

Pricing is at the Sole Discretion of the Algorithm

By Megan Harvey // January 19, 2026 //

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Price used to be a strategic decision. Increasingly, it's an automated death spiral negatively impacting growth and profitability for even the most sophisticated brands.

Join Russ Dieringer of Stratably and Chris Perry of firstmovr for a practical session exploring how price matching is actually happening across eCommerce today, and importantly, what brands can do about it.

We'll break down the evolving scale, depth, and "creativity" of price matching in 2026, including how algorithms monitor and match competitive pricing in real time at the SKU and ounce level, and even factoring in competitive retailer loyalty program offers. From there, we'll explore assortment, promotional, and selling strategies across channels that can help reduce exposure and protect margin in an algorithm-led marketplace.

This highly practical session is designed for eCommerce, omnichannel, and commercial leaders who want to move beyond reactive pricing and regain brand control where it still exists.

[See the Recap & Replay Here](#)
