Case study

# METRO Optimizes Regular Shelf Prices

*"We wanted a price optimization solution that we could trust, and which would help us to improve our profit and become more accurate and efficient."*

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|---|---|
| Country | **Czechia** |
| Industry | **Grocery** |
| No. of stores | **13** |
| Turnover | **1.25 B EUR** |

## Yieldigo Services Provided

- No upfront/implementation costs charged
- Data integration to Yieldigo SaaS
- Initial optimization engine setup
- Automatic data check for imported data
- Customized price rounding
- Benefits evaluation assistance

## Challenges Overcome

- Competitor price aggregation
- Individual promotion types
- Output data customization
- Omnichannel
- Input data in incorrect coding format
- Supplier price extraction from transactional data

**Marek Haller**
**Head of Revenue Management**
**METRO**

*"We adopted Yieldigo, because of its tangible improvements. We could see no other company in the price optimization market that was willing to provide exact measurement and proof of profit benefits."*

Yieldigo