


PricePLOW and Athletic Xtreme Announce Pricing Technology Partnership

written by Mike Roberto | November 23, 2015



I WANT THIS NOW ▾	
AllStarHealth	\$17.99
IllPumpYouUp	\$18.95
A1 Supplements	\$19.95
Tiger Fitness	\$20.89
Amazon	\$23.41

Subscribe to the AX Newsletter
(your email address)
 Get AX Price Alerts from PricePLOW

AthleticX.net's product pages now use PricePLOW to stay up to date!

Austin, TX

PricePLOW, a price comparison engine for nutritional supplements, today announced a web services partnership with Athletic Xtreme, a high-end sports nutrition supplement manufacturer.

As a part of the partnership, PricePLOW's price comparison and user subscription tools are now embedded into Athletic Xtreme's website, **AthleticX.net**, allowing customers to find incredible deals on Athletic Xtreme supplements from various internet retail stores. The price listings will only display retailers with product in stock and the prices will always be up to date.

The technology was developed free of charge by the team at PricePLOW, who created a custom solution requiring minimal code changes on AthleticX.net.

To see a live example, go to Athletic Xtreme's product page for SuperSize (their hit pre workout supplement), at <https://www.athleticx.net/products/supersize> and click the "I want this now" button.

The video below has been provided by Athletic Xtreme. The new technology section begins at 0:50:

"Not every brand wants to fulfill single-product orders to end-users. It absolutely kills me when I see websites linking to stores that are out of stock, since sales are potentially being lost," stated Mike Roberto, founder of PricePLOW. "PricePLOW fixes the problem with a solution that requires no maintenance by any company using the tech. Since our listings stay up to date, so does the brand's website."

In order to maintain a high level of brand equity for Athletic Xtreme, the PricePLOW-based listings will only show stores whose prices are at or above MAP (Minimum Advertised Price) levels. Further, brick and mortar stores are sensitive to ultra-low pricing. When they see a manufacturer's website promoting ultra-low prices, they will be less inspired to work with that brand. PricePLOW's MAP monitoring fixes this issue for both sides.

Email Subscriptions and Notifications

In addition, visitors will be able to use the embedded widgets to subscribe to the AthleticX email newsletter, as well as sign up for PricePLOW's price drop notifications for all of the brand's products. This provides a method for brands to acquire new users via their newsletter, while *retaining* their attention via PricePLOW's notifications over time.

"PricePLOW's technology just works, and it lets us focus on doing what we do best: manufacturing safe, high-quality supplements, educating consumers, and working with our retail distribution network," stated Michael Keplinger, Vice President of Nutrition Distribution LLC (dba Athletic Xtreme). He continued: "We have already seen sales pushed through to retailers with this tech."

MAP Price Monitoring and Alerts

Besides the web-based components of the partnership, PricePLOW agreed to provide

Athletic Xtreme with daily alerts of MAP “violations”, as well as weekly pricing reports. This allows the brand to keep track of their standing in various retailers, while the on-site technology incentivizes fair pricing, as retailers will not show up on AX’s product pages when their prices are too low.

PricePLOW *will* continue to show all prices on its own website, however.

“We understand that MAP pricing policies are an important part of maintaining a brand’s integrity,” continued Mike Roberto. “Although PricePLOW typically shows the best product price on the web, we’re willing to work with brands in incentivizing stores to play fair. Otherwise, it’d be nothing but a race to the bottom.”

PricePLOW has agreed to provide automated monthly click reports, which Athletic Xtreme can use to tweak their content strategy.

The custom technology is available for any brand website, and can work alongside or instead of an e-commerce based shopping cart platform. It is designed to require *minimal* changes to the brand’s website.

To request a free consultation, brands can reach Mike at contact@priceplow.com or through the PricePLOW contact form.

About PricePLOW



PricePLOW is a supplement price comparison website and deals engine with over 15,000 products listed. It compares prices from over forty stores, including Amazon, Bodybuilding.com, GNC, Vitamin Shoppe, TigerFitness, and dozens more.

They offer price drop notifications on any product, include coupons, and have a very popular blog that acts as a consumer advocate resource with buyer’s guides, ingredient research, news, reviews, and more.

About Athletic Xtreme



Athletic Xtreme is committed to helping people reach their goals by educating about training and supplements and creating Sports Supplements that work. They proudly offer a “no questions asked” guarantee because they are confident consumers will be 100% satisfied with their AX purchase.