

# Yieldigo

## Pricing Automated Beyond Excel.

Predictable impacts of pricing decisions, P&L KPIs instantly improved.  
We constantly move the innovation edge of retail pricing SaaS forward.



# When using Yieldigo

## I feel control.

over all prices and shoppers' reaction

 **Mathias**, Chief Commercial Officer

## I sleep well.

without fear of manual or process errors

 **Domenico**, Chief Executive Officer

## I feel well-backed.

by science for doing pricing decisions

 **Michelle**, Data & BI Manager

## I feel safe.

about my sales margins

 **David**, Pricing Director

## I sense alignment.

across both teams and management

 **Monica**, Purchasing Director

## I enjoy playing.

with what-if simulations of different pricing strategies

 **Joseph**, Pricing Manager

## I enjoy capturing.

complex metrics with the ease of spreadsheet use

 **Kate**, Pricing Director

## I feel advantage.

compared to our competitors

 **Mateusz**, Merchandising Manager

## I feel important.

as I'm bringing true pricing value to the team

 **Gabriella**, Category Manager

## How do you manage prices now?

### Option 1. XLS spreadsheet

**Pros:** Easy to use

**Cons:** Limited on data, low granularity, not dynamic, no price elasticities, no cannibalizations, no optimization, no competition data analysis, poor entire assortment focus, low control over execution, manual errors

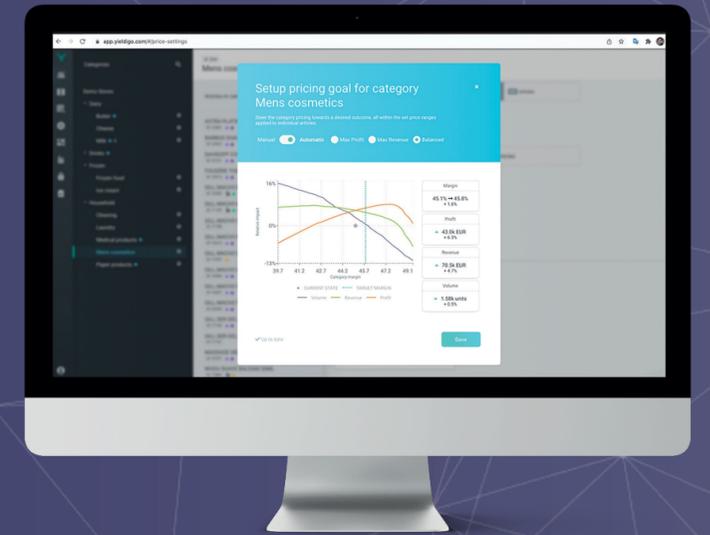
### Option 2. Price Management software (internal/outsourced)

**Pros:** One pricing cockpit, stores/formats/locations/baskets design, dynamic, avoids manual errors

**Cons:** Typically hard to use for non-tech users, no upfront knowledge of repricing impacts into margins/profits and revenue/volume, poor real optimization, low pricing policy customization options, manual control

## How it works

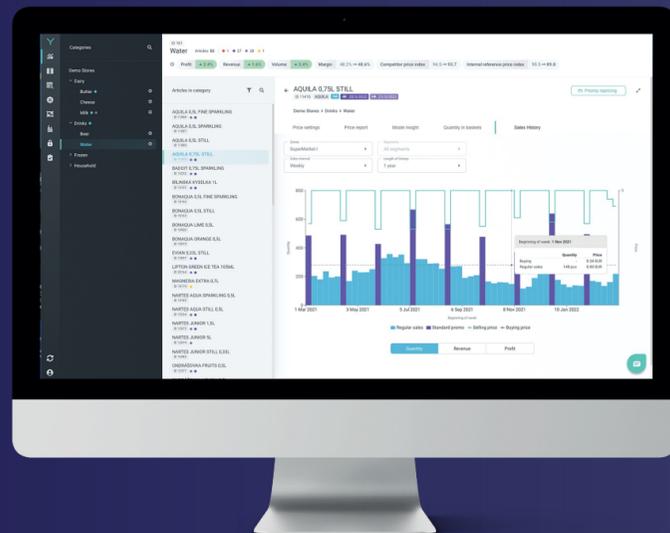
1. Your data get connected in your formats
2. Configure the user interface based on your requirements
3. Implement and customize your pricing rules and policy
4. Run optimization, approve prices, benefit from automated data analytics
5. Automate and streamline for continuous usage
6. Check forecast, stop sales profit leaks and prevent decrease of customer loyalty



# How do you plan to compete in the market having prices with 15 Cons?

Introducing Yieldigo pricing cockpit to allow your retail company to feel safe about sales margins without fear of deterring shoppers.

Tip: Did you know that in retail pricing pareto applies too? With 20% effort 80% benefit can be harvested.



## ROI achieved by successful pricing teams

up to  
**2-5% SALES PROFIT INCREASE**

**2 MONTHS COMPLETE TOOL ONBOARDING**

**NO IMPLEMENTATION FEE**

## Which competitive advantages will you be enabled for

- No doubts about prices; you feel safe about your margins and experience 360° control over all prices
- Poor pricing strategy and execution alignment do not harm your business anymore
- No uninformed pricing decision that you cannot vindicate on board meetings; thanks to the access to data-driven what-if simulations
- No compromised pricing decisions; data science-based pricing with the ease of spreadsheet-like use
- Designed for category managers, pricing managers, and smooth cooperation with CXOs



Request personalized free demo  
[demo@yieldigo.com](mailto:demo@yieldigo.com)

