How do you plan to compete in the market with 10+ handicaps in your prices?

Introducing Yieldigo's AI pricing cockpit, allowing your retail business to feel safe about managing their sales margins without fear of deterring shoppers.

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, cheap.

Cons: Limited on data, low granularity, not dynamic, no price elasticities, no cannibalizations, no optimization, no competitive data analysis, poor focus on the entire assortment, low control over execution, manual errors, no workflow, no standardization process.

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

Pros: Margins partially under control, single price management cockpit, process standardization, increased data complexity (stores, formats, regions, baskets), process automation.

Cons: Some software is costly, may only be for experienced tech users, has poor optimization engines, long time to value, black-box approach, low customer support, difficult to implement, and hard to digest, to name a few potential issues.

Fully in Control of Pricing with Yieldigo Price Management Software:

1. **Connect** your assortment and sales data in your format to install the software; we will assist you.

2. **Configure** elements of the user interface based on your requirements.

3. **Set** and customize your pricing rules and policy.

4. **Calculate** prices, use rules and optimization, run price approvals, and revisit rules in time based on your needs.

5. **Automate** and streamline workflows for continuous usage.

6. **Control** margins, stop sales profit leaks, and decide on your best price strategies for the next quarter.

Pricing Managers Are in the Driver's Seat

Set any pricing rule, no matter how complex, in fewer than 8 clicks.

Avoid letting Pricing-AI dominate you; take charge of the Pricing-AI.

Easy to learn, less than 1 month to achieve results for new users.

What Competitive Advantages Will You Gain?

- No doubts about prices — rest easy regarding your margins and experience 360° control over all your SKUs' prices.

- No poor pricing strategy and execution misalignment that damages 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 and science-based pricing combined with the ease of spreadsheet-like use.

- No hard-to-digest UI controls that would disable pricing managers and/or category managers and hinder their cooperation with CXOs.
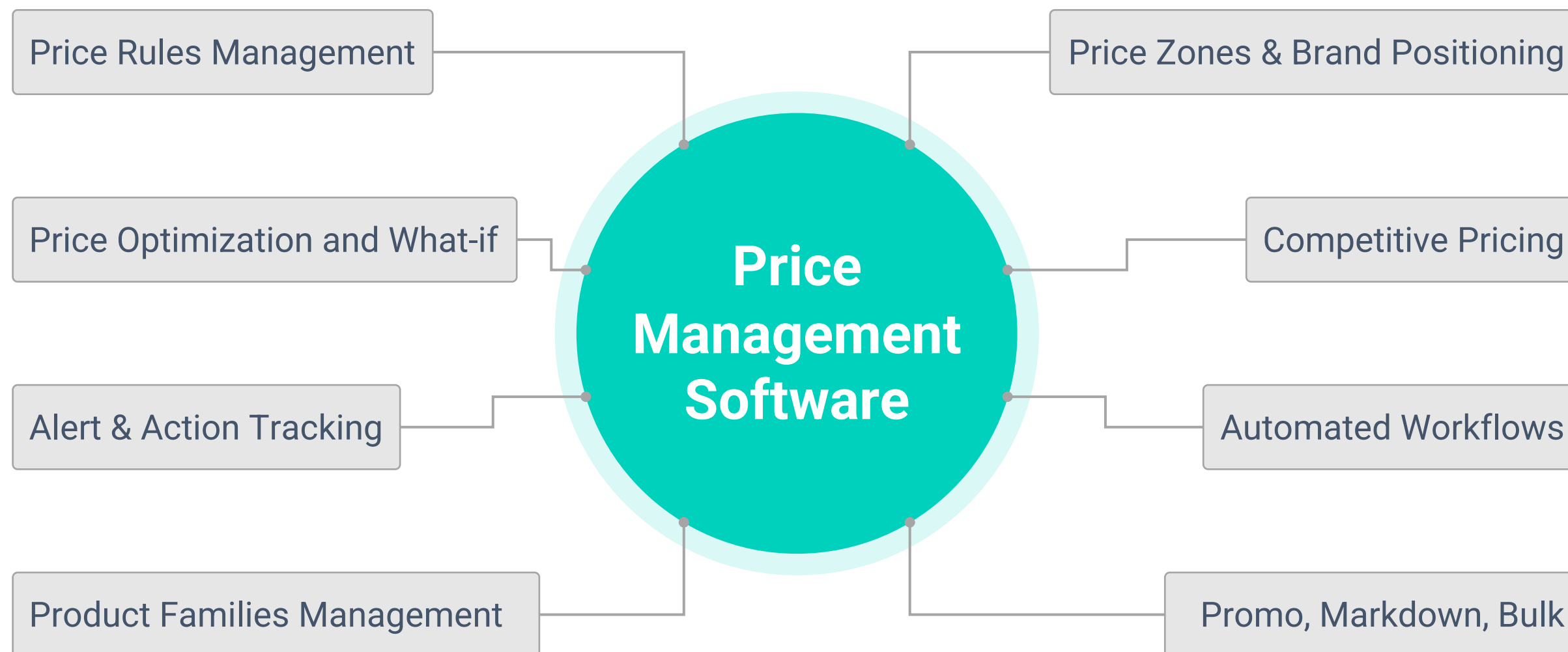
Yieldigo
Control Your Retail Prices with Ease

Request a personalized free demo
demo@yieldigo.com

Price Management Software

Price Rules Management

Price Optimization and What-if

Alert & Action Tracking

Product Families Management

Price Zones & Brand Positioning

Competitive Pricing

Automated Workflows

Promo, Markdown, Bulk

Unique Value Points

8 Clicks or Less for Any Pricing Action

We ensure that every capability we add can be executed in 8 clicks or less.

Rule the Pricing AI, Not Vice-Versa

Pricing professionals are in control of the pricing AI, and not the other way around.

<1 Month to Achieve Results for New Users

3–6 month implementation with full onboarding for pricing managers.

Selected Retail Chain Use Cases

" We expanded our rule-based pricing to optimized pricing within our rules.

" We need to better handle our product families and get AI driven suggestions for product grouping and tiering.

" We need to handle new rate cards from suppliers and manage profits and margins accordingly at different levels incl. weighted stocks, net net, and so on.

" Competitor prices and inflationary costs are changing faster than our ability to manage our prices and margins and see accurate What-If scenarios.

" There is no single source of pricing truth in the entire company, different people work with different data and different pricing logic. We need support and consulting from market experts.

" We are not satisfied with our current pricing software.

What Our Users Say About Yieldigo:

Momentum Leader FALL 2024

High Performer FALL 2024

Easiest To Do Business With SPRING 2024

Gartner Representative Vendor — Unified price, promotion and markdown optimization

Gartner Cool Vendor — Digital Commerce

Microsoft Awards – Winner — IT Solution for Retail, FMCG, E-tail

Microsoft Infrastructure Partner — IT Infrastructure & Security

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"*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 does.*"

Marek Haller
Head of Revenue
METRO

"*I have experienced the tool 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
Pricing & BI Manager
Ahold Delhaize

"*Great software and great implementation team. Yieldigo has a great user interface that uses visual indicators, icons, and charts to communicate information well.*"

Simon Tidd
Head of Projects and Business Intelligence
healthspan

"*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
SUPER-PHARM

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Control Your Retail Prices with Ease

Request a free personalized demo
demo@yieldigo.com

Trusted by Top Retailers

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newpharma · ADMENTA PHOENIX group · healthspan