



About PriceBeam in 100 Words

PriceBeam is a London-based market research company that offers its research services through a simple cloud solution, which enables managers at all levels of experience to conduct their own pricing research. The research process is automated and carried out using computational intelligence, making the research faster, cheaper and more accurate than humanly possible. PriceBeam users then get analyses showing their customers' willingness to pay for the given product, which they use to set a price that will generate substantial profits but at the same time, not scare away any current customers and reduce sales.

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