

SAM Segmentation by Vertical

Prioritized by SKU volume, orchestration complexity, and behavioral leverage potential

The Serviceable Addressable Market (SAM) for AI-driven pricing is not monolithic.

Camouflet targets high-impact segments where SKU velocity, CAC pressure, margin leakage, and channel fragmentation make orchestration critical to P&L performance. These categories, retail, CPG, marketplaces, perishables, and B2B, require infrastructure that adapts in real time to inventory volatility, LTV variability, and sentiment-driven conversion.

Our GTM strategy aligns with verticals that exhibit the greatest delta between current pricing architecture and orchestration potential. The result: faster integration cycles, higher ACV expansion, and defensibility rooted in behavioral complexity, not just software capability.

Where Camouflet Delivers Outsized Value

Retail & CPG  **-35%**

High-SKU, high-velocity environments with volatile demand and fragmented touchpoints. Camouflet replaces blunt promotions with behavioral orchestration to preserve margin across PDPs, In-store, and direct channels.

eCommerce Platforms  **-20%**

Marketplace operators face tension between real-time pricing and seller consistency. Camouflet enables dynamic logic beneath the-calibrating prices while maintaining buyer trust and brand brand harmony.

Travel & Hospitality  **-18%**

Legacy systems rely on static fare bands. Camouflet upgrades these flows with urgency signaling, loyalty-aware timing, and regional demand inputs-boosting yield without harming brand equity.

Grocery & Perishables  **-12%**

Spoilage risk, localized inventory, and price ceilings limit flexibility.