



About PriceBeam in 200 Words

PriceBeam is a London-based market research company that offers its services through a simple cloud solution, which enables managers at all levels of experience to conduct their own pricing research. The company was founded in 2016 by Finn Helmo Hansen, who has worked with pricing for more than 15 years and been the CEO of the market-leading pricing software vendor, Stratinis, since 2006.

Pricing research has been around for a long time, but PriceBeam's is unique in that it is automated and carried out using computational intelligence, making the research faster, cheaper and more accurate than humanly possible. Consequently, value-based pricing is no longer a luxury that only big, multinational corporations can afford, but now also small- and medium-sized firms.

After PriceBeam's software has finished the research, the user will get various 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. PriceBeam users will typically see their profits double after conducting pricing research, even more if their pricing has not been at the centre of attention before.

www.pricebeam.com