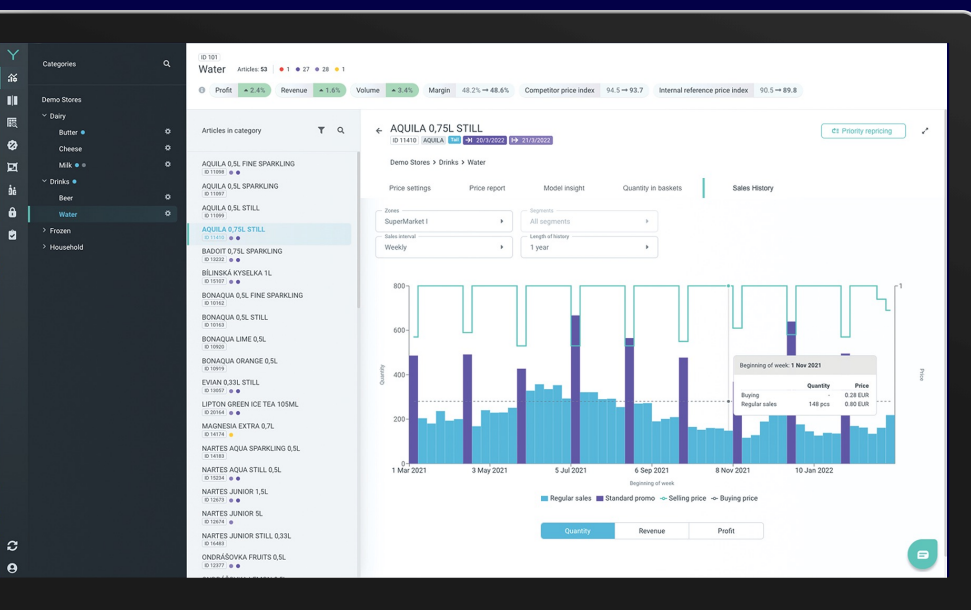




# How do you plan to compete in the market with so many handicaps in your prices?

Enter Yieldigo. Drive your sales margins without fear of deterring shoppers, all while providing your retail organization leadership peace of mind.

Tip: Did you know that in retail pricing the pareto principle also applies? With 20% effort, you can render an 80% benefit.



## How Do You Currently Manage Your Prices?

### 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, pricing strategy limited to Excel's small

### Option 2. Low-Performance Price Management Or In-House Solution

Pros: One pricing source, offers stores / formats / locations / baskets design, dynamic, avoids some manual errors

Cons: Too complex 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 only, and little or no control over ML/AI

## Fully in Control of Pricing with Yieldigo Price Management Software:

- 1 Our team helps you connect your data into your format of choice
- 2 We help you 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 reduce customer attrition

## Yieldigo Offers You True Pricing Competence With:



Up to 2-5% sales profit increase



2 months complete tool onboarding



No implementation fee

## What Competitive Advantages Will You Gain?

- No doubts about prices—rest easy about your margins and experience 360° control over all of your SKUs' prices
- No poor pricing strategy and execution misalignment to damage your business growth, you are fully in control of your prices
- No more uninformed pricing decisions caused by not having access to data-driven what-if simulations
- No compromised pricing decisions—access data science-based pricing combined with the ease of spreadsheet-like use
- Specifically designed for category managers, pricing managers, and smooth cooperation with CXOs



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

Trusted by Top Retailers



# What Our Users Say About Yieldigo:

Gartner

REPRESENTATIVE VENDOR 2022

UNIFIED PRICE, PROMOTION AND MARKDOWN OPTIMIZATION

Gartner

COOL VENDOR

Easiest To Do Business With WINTER 2024

Easiest To Do Business With SPRING 2024

”

*“We adopted Yieldigo because of its tangible improvements. We could find no other company in the price optimization market that was willing to prove its true benefits as well as Yieldigo.”*



**Marek Haller**

Former Head of Revenue



”

*“I have experienced the software in fully autonomous mode and with an expert pricing team. I appreciate the simplicity and user-friendliness, fantastic results, and the great team behind the solution!”*



**Ondrej Karmazin**

Former Pricing & BI Manager



”

*“Managing prices across 6 regions is a piece of cake - thanks to the Yieldigo software we are empowered to keep our price indexes on the expected level having other KPIs under control.”*



**Elwira Potyrało**

Head of Category Management



”

*“Yieldigo is a very professional company, they can do a lot in the pricing area—only your internal data is the limit.”*



**Mateusz Remus**

Manager of the Business Analysis



**Yieldigo**  
Retail pricing made simple, under control

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

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