

INSIGHTPRICING

One of the greatest **CHALLENGES** retailers face today is pricing. Gaining greater control of your **PRICING STRATEGY** starts with how you **PRICE** your products from **DAY 1**.

We enable retailers and brands to determine **optimal** entry price points and **forecast** average unit retail (AUR) **prices** before products hit the market.



Maximize Gross Margin

Retailers and brands can quickly quantify market demand for an item at each price point. Analytic models identify the initial price point at which maximum gross margin will be achieved, given a specified markdown cadence and initial sell-through expectations.



Forecast AUR


View a price elasticity curve for each new product before it is launched. Using our predictive analytic models, InsightPricing shows the distribution of demand for a new product across the price spectrum. Clearly see the Model Price, or forecast of a new product's AUR.



Identify MarginMovers

Products found through InsightPricing that can bear a higher starting price point than originally planned are known as MarginMovers. Raising prices on items which can bear a higher price will ultimately drive sales and gross margin dollar gains.

Contact Us

 724.759.7141

 info@firstinsight.com

 www.firstinsight.com



Demand Curve

The Demand Curve lets retailers and manufacturers clearly see the Model Price, which is a forecast of a new product's AUR. See relative demand at each price point, which can help merchants determine opportunities to increase prices.



The responses have, in some cases, recommended higher retail prices than the merchant would have deemed appropriate, again increasing margins.

Gartner®



Set Optimal Initial Price

First Insight's solution is driving margin gains for retailers and brands by showing them which products – known as MarginMovers – can bear a higher price point than originally planned.