# Priceagent Finalist in Greenbook Insight Innovation Competition at IIEX West 2026

*Priceagent has been selected as a finalist in the Greenbook Insight Innovation Competition at IIEX West 2026, pitching live in San Francisco on October 27.*



Priceagent IIEX West Finalist 2026

STOCKHOLM, STOCKHOLM COUNTY, SWEDEN, September 21, 2026 /EINPresswire.com/ -- Priceagent International AB, a Swedish pricing intelligence company, has been selected as one of five finalists in the Greenbook Insight Innovation Competition (IIC) at IIEX West 2026. The company will pitch live in San Francisco on October 27, 2026.

Greenbook has run the Insight Innovation Competition since 2013 as a platform for early-stage companies, emerging technologies, and new methodologies to gain visibility within the global insights community. Five finalists are selected from a competitive pool of applications. A panel of industry judges will select the Experts' Choice winner, the competition's top honor, which carries a $10,000 prize. IIEX West attendees will vote separately for the Audience Favorite.

> Pricing is the most powerful lever a business has, and it is still the one most often pulled on instinct. Being selected as a finalist puts the problem in front of an audience that can act on it."
>
> *Robert Tinterov, CEO of Priceagent*

Most insight platforms answer what consumers want. Few reliably answer how much they will pay. Priceagent's Predictive Demand Engine maps consumer willingness to pay as a continuous demand curve, delivering exact price coordinates rather than acceptable price zones: intelligence that was previously available only through weeks-long specialist engagements.

Priceagent was selected alongside four other finalists: Enlightn, Digital Consumer Journey

Tracking by Datacy, TestCart AI, and EXPLNERS.

The Predictive Demand Engine (PDE) is a proprietary methodology for measuring consumer willingness to pay. Where traditional pricing research produces a range of acceptable prices, the PDE maps demand and revenue at every price point, identifying the price that maximizes demand, the price that maximizes revenue, and the psychological price barriers between them. Studies run in hours or days rather than weeks and require no specialist analysts. The platform is self-serve and deployable across languages and currencies.

"Pricing is the most powerful lever a business has, and it is still the one most often pulled on instinct," said Robert Tinterov, CEO of Priceagent. "Being selected as a finalist in San Francisco puts that problem in front of an audience that can do something about it."

Priceagent



Robert Tinterov, CEO & Founder, Priceagent

Priceagent was founded in 2019 as a pricing consultancy and launched its self-serve SaaS platform in autumn 2025. The company's methodology is backed by 48 million consumer data points accumulated across a decade of commercial pricing research.

Robert Tinterov will represent Priceagent at the live pitch on October 27, 2026.

IIEX West 2026 takes place October 27 to 28 in San Francisco and brings together insights leaders, research technology builders, and marketing professionals from across the industry. More information about the competition is available at [www.greenbook.org/events/iiex-west/insight-innovation-competition.](www.greenbook.org/events/iiex-west/insight-innovation-competition)

Find Greenbook's announcement on [https://www.greenbook.org/events/iiex-west/blog/announcing-the-2026-insight](https://www.greenbook.org/events/iiex-west/blog/announcing-the-2026-insight)-innovation-competition-finalists-at-iiex-west

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