Delighting customers with great prices is smart.

Doing it more profitably is brilliant.

Lifecycle Pricing Optimization Suite

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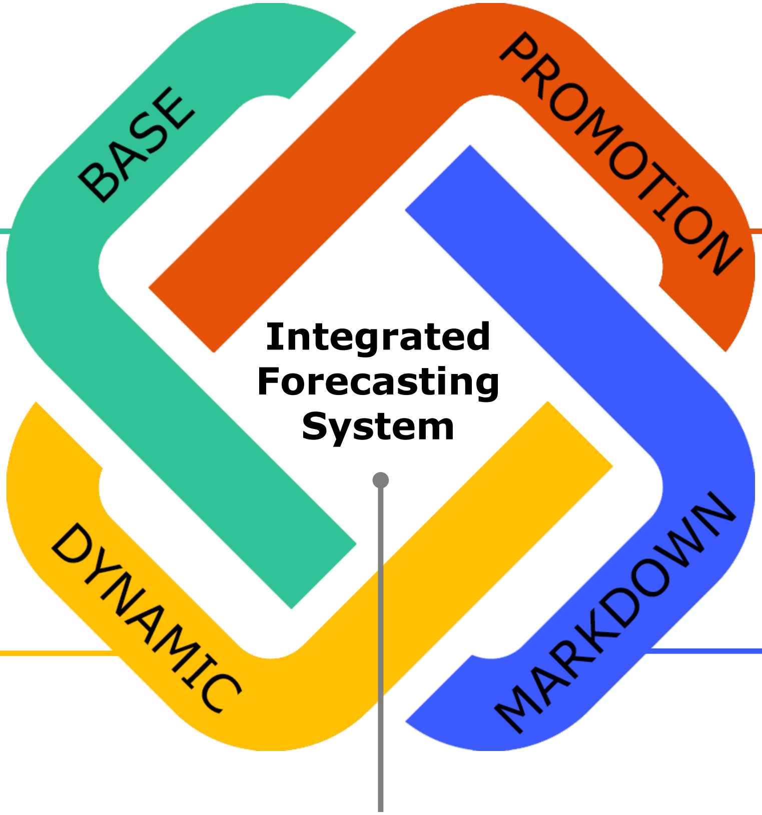
Products have lifecycles. Now pricing does too.

The Antuit Lifecycle Pricing Optimization Suite

- Shopper Value Equation
- Known Value Items (KVIs)
- Brand Competitiveness
- Pricing Rules & Management

- Promotional Visibility
- Promotional Effectiveness
- Coupon Evaluation
- What-if Simulation



- Online Price Monitoring
- Adaptive Rules & Constraints
- Proactive Competitive Decisions

- Inventory Management
- Profitable Clearance Strategies
- Automated Process & Workflow

Robust forecasting system designed and implemented exclusively for retail (hard-lines, soft-lines, consumer packaged goods)

Proven performance

By the numbers….

.5-2% Margin improvement

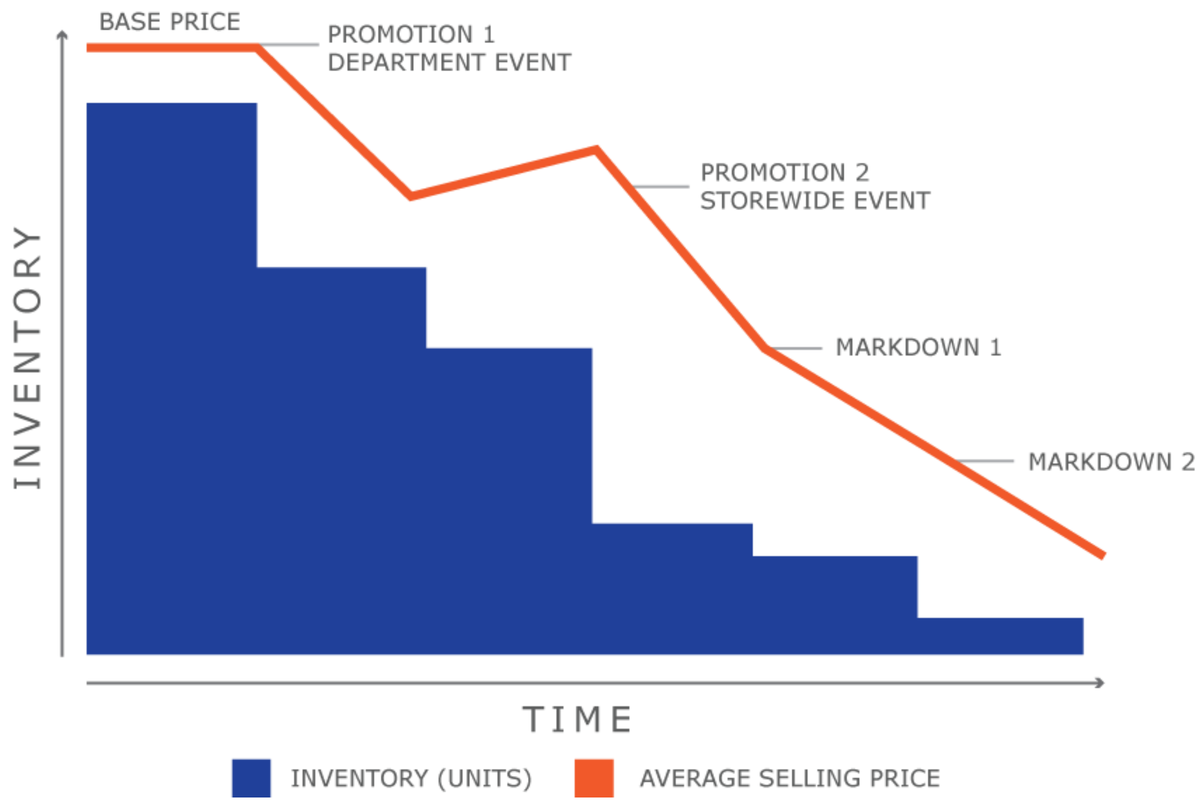
5-18% Greater sell-through

4x More revenue from personalized offers

Proven performance in soft-lines, hard-lines and consumer packaged goods selling in physical stores, online and omni-channel environments

Measure financial trade-offs across the product lifecycle

DEMAND SHAPING WITH LIFECYCLE PRICING



- Sell-Through (Units)
- Revenue
- Margin

Shape demand by predicting and measuring the impact of assorted promotions

Mark down prices on the right products, at the right locations, at the right time

Determine the optimal price point for moving merchandise while protecting margin

Predictive analytics made simple

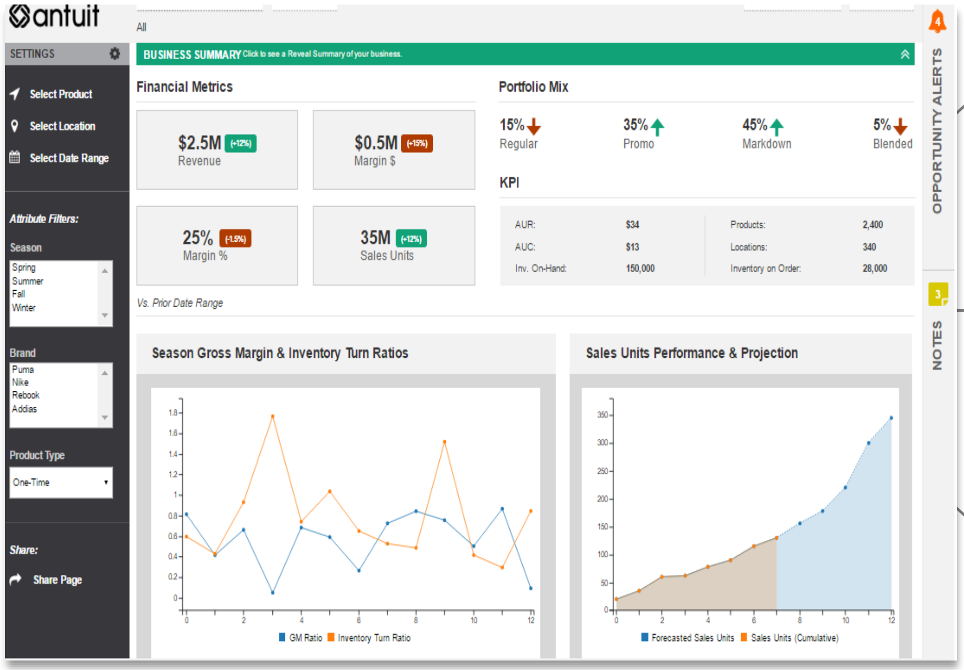
INPUTS

Cost, Price, Promo History

Products, Channel, Attributes

Forecast & Elasticity Models

Lifecycle Application



OUTPUTS

Pricing

- Recommendations
- Localization
- Visibility

Lifecycle Insights

- Visibility into lifecycle performance
- Manage lifecycle strategy
- Drive opportunities and insights

Analytics Feedback

- Solution performance
- Financial review/ROI
- Modeling refinement

Key differentiators

Lifecycle visibility

Flexible product/location mix with price rule templates and margin/sell-through targets

Adaptive learning

Ability to understand the impact of business decisions and customer behaviors over time

Pricing portfolio management

Visibility into total category performance across all pricing decisions including KPIs

Key differentiators, cont.

Prioritized action plans

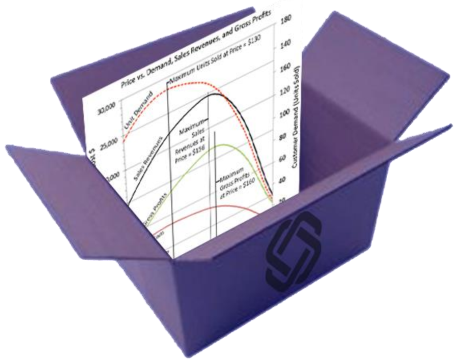
Guided corrective actions in-season to reduce profitability risks

Real-time collaboration

Seamless sharing of insights and proposed actions

Rapid time-to-value

Open-Box Analytics



Dynamic aggregation, pooled elasticity models, nearest neighbor algorithms and much more

Subscription-Based

Low-cost subscription model: Minimizes IT resources, no long-term commitments

Deployed in the Cloud

Empower your team via SaaS or leverage Antuit's pricing professionals via Results-as-a-Service

Ask about our case studies

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REGIONAL GROCERY CHAIN OPTIMIZES PROMOTION PRICING TO COMPETE MORE EFFECTIVELY, WITHOUT GIVING AWAY THE STORE

The Dilemma

To compete with big box retailers and other low-priced competitors while protecting margins.

A regional supermarket chain needed to defend its market share against big box, low-cost providers and other price-driven formats.

The regional retailer responded by matching the lowest prices in their markets, knowing this was not a sustainable approach due to the negative impact on margin. For a sustainable advantage, the company needed a more effective and efficient promotion solution to improve its competitive position without "giving away the store."

The grocer turned to Antuit to improve its retail relevancy through a better understanding of its shoppers' wants, needs and behaviors. Antuit worked collaboratively with the retailer to implement a solution that improved its ability to compete without eroding margins.

A key component of the solution was AD-IN, Antuit's weekly ad circular optimization tool. Using the retailer's transaction and loyalty data, Antuit applied predictive analytics within AD-IN to identify key purchasing behaviors including visit frequency, basket sizes, price elasticity and promotion responsiveness.

Program Highlights

Challenge

How to effectively compete against big-box retailers and other price-driven retailers without eroding margins.

Solution

Leverage the AD-IN solution to improve the performance of weekly circulars, while optimizing promotional prices and increasing store traffic.

Outcome

Optimized the retailer's weekly ad circular by identifying an average margin increase of 8% and helping the retailer successfully defend its market position.

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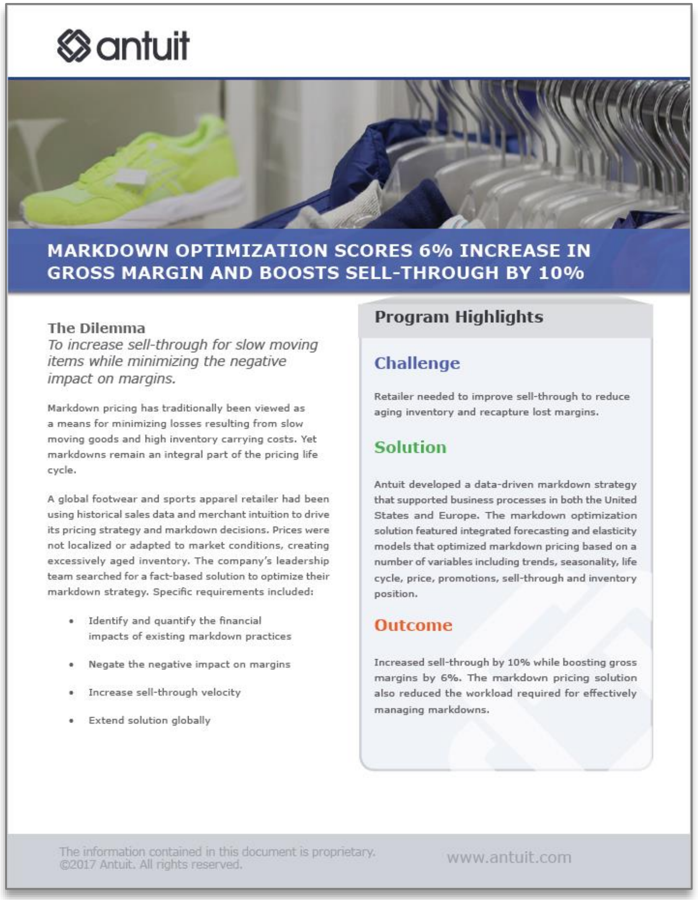

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MARKDOWN OPTIMIZATION SCORES 6% INCREASE IN GROSS MARGIN AND BOOSTS SELL-THROUGH BY 10%

The Dilemma

To increase sell-through for slow moving items while minimizing the negative impact on margins.

Markdown pricing has traditionally been viewed as a means for minimizing losses resulting from slow moving goods and high inventory carrying costs. Yet markdowns remain an integral part of the pricing life cycle.

A global footwear and sports apparel retailer had been using historical sales data and merchant intuition to drive its pricing strategy and markdown decisions. Prices were not localized or adapted to market conditions, creating excessively aged inventory. The company's leadership team searched for a fact-based solution to optimize their markdown strategy. Specific requirements included:

- Identify and quantify the financial impacts of existing markdown practices
- Negate the negative impact on margins
- Increase sell-through velocity
- Extend solution globally

Program Highlights

Challenge

Retailer needed to improve sell-through to reduce aging inventory and recapture lost margins.

Solution

Antuit developed a data-driven markdown strategy that supported business processes in both the United States and Europe. The markdown optimization solution featured integrated forecasting and elasticity models that optimized markdown pricing based on a number of variables including trends, seasonality, life cycle, price, promotions, sell-through and inventory position.

Outcome

Increased sell-through by 10% while boosting gross margins by 6%. The markdown pricing solution also reduced the workload required for effectively managing markdowns.

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FOOD RETAILER RINGS UP HIGHER MARGINS & INCREASES STORE TRAFFIC WITH PERSONALIZED PROMOTIONS

The Dilemma

To improve the impact of promotional campaigns while protecting margin.

One of the largest food retailers in Canada was experiencing weak response rates from its direct marketing efforts. Consequently, the retailer was looking for a more effective and efficient approach for developing promotions that improved shopper loyalty, increased store traffic and improved margins.

Antuit worked with the retailer's leadership team to develop and implement a personalization solution that aligned promotional offers with specific shopper segments. The solution integrated behavioral analytics and other purchasing variables into the retailer's promotional strategies.

Personalization Solution
Key Features

TARGETING STRATEGIES	SUPPORTS CONTINUITY PROGRAMS	THEMES AND PERSONALIZED CONTENT
OPTIMIZED COUPON ALLOCATIONS	COUPON RESTRICTIONS	PROCESS AUTOMATION
FOUNDATIONAL ANALYTICS	PREDICTIVE RESPONSE MODEL	PERSONALIZED OFFERS

Intuitive user interface easily accommodates changes to budget parameters, transactional data updates, new shopper targeting as well as revised business priorities and constraints.

Program Highlights

Challenge

A prominent grocery chain had recently increased its direct marketing programs in order to increase traffic and improve shopper loyalty. However, response rates were significantly less than expected.

Solution

Used retailer's loyalty and transactional data to:

- Calculate customer relevancy scores for each promotional offer
- Create one-to-one, personalized offers
- Optimize the portfolio of offers while adhering to budgetary constraints

Outcome

Personalized offers and Antuit's targeting engine improved redemption rates by as much as 400%. As a result, the retailer generated $20 million (USD) in incremental revenue.

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Retail Analytics

Pricing
- Base Pricing
- Dynamic Pricing
- Promotion Optimization
- Markdown Optimization

Sales & Marketing
- Personalization
- Segmentation
- Marketing Mix Optimization
- Test & Learn
- Direct Selling

Supply Chain
- Strategic Network Design
- Demand Forecasting
- Sales & Operations Planning
- Inventory Optimization

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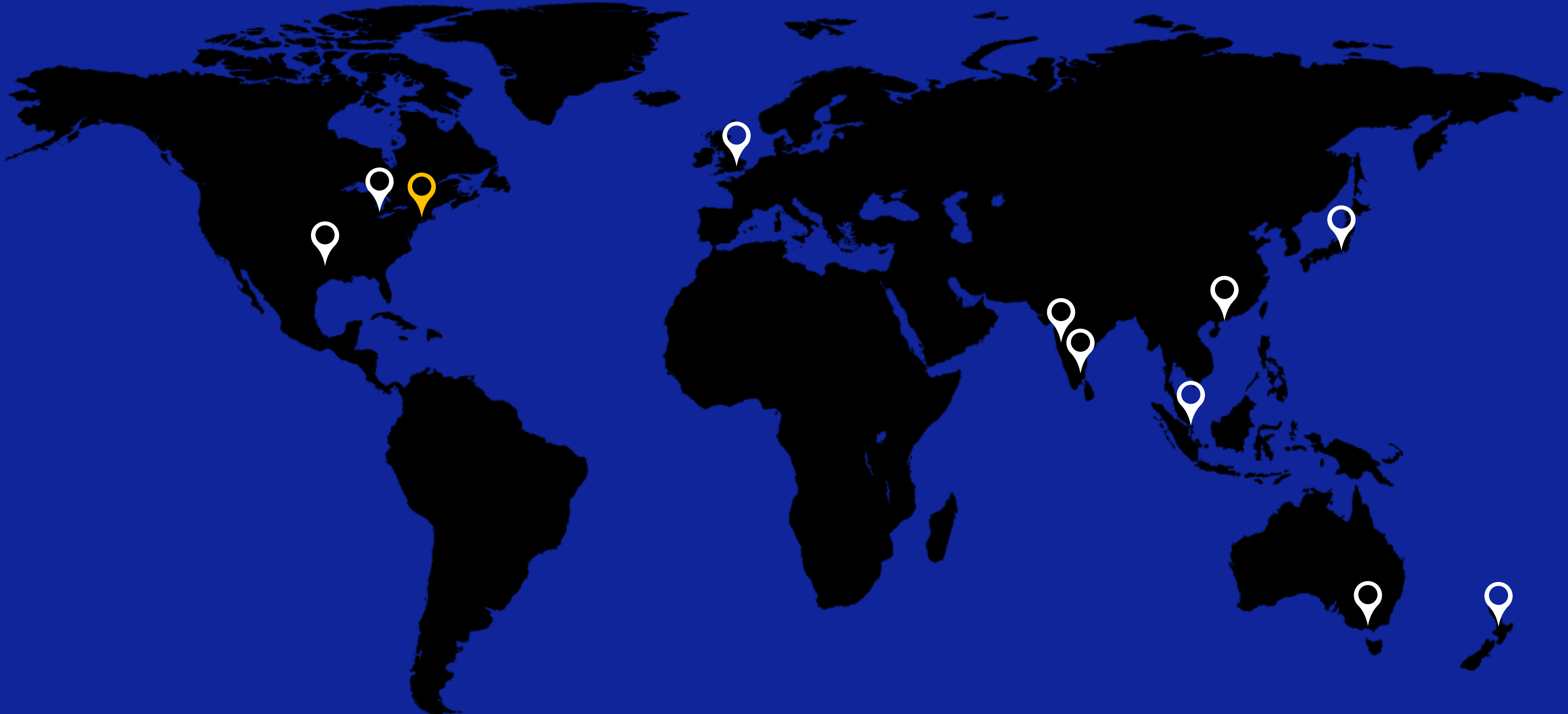

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