

Tel Aviv

## **Upstream Commerce Culls \$1.25M To Help E-Retailers With Pricing**

By Ty McMahan

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Tel Aviv -- Upstream Commerce Ltd., whose service offers retailers automated competitive pricing and product analytics, said it has raised a \$1.25 million funding round.

YL Ventures led the funding. Managing Partner Yoav Andrew Leitersdorf has joined the Tel Aviv-based company's board.

Upstream Commerce helps online retailers adjust product pricing based on market conditions and searches of competitors' websites.

Aggregated information from competitors' online stores is analyzed by product, category, brand or label, and includes data such as pricing, availability, sales, promotions, assortment and shipping.

<http://upstreamcommerce.com>