



Save Time

Leverage AI-powered autonomous decisioning and recommendations to save time on repetitive tasks so you can focus on strategic activities.



Effectiveness & Impact

Prioritize pricing decisions based on effectiveness and impact: We recommend, you decide.



Smarter Decisions

Execute smarter pricing decisions based on unified merchandising systems and a holistic view of shopper behavior.



Collaborate

Collaborate and contribute to DemandTec's open data science with your insights and algorithm.

Looking to execute smarter retail pricing strategies quickly and efficiently, and improve margins as a result? DemandTec's AI-powered Pricing produces highly accurate demand forecasting, enabling you to maintain price perception while driving profitable revenue growth. Coupled with automated recommendations, you can deliver smart pricing decisions at the speed required to succeed in today's retail environment.

Key Capabilities

Price optimization & recommendations

Optimize your pricing with AI-powered data science to achieve profitable revenue growth. Leverage proactive recommendations for fast evaluation and execution of these prices.

Rules-based pricing

Apply rules to define pricing boundaries per your business needs, ensuring the optimal pricing recommendations match your specific pricing strategy.

Real-time

Optimize and/or automate real-time price updates based on your strategy, goals, and changes in the market, across all channels or separately per channel.

KVI insights

Obtain valuable insights and AI-based suggestions on KVIs and KVCs, through competitive analysis and demand prediction.

Autonomous approvals & recommendation

AI-powered autonomous decisioning increases your productivity across categories, channels, and geographies. Autonomy improves efficiency, enabling increased focus on goals and objectives, ensuring the highest efficiency, productivity and speed.

DemandTec Unified Lifecycle Pricing

DemandTec Pricing is available as a standalone solution or as a part of a unified platform solution:

DemandTec Unified Lifecycle Pricing consolidates data into a single source of truth, enabling retailers to automate and predict the impact of pricing decisions – and in parallel, deliver tailored offers that foster customer loyalty and ultimately drive growth.

AI-enabled data science to simulate complex data interactions enabling pricing leaders to generate and analyze complex pricing models in order to deliver accurate strategies at scale.

Automated recommendations that facilitate intelligent pricing, promotion and markdown strategies, along with streamlined vendor collaboration, empowering retailers to respond to evolving trends in real-time and maximize profitability.

Benefits

When sold as part of the platform, DemandTec Pricing produces distinct advantages:

Unified, accurate pricing

Create AI-powered, unified merchandising strategies, optimized across the entire product lifecycle, including pricing, promotions, and markdowns - across in store and digital sales channels. With DemandTec Unified Lifecycle Pricing, retailers gain a 360-degree view of shopper demand, leading to highly accurate forecasts spanning sales, volume, profit and price perception.

Open data science and AI

DemandTec's AI and data science is robust and fully transparent. No more black boxes: users have full visibility into the drivers behind the recommendations. Not only that, DemandTec enables retailers to add their own insights, algorithms, and modelling techniques, with open APIs. DemandTec's demand insights such as forecasting intelligence can also be exported to downstream systems.

To learn more,
contact us

Let's talk



DemandTec
by acoustic

A pioneering leader for decades, DemandTec continues to usher in the new era of retail pricing technology. With its AI-powered pricing, promotions, markdowns, and collaboration solutions, CPG and retail partners can balance real-time shopper demand with business objectives to drive sustainable, profitable revenue growth. To learn more, visit www.demandtec.com.



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