



## 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.

## 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 your Pricing-AI.**



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

## 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. Then **calculate** prices, use rules and optimization, run price approvals, and revisit these rules over time, all based on your needs.
- 4 **Plan and control** the overall impact of your promotions, seamlessly.
- 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.

## 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](mailto:demo@yieldigo.com)

Trusted by Top Retailers

**METRO**

SUPER-PHARM

Ahold Delhaize

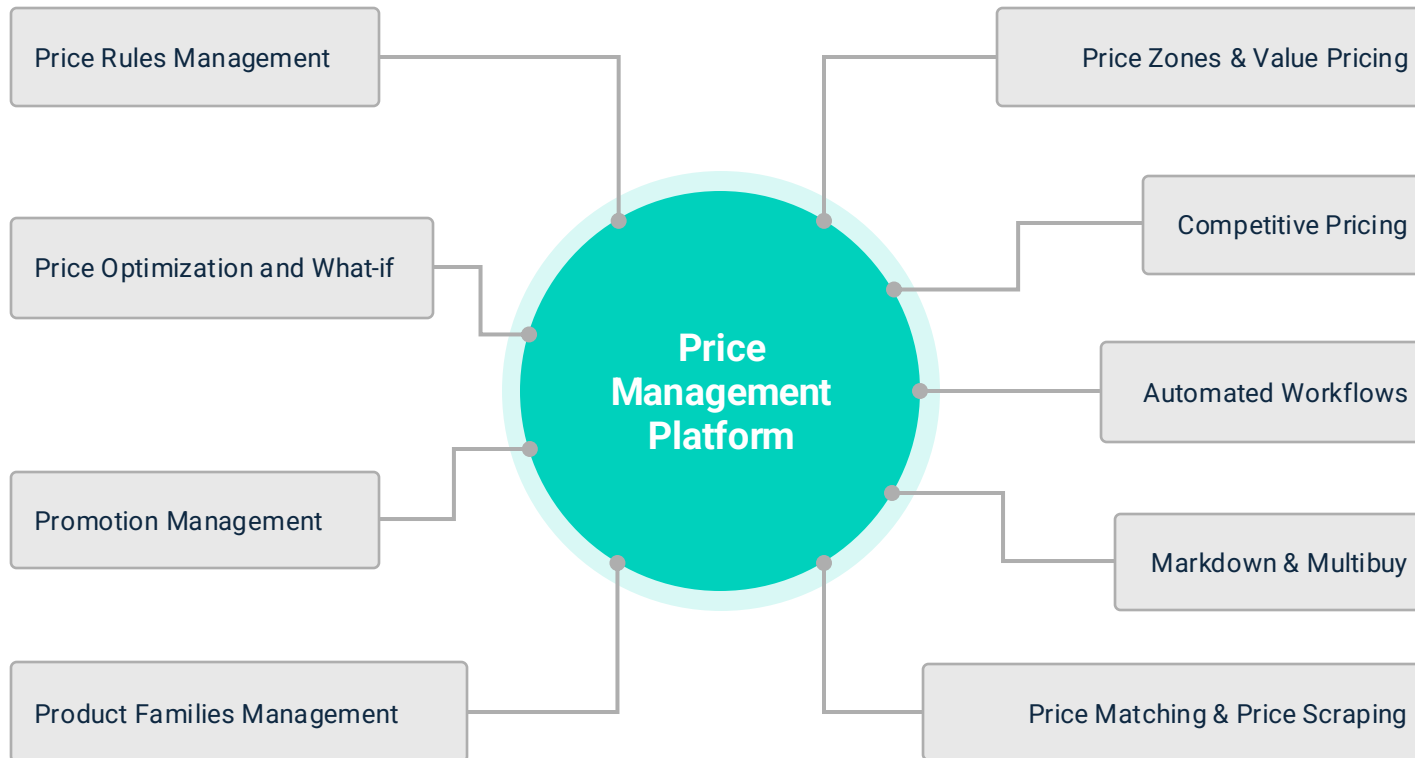
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ADMENTA PHOENIX

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## Selected Retail Chain Use Cases

- “ We must expand our rule-based pricing to optimized pricing, within our rules.
- “ We need to manage our product families better and get AI driven suggestions for product grouping and tiering.
- “ It's imperative that we handle new rate cards from suppliers and manage profits and margins accordingly at different levels incl. weighted stocks, net net, etc.
- “ 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.

### 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.

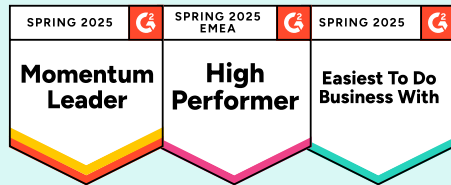


### <1 Month to Achieve Results for New Users

2–4-month project implementation period with full onboarding for pricing managers (6+ for enterprises)



# What Our Users Say About Yieldigo:



## 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 - Azure IT Infrastructure & Security

“

*“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



“

*“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



“

*“The application is user-friendly and easy to set up. Collaborating with Yieldigo provided valuable insights and expertise, helping us effectively address specific use cases.”*



**Sven Deturck**

IT Project Manager



“

*“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**

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