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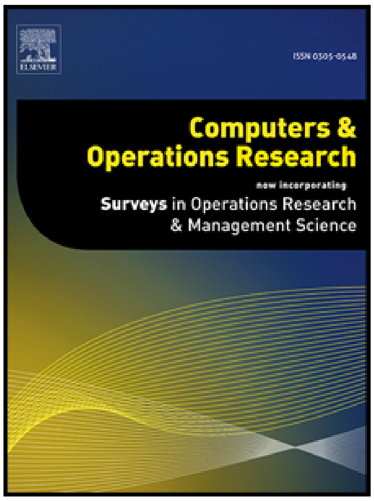


# Dealing with the Dimensionality Curse in Dynamic Pricing Competition: Using Frequent Repricing to Compensate Imperfect Market Anticipations

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**Highlights**

- We show how to compute dynamic price adjustments to be applied in practice.
- We demonstrate that our heuristic is applicable even if the number of competitors is large and the competitors' strategies are unknown.
- We verify the performance of our pricing strategy by comparing it to upper bounds, which are obtained by optimal strategies that take advantage of price anticipations.
- We find that higher price adjustment frequencies can easily overcompensate a loss in expected profits due to the lack of price anticipations.
- We successfully applied our strategy on the Amazon Marketplace.