



X_times_Y Inc. product OptiSale acquired

Real-time pricing intelligence and yield optimization product OptiSale has been acquired by one of the leading online retailers in India.

VANCOUVER, BC, CANADA, June 24, 2014 /EINPresswire.com/ -- [X times Y](#) Inc. announced that their differentiated and dynamic pricing technology has been deployed at one of the major Indian eCommerce companies.



[OptiSale](#) enables retailers to deliver real-time sale prices based on various calculations involving demand models, price & crossproduct elasticity estimations, and supply-chain & inventory projections. OptiSale allows retailers to increase their sales while maximizing the revenue. It calculates the minimum discount for an individual that would make him 'switch' to that product.

About X_times_Y Inc.

X_times_Y is a behaviour intelligence company specializing developing in consumer optimization technologies using data-driven methods & models. Using personalized or profile based price-differentiation, these innovations help both sides of markets (i.e. consumers and retailers/manufacturers) by reducing dead-weight losses and by generating more value in each transaction.

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This press release can be viewed online at: <http://www.einpresswire.com>

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