



“Yieldigo allows us to manage 39% of our SKUs with just one feature: The Multibuy module.”

Kosik.cz manages most of their bulk prices with Multibuy alone, all while improving their internal KPIs and operational effectiveness.

About Kosik.cz

- **Country:** CZ, SK, and BG
- **Industry:** Grocery E-shop
- **Active SKUs:** +16,000
- **Yieldigo Modules in Use:** Regular Pricing, Markdown Pricing, Multibuy

Risks and Challenges



New Strategy in Place

Launching and managing a new complex pricing strategy in an effective way brought forth challenges across teams.



Added Data Intricacy

Bringing clarity into decision making on prices and tier limits via integration with sales data and competitor insights was very complex.



Business Expansion

Implementing the new strategy in 3 countries with different currencies and types of customer behavior posed difficulties and risks.



Implementation & Onboarding

Košík.cz, one of the leading online grocery retailers in the Czech Republic, has recently implemented a new sales strategy aimed at offering customers significant savings when purchasing larger product quantities in bulk. The implementation of their new strategy involved several key steps:

Market Research: Understanding customer preferences and competitor pricing strategies.

Integration with Yieldigo: Setting up Yieldigo's software to work seamlessly with Košík.cz's existing systems.

Product Selection: Identifying which products would be part of the bulk purchase strategy.

Communication: Educating customers about the new strategy through marketing campaigns.

Monitoring and Adjustment: Continuously monitoring the performance of the strategy and making necessary adjustments based on data insights.



Results

The new multibuy strategy focuses on bulk purchasing, encouraging customers to buy larger quantities of products at discount rates. This approach benefits both customers and Košík.cz in the following ways:

- **For Customers:** Offers cost-savings and reduces the frequency of shopping for highly popular items with large sales volumes.
- **For Košík.cz:** Increases average order value and inventory turnover, leading to better stock management and reduced operational costs.

While the strategy has been successful, it has also presented some challenges that we've noticed since its recent launch:

- **Complexity in Pricing Management:** Managing dynamic pricing for a large number of products requires robust systems and constant monitoring.
- **Customer Perception:** Ensuring customers understand the benefits and mechanics of bulk purchasing discounts will be critical to its future success.
- **Inventory Management:** Predicting demand for bulk purchases accurately to maintain optimal stock levels is critical, and Yieldigo's Multibuy module is certainly helping us.



Conclusion

Košík.cz's "Velkonákupy, Velkovýhodně" strategy demonstrates an innovative approach to modern retail pricing. By leveraging data-driven insights and dynamic pricing, Košík.cz has successfully enhanced its value proposition, driving higher sales and customer satisfaction. This case study highlights the potential benefits of integrating advanced pricing technologies into retail strategies to meet evolving consumer demands.



“After a successful long-term cooperation with Yieldigo on Regular pricing, we are truly confident that they are the right partner for us on our new pricing journey.”



Josef Hovorak

Head Of Pricing,
Košík.cz

