

Dynamic pricing and promotions

Automatically adjusts product prices and creates targeted promotions based on competitor analysis, inventory levels, and customer behavior to maximize revenue and conversion rates.

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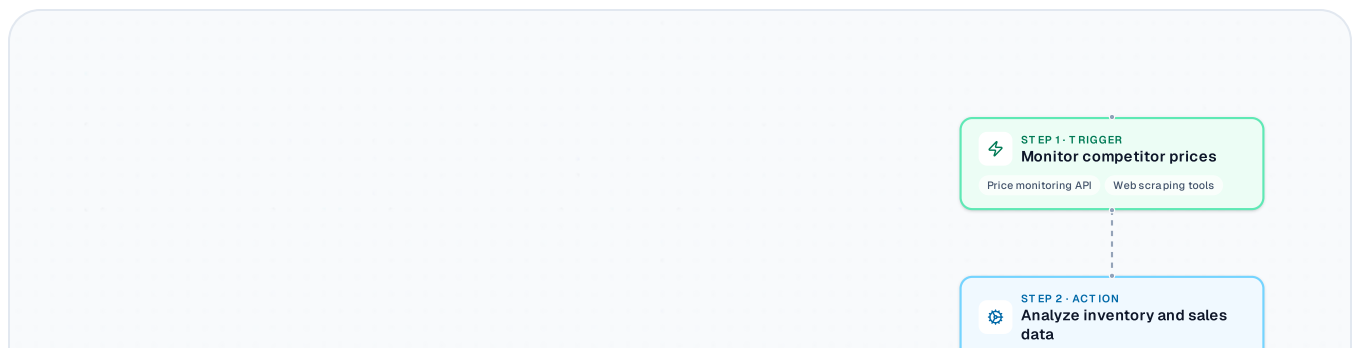


WORKFLOW TRIGGER

Scheduled daily price monitoring scan or competitor price change detected

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.



Shopify BigCommerce WooCommerce

STEP 3 - ACTION
Segment customer behavior patterns
Klaviyo Google Analytics

STEP 4 - DECISION
Determine pricing strategy
Pricing algorithm engine

STEP 5 - ACTION
Update product pricing
Shopify BigCommerce WooCommerce

STEP 6 - ACTION
Create targeted promotional campaigns
Klaviyo Email automation platform

STEP 7 - OUTPUT
Deploy campaigns and monitor performance
Klaviyo Analytics dashboard



Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Monitor competitor prices

Daily automated scan of competitor websites to track price changes across key product categories. Triggers immediate workflow when significant price variations are detected.

Price monitoring API

Web scraping tools

2

 ACTION

Analyze inventory and sales data

Pulls current inventory levels, sales velocity, and profit margins from the e-commerce platform. Combines this data with historical performance metrics for pricing decisions.

Shopify

BigCommerce

WooCommerce

3

 ACTION

Segment customer behavior patterns

Analyzes customer purchase history, browsing behavior, and price sensitivity to identify distinct customer segments. Creates targeted pricing strategies for each segment.

Klaviyo

Google Analytics

4

 DECISION

Determine pricing strategy

Decides whether to adjust prices upward, downward, or maintain current pricing based on competitor data, inventory levels, and profit margin targets. Routes to appropriate action path.

5

ACTION

Update product pricing

Automatically updates product prices across all sales channels while maintaining minimum profit margin thresholds. Applies dynamic pricing rules based on demand and competition.

Shopify

BigCommerce

WooCommerce

6

ACTION

Create targeted promotional campaigns

Generates personalized email campaigns and promotional offers for specific customer segments based on new pricing strategies. Sets up automated discount codes and flash sales.

Klaviyo

Email automation platform

7

OUT PUT

Deploy campaigns and monitor performance

Launches promotional campaigns across all channels and begins real-time monitoring of conversion rates, revenue impact, and customer response. Generates performance dashboard for review.

Klaviyo

Analytics dashboard



Outputs

- Updated product prices across all channels
- Targeted promotional email campaigns sent to customer segments
- Real-time pricing performance dashboard
- Automated discount codes and promotional offers



Key Metrics

- Revenue per visitor increase
- Conversion rate improvement
- Profit margin maintenance
- Customer acquisition cost reduction



Tools & Integrations

- Shopify
- BigCommerce
- WooCommerce
- Klaviyo
- Price monitoring API
- Web scraping tools
- Google Analytics

- Pricing algorithm engine

AI Business OS

Email automation platform

- Analytics dashboard

AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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