



# dunnhumby Price

**Optimise prices & forecast outcomes with Customer Data Science**

In today's highly competitive retail landscape, knowing how best to direct your price investments and satisfy your Customer's pricing needs, whilst juggling your commercial targets with operational excellence, is highly complex and time consuming.

dunnhumby Price is a sophisticated, yet easy to use application, that gives retailers of all sizes the ability to strategically optimise prices and forecast outcomes, by leveraging Customer Data Science to inform the end-to-end price and promotions process. dh Price recommends the optimal base prices for your shelves and Customers so that you can deliver the right price on the lines that matter most to your Customers, building their trust in your prices and ultimately improving your overall value perception.

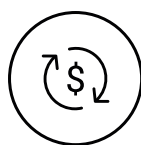
**For Pricing, Category, Marketing and Finance teams**



**1-2%  
increase in  
cash profits**



**1-2 %  
increase in  
cash sales**



**x10  
return on  
investment**

# How dunnhumby Price helps you

A powerful, user-friendly tool that leverages advanced science to optimise prices and forecast outcomes that drive results for any retailer, no matter what their size or pricing strategy.



1

**Sophisticated and flexible** rules engine that sets and relaxes rules as needed. dh Price can handle the most challenging requirements or simply manage the ongoing price maintenance tied to vendor or competitive changes in the market.



2

**Delivers** a consistent pricing architecture across line priced families, different pack sizes, and own label positioning so that Customers trust your pricing.



3

**Price** products using proven science that moves beyond cost-plus pricing to consider elasticities, Customer reaction, product level relationships and cannibalisation, seasonality, and promotional effects when selecting an optimal price to drive sales, units, profit and margin.



4

**Understand** forecasted commercial outcomes to a variety of strategic approaches and identify the most effective strategies to boost top-line sales and margin.

## Return on investment

dunnhumby Price enables a science-led approach to pricing that optimises category prices to drive uplifts and supports retailers to:

- Drive clear sales and margin benefits with an average increase of +1-2% in cash profits and +1-2% in cash sales
- Ensure pricing policy compliance and optimisation work side-by-side with complex pricing rules and pricing policies integrated into the optimisation process
- Balance a Customer First business strategy with optimal commercial objectives
- Improve pricing execution speed, process, and rigour through automation and codification of the price policy
- Enables collaboration between users, increasing efficiencies across your pricing process and reducing time and effort with an automated routine
- Delivers improved decision-making at both tactical and strategic levels

## Key questions answered

How do I manage pricing to ensure the price policy is met?

How do I flex our pricing approach by category to drive best outcomes?

How can I invest in important lines and balance that investment across the back basket?

How can I manage competitive rules and respond quickly to changes?

How do I manage the rules between products (e.g. private label to national brand, different pack sizes within a brand)?

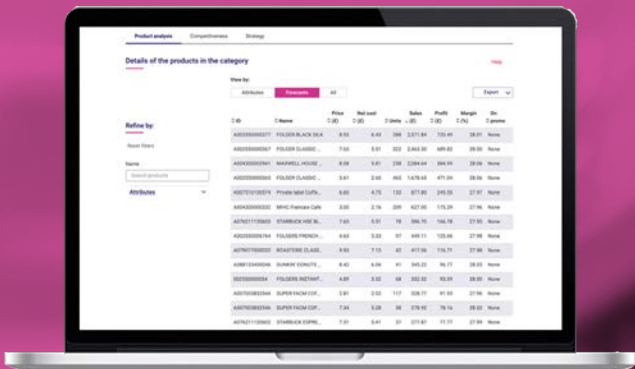
How do I evaluate the financial impacts of responses to the competition or supplier cost changes will have on the product and category?

Where is the opportunity to drive more sales or margin across your products?

How do I ensure pricing is strategically delivering to help meet the budget?

## How it works

● ● ●



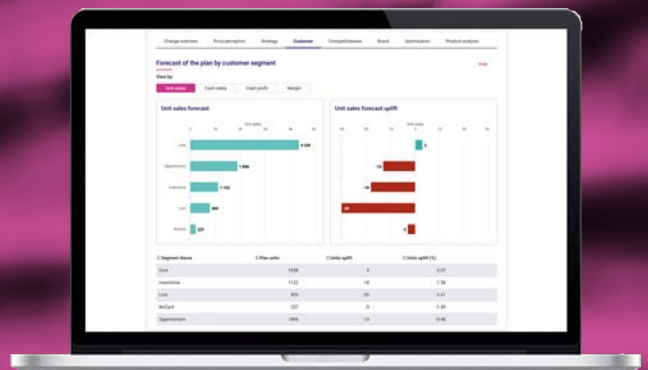
## PLAN

**Review current price position and sales forecast at the category, zone and product level. Identify changes based on the merchandising rules, recent competitive surveys and/ or cost changes.**

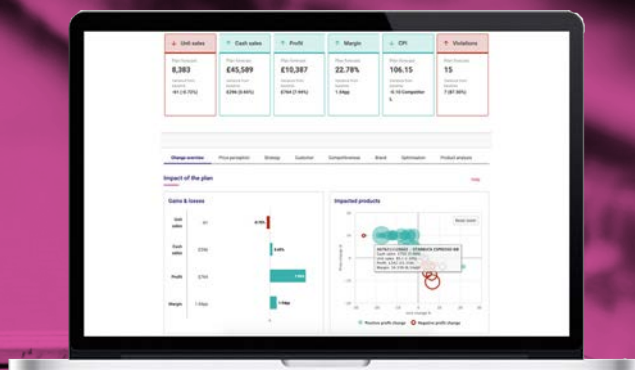
● ● ●

## ANALYSE

**Analyse your pricing plans relative to their impact on competitive price index, price change perception, merchandising rule relaxation and Customer response by segment.**



• • •



## OPTIMISE

**Optimise prices to achieve your goals while respecting your merchandising rules. Create different pricing scenarios and review the trade-offs between competitive positioning, Customer reaction, and financial impacts.**



# dunnhumby

THE WORLD'S FIRST

CUSTOMER DATA SCIENCE PLATFORM

dunnhumby is the global leader in Customer Data Science, empowering businesses everywhere to compete and thrive in the modern data-driven economy. We always put the Customer First. Our mission: to enable businesses to grow and reimagine themselves by becoming advocates and champions for their Customers.

With deep heritage and expertise in retail — one of the world's most competitive markets, with a deluge of multi-dimensional data — dunnhumby today enables businesses all over the world, across industries, to be Customer First.

The dunnhumby Customer Science Platform is our unique mix of technology, software and consulting enabling businesses to increase revenue and profits by delivering exceptional experiences for their Customers — in-store, offline and online. dunnhumby employs over 2,000 experts in offices throughout Europe, Asia, Africa, and the Americas working for transformative, iconic brands such as Tesco, Coca-Cola, Meijer, Procter & Gamble, Raley's, L'Oreal and Monoprix.



Connect with us to start the conversation

**dunnhumby.com**