



DYNAMIC & COMPETITIVE PRICE OPTIMIZATION

Make well-informed, profit-optimal pricing decisions for every product

Pricing will always be a core capability and profit lever for retailers. With our Dynamic and Competitive Price Optimization, we help you embrace the new dynamics of the omni-retail world. We help you **boost profits** by optimizing the pricing of each **product over its lifetime** with the goal of attracting and retaining customers with **larger baskets** and **higher customer lifetime value**.

We empower you to build **Dynamic & Competitive Pricing** that helps you set and achieve the right price every time. We also enable you to optimize your response to price changes to **competitors' price changes**.

With Dynamic and Competitive Price Optimization, you can achieve better matched prices for all **region/store customer characteristics** and respond **smartly to competition** with automatically updated prices.

Dynamic & Competitive Price Optimization, Reengineered.



Set dynamic prices to boost profitability



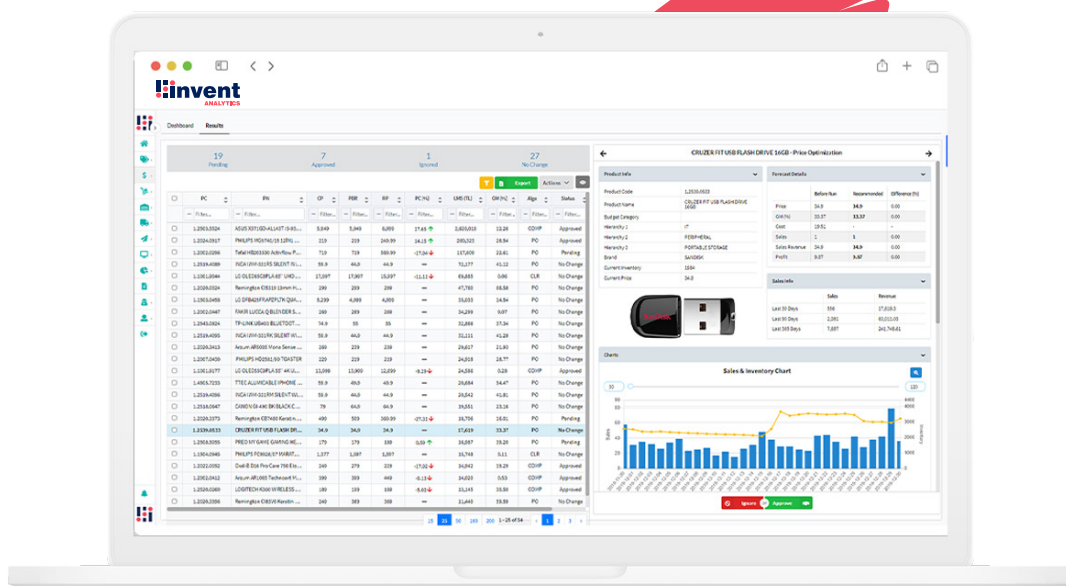
Take advantage of Store/Region/Channel specific price optimization



Compete smartly – not just simple rule-based matching, but optimized, competitive dynamic pricing



Establish the right pricing strategy for each product category



Why Use Dynamic & Competitive Price Optimization Solution?



AI-Powered Pricing Decisions

- ✓ Generate effective pricing decisions using our **AI-powered engine** which estimates **price-elasticity** uniquely for each product; taking account of attributes, **cross-product effects**, and competitor activities
- ✓ Use AI-based **self-learning** and **adaptive forecasts** to make price change recommendations
- ✓ Increase your profitability with AI-driven, proactive, and precise pricing decisions.



Achieve Maximum Overall Category Profitability

- ✓ Use **cross-price elasticity** for optimization of **total category bottom-line**
- ✓ Evaluate own and cross-price elasticity within category
- ✓ Define **halo and cannibalization** effects of product price changes on other SKUs.



Optimal Real-Time Responses to the Relevant Competitors' Prices

- ✓ Optimally **respond to competitor prices** moves at any frequency by taking their prices, promotions and sales data into account
- ✓ Identify **competitive elasticity** effect on demand considering competitors' physical store and digital channel pricing needs.



Strategic Price Optimization, Effective Promotions

- ✓ Establish successful pricing strategies for **key value** and **margin-driver items**
- ✓ Price key products of customers with large baskets for traffic building
- ✓ Identify promotions that bring **promo-seekers** to the store for the first time rather than encouraging **pantry-building** by existing customers.



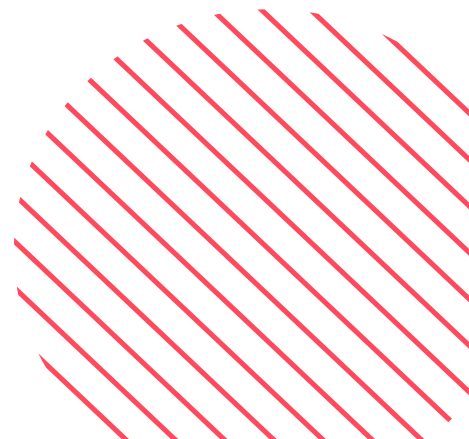
Store, Region, and Channel Specific Dynamic Price Optimization

- ✓ Make pricing decisions based on the granular understanding of demand at any level of the business including **digital and physical channels**, chain, region, and store level.



Full Lifecycle Pricing Aligned with Your Competitive Strategy

- ✓ Dynamic & Competitive Price Optimization **autonomously classifies products** into various stages of product lifecycles and deploys algorithms that align with your unique competitive strategy.



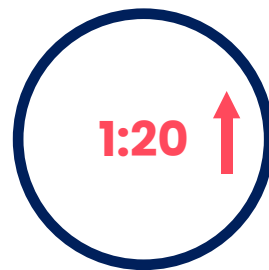
A/B Test Proven Client Results



**Increase
in Sales**



**Higher
Gross Margin Dollars**



**More Than
x20 ROI**



**Increase
in Conversion Rate**

About Invent Analytics

Invent Analytics' Omni-AI **delivers significant financial improvement** by empowering retailers to **profit-optimize** their supply chain. It orchestrates a retailer's entire supply chain **by unifying network planning, inventory and price optimization, and fulfillment in one framework.**

Invent Analytics puts your **omni-customers at the heart of its tailor-fit solutions.** It **proves the financial benefits** with pre-go-live simulations and rigorous **A/B testing.** Invent Analytics' over 30 clients have experienced a **2-6% increase in profitability.**

Invent Analytics' Omni-AI SaaS solutions are:

- Omni-Network Design
- Omni-Plan Suite
 - Omni-Demand Forecasting
 - Omni-Store and DC Replenishment Optimization
 - Omni-Allocation Optimization
 - Omni-Transfer Optimization
 - Markdown Optimization
 - Assortment Optimization
 - Dynamic and Competitive Price Optimization
- Omni-Fulfillment

Invent Analytics has been selected as the **Top Supply Chain Technology Company by Retail Industry Leaders Association (RILA)** and **won the 2020 Innovation Awards for Supply Chain.**

inventanalytics.ai
info@inventanalytics.ai



PHILADELPHIA
100 S Juniper Street Fl 3
Philadelphia PA 19107-1316
T: +1 484 423 4433

LONDON
7 Bell Yard
WC2A 2JR, London
T: +44 20 3289 7264

DUBAI
540 A Al Ghurair Centre
Dubai, UAE
T: +971 4 223 6565

ISTANBUL
ITU Teknokent, ARI-2 A Blok
No:302, Maslak, Istanbul
T: +90 212 286 1025

AMSTERDAM
Science Park 608
1098XH Amsterdam
The Netherlands
T: +31 97010260098