

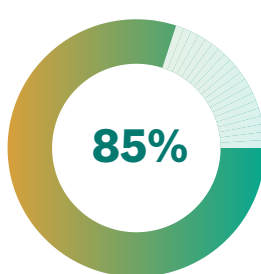
How AI-powered retail pricing strategies significantly increase customer satisfaction and drive profitable growth

Today's retailers are challenged more than ever with fast-changing customer expectations, inflationary pressures, and supply chain disruptions. This is impacting pricing and inventory planning as brands scramble to adjust to these shifts. To preserve customer loyalty and strengthen market resilience, retailers need effective and optimized pricing strategies that can adjust to keep pace with fluctuating economic, consumer, and marketplace conditions at scale.

What is impacting pricing?

Inflation

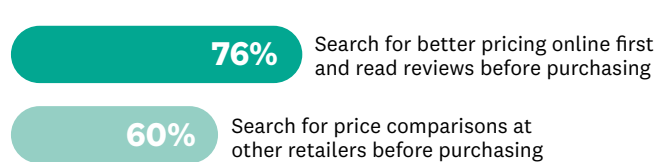
85% of U.S. adults say rising inflation has had an impact on the way they shop – prompting them to look for deals, discounts, and coupons – or just shop less overall.¹



of U.S. adults have been impacted by rising inflation

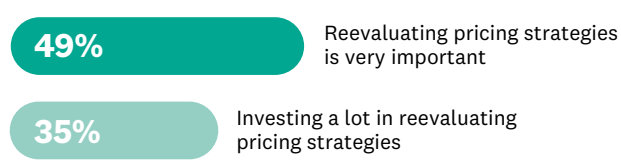
Customer Expectations

76% of consumers search for better prices online first and read reviews before they make a purchase in a store, while 60% make price comparisons at other retailers on their phone before purchasing products.²



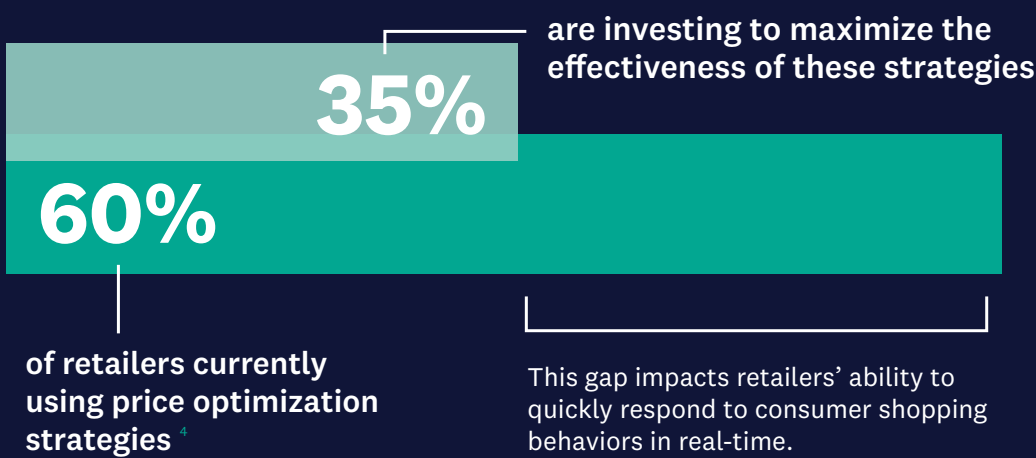
Competitive Advantage

With concern over the rising costs of top growth-drivers (talent and digital transformation), companies continue to explore price increases.³



Bridge the gap between customer satisfaction and achieving high value margins

Retailers need to find the right balance of prices, profits, and customer satisfaction. With a holistic pricing strategy and smart promotions, retailers can increase customer loyalty and maximize profits.



Consumer-centric pricing and promotions strategies

AI-enabled data science in real-time gives you the ability to:



Compete Effectively

Compete more effectively with rivals by quickly adjusting prices in response to real-time market changes



Determine Price

Determine the right prices to change for any given week to grow customer satisfaction, loyalty and retention



Manage Economic Pressures

Manage economic pressures (inflation/deflation) with precision



Optimize Pricing

Optimize omnichannel pricing to remain competitive at every location

Retailers using price optimization benefit on average:

3-5% increase in revenue

2-5% improvement in margin

1-2% increase in sales volume⁵

“Retailers see an average ROI of 300-500% within the first year of implementing a price optimization solution.”⁶

To learn more, visit DemandTec.com

¹Morning Consult: H2 2022 State of Retail & E-Commerce report

²Adobe Experience Cloud Blog 2022

³PwC Pulse Survey 2022

⁴Boston Retail Partners

⁵Gartner

⁶Accenture