



“Thanks to Yieldigo’s fast, smooth, and effective implementation process, we launched our Promo Analyzer in just 3 days!”

The new Promo Analyzer module empowered Qanto's purchasing team to deeply analyze the performance of promotional campaigns retrospectively, all while helping them plan more effective campaigns for the future.

About Qanto

- **Country:** Czech Republic
- **Industry:** Wholesale and Retail Grocery & Non-Food
- **Active SKUs:** 20,000
- **Yieldigo Modules in Use:** Everyday Pricing, Families, Promo Analyzer

Risks and Challenges



Lack of Historical Analysis Experience

Buyers struggled with conducting thorough historical data and performance analysis. This was primarily due to a lack of time and the fact that such analysis was previously too time-consuming.



Low Usability of Raw and Unclean Data

Although highly relevant and strong data was available, it was mostly in raw, tabular form. This spreadsheet format was difficult to interpret and often led to the data being overlooked or underutilized.



Need for Clarity During Pricing Strategy Adjustments

During pricing strategy modification periods, it was crucial to have a clear view of promo performance. Without a more intuitive and visual technology, drawing actionable insights from the data was challenging.



Implementation & Onboarding

- The implementation process was fast and smooth, thanks especially to Yieldigo's implementation and onboarding team. Most importantly for Qanto's immediate needs, the monitoring, simulation, and performance measurement of promotions facet of the product, namely Promo Analyzer, only took 3 days, including end-user training.
- Since Yieldigo already had access to all the data Qanto uses for standard pricing, it was mainly about introducing the module, explaining how to interpret the results, and aligning on their meaning.
- Within just a few days, Qanto had everything up and running with actionable promotion planning analyses. This means that the time-to-value was very quick, from implementation to actual usage and rendering of promotional analyses, figures, and data.



Solution

- Qanto needed to start putting their wealth of data into proper use. After working to implement their data into Yieldigo, the implementation and onboarding team helped Qanto clean their data and actually put it to use via their very own Yieldigo software setup.
- Qanto follows a unique promotional pricing strategy, which differs from that of large retail chains. As such, their needs were very specific. They **particularly required faster data analyses, particularly focused on promotions**.
- The Promo Analyzer primarily helped them to interpret the performance of products during promotions. It **provides insights into how individual items behaved in past promotions at specific price points**.
- The **Promo Analyzer supports their decisions on whether to include products in upcoming promotions and helps them estimate expected sales volumes** more accurately.
- In the past, Qanto's pricing involved routine calculations, and users had to manually spot and adjust minor nuances, which was a waste of time and resources. **Yieldigo's pricing and repricing automation functionalities and parameterization help them to avoid these excess manual pricing tasks**, allowing their teams to focus on more important and impactful pricing considerations, actions, and processes.
- **The Family function helps Qanto manage consistent pricing across product variants like sizes or flavors. It ensures logical price ratios, such as lower unit price for larger packs, which can be adjusted manually. Automatic family suggestions save time by grouping SKUs based on brand, name, or supplier.**
- **Promo protection ensures that if one item is on promotion, all related items are shielded from repricing. This reduces manual work, improves price governance, and maintains promotional consistency.** Overall, it brings **structure and automation to pricing across the entire portfolio**.



Results

- The biggest advantage is the **quick and intuitive visualization of results, available to everyone without the need for manually prepared reports or presentations**. This has expedited their pricing decisions, significantly. As their IT Manager Tomáš Jireček said, **“Faster and better-informed pricing decisions were our key expectations - and they have been fully met.”**
- A major benefit has also been that **what previously took several hours each month, often with limited impact, is now transformed into a far more efficient process, delivering deeper and more actionable promotional insights for buyers**. This shift is especially valuable given the previously time-consuming nature of working with spreadsheets and the complexity of correctly interpreting the data from a business perspective.
- Thanks to the Promo Analyzer module, **they now receive clear, business-relevant insights, literally at a glance**. This enables them to immediately apply those insights when planning new, more effective promotional campaigns.



Conclusion

Apart from the very successful and fast implementation process, **working with Yieldigo has significantly improved Qanto's ability to interpret pricing data in a clear, graphical, and user-friendly environment, making their pricing decisions faster and more informed**. Previously, pricing involved routine calculations, and users had to manually spot and adjust minornuances, which was a waste of time and resources. Today, **thanks to automated parameterization, these subtleties are managed by the system, allowing Qanto's end-users to focus on what truly brings the most value**. Their ability to apply insights almost instantly to their promotions has led to the creation of new and more effective campaigns, thereby making this a very fruitful start to their work with their Yieldigo price management software.



Faster and better-informed pricing decisions, and improved promotions planning and analyses, were our key expectations — and they have been fully met by Yieldigo.



Tomáš Jireček

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