fires as often as that tier's market moves. You set the logic once; each product then reprices at its own pace.

See the data behind the tiers

The Black Friday Freeze — 180 European e-commerce companies, free report.

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