



PRICE AND PROMOTION HEALTHCHECK

Your Prescription for Improved Loyalty, Profitability, and Team Effectiveness

TAKE YOUR PRICE AND PROMOTION CAPABILITY TO THE NEXT LEVEL

To make smarter merchandising decisions, deliver more value to the right customers, and reduce uncertainty in a competitive marketplace, you need the right combination of a logical price and promotion strategy; clear, well-defined business processes; and a way to analyse results and gain actionable insights.

You probably feel you are over-investing right now, but where do you start to make changes? Without the right strategy, tools, and know-how, you could be falling short when it comes to optimising your efforts — wasting time, money, and even hurting price perception.

dunnhumby can help. Our Price and Promotion team brings decades of experience working with some of the world's largest retailers to solve these challenges. We can give you clarity on just how to improve profitability, organisational effectiveness — as well as sustainable customer loyalty.

PRIORITISE YOUR PRICE INVESTMENTS: STEP ONE

A Price and Promotion Healthcheck diagnostic is a fast, affordable way to gain visibility into the strengths and weaknesses of your current price and promotion efforts. More important, it provides a step-by-step framework for achieving growth, tailored to your specific challenges:

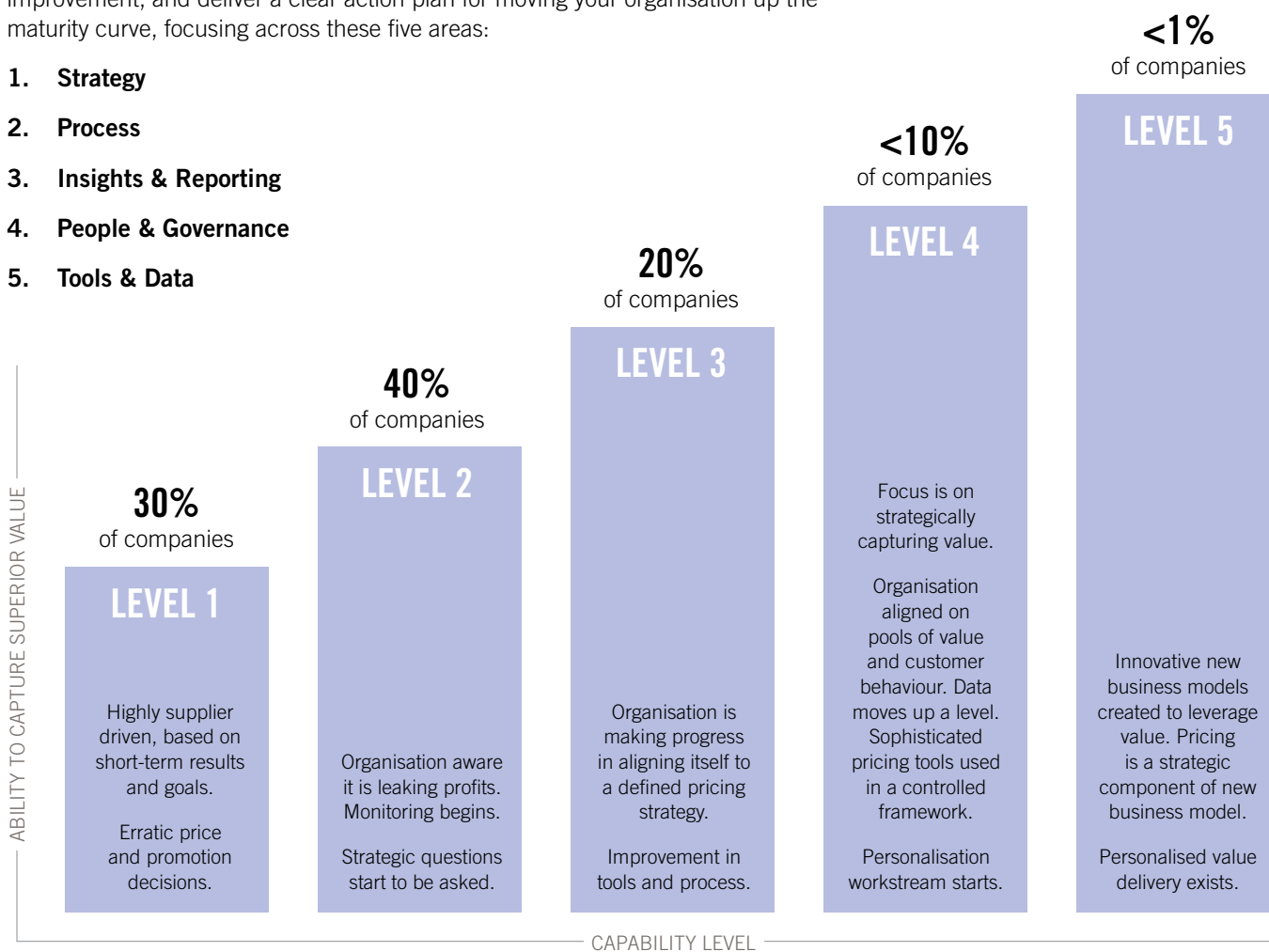
- Identify low-hanging fruit — unlock profit immediately
- Develop a strategy to increase profits, revenue, and units
- Create a clear step-by-step operational plan for your pricing efforts — so you know how to execute your new strategy



IMPROVE THE MATURITY OF YOUR PRICING ORGANISATION

During a two-to-three day session with our expert consulting team, we'll benchmark your current capabilities, identify the most profitable opportunities for improvement, and deliver a clear action plan for moving your organisation up the maturity curve, focusing across these five areas:

1. **Strategy**
2. **Process**
3. **Insights & Reporting**
4. **People & Governance**
5. **Tools & Data**



WHY CONSIDER A HEALTHCHECK? ASK YOURSELF THESE 10 QUESTIONS:

1. Do you feel you're wasting money, pricing products reactively, and losing sales, profits, and customers — with no ability to find your way back to the black?
2. Do you keep making the same price and promotions decisions each year without the results you want?
3. Do you want to improve but don't know where to begin?
4. Do you have trouble understanding which pricing work is failing and which is working?
5. Do you have a strategy in place, but problems with execution and store compliance?
6. Is your pricing organisation struggling to cope with demand and needs a more efficient way of working?
7. Do you have the wrong tools, or fail to get the most from the tools you have?
8. Have you updated your processes and objectives to reflect changes in the current competitive environment, or to meet changing customer demand?
9. Do you have clear governance of your pricing and promotions programs?
10. Are your business rules working effectively, or could they be constraining profits?

HOW THE HEALTHCHECK WORKS

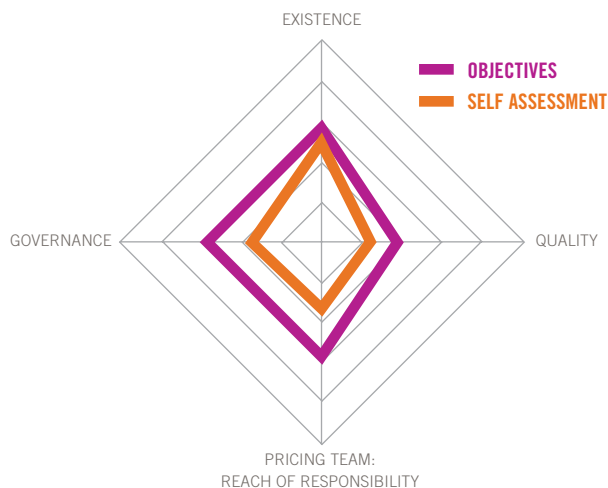
Your dunnhumby Healthcheck team is comprised of a combination of dedicated local consultants and global pricing experts, providing an incomparable level of personalised service and experience.

The foundation of the dunnhumby Price and Promotion Healthcheck is the recognition that improving pricing practices and effectiveness is not just another project — it's a shift in your own capability.

For that reason, it's important for your Healthcheck to be sponsored by a company executive, and board member support is strongly encouraged. We'll also work alongside key stakeholders, which often includes:

- Merchandising executives and pricing team leads
- Board members and/or finance executives
- Department heads and category managers
- Marketing managers
- Private label managers
- Insight, reporting, and other data analytics experts
- Store operations directors
- IT managers responsible for pricing and promotion systems

One of the five focus areas of the Healthcheck: People and Governance. We'll look at the structure and experience of your pricing team, organisational alignment, compliance with strategy, and many other factors that can affect performance. Then we'll pinpoint the top changes you can make to achieve the greatest gains — with People as well as the other four focus areas.



ESSENTIAL STEPS IN THE HEALTHCHECK PROCESS:

1. PREPARE

We'll work with your senior management to agree on timing, scope, and objectives; identify participants; collect and review background materials; and schedule meetings for the next phase.

2. EXECUTE

During two to three days of intensive interviews and store visits, we'll meet with participants — individually or in small groups — to learn what you're doing well, where you could improve, and next steps to consider.



Questions are comprehensive in covering the breadth of pricing maturity across the organisation:

5 Capabilities · 24 Key Areas · 152 Questions

3. SUMMARISE

We'll analyse our data and determine courses of action for taking your pricing and promotion to the next level. Your detailed diagnostic will include a tailored roadmap with specific recommendations.

4. PRESENT

We'll share our findings and recommendations with your executive sponsors and senior-level participants. You'll learn about any significant discrepancies amongst categories and banners, as well as initiatives to prioritise in the coming years.

5. IMPLEMENT

During this phase, we'll work with you on agreed-upon next steps and keep you on track towards continuous improvement through regular progress reviews.

In short, we'll work with you every step of the way to get real value from customer-centric price and promotion. We have a proven track record and we know how to help you learn from it.

CASE STUDY: IMPROVING COMPETITIVE POSITION

A dunnhumby Price and Promotion Healthcheck helped one large regional retailer not only develop a more competitive pricing strategy — but build a plan to execute successfully. With better customer insights, the grocery chain was able to strengthen its price position on the 400 products that matter most to its price-sensitive customers, and recoup margin on 300 blind lines — premium products inelastic to price changes.

TAKE THE NEXT STEP TODAY

At dunnhumby, we believe a customer-led strategy provides the most solid foundation for success. When you focus on your competitors, you end up following instead of leading. And when you fail to focus on your customers and their price sensitivities, you start leaking profits.

Let us help you flip your focus. Start today, with the dunnhumby Price and Promotion Healthcheck.



CALL

Sean Dangler

Sean.Dangler@dunnhumby.com

+1 (908) 672-1287



VISIT

dunnhumby.com/priceandpromotion



THE DUNNHUMBY DIFFERENCE

dunnhumby is the world's leading customer science company. We analyse data and apply insights from nearly one billion shoppers across the globe to create personalised customer experiences in digital, mobile, and retail environments.

Our experts in dunnhumby price and promotion help retailers develop and refine their pricing strategy and processes to drive shopper loyalty, financial performance, and consumer price perception. dunnhumby employs more than 2,000 experts in offices worldwide. The price and promotion team works with a prestigious group of companies, including Tesco, AutoZone, 7- Eleven, Southeastern Grocers, Raley's, SpartanNash, Sonae, and ABC Fine Wine and Spirits.

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