



Price Optimization for Consumer Products

Identify Strategic Pricing Opportunities

Antuit.ai's Price Optimization provides a unique approach to grow market share, revenue, and profitability with each optimized price.

Unlike other providers, antuit.ai brings a shopper-centric view of the shelf by evaluating the interactions of product attribution, pack architecture, competition, and price index to predict demand and recommend future price changes. By using machine learning, market-share models, and optimization, the solution optimizes your prices considering multiple factors including cannibalization, affinities, price elasticities, and competitors' prices to achieve the desired business results.

Case Study - Consumer Health Company Applies AI to Pricing

The Problem - Long known for their science, this multinational consumer healthcare company was spending a significant amount of time and effort in spreadsheets to create prices without a view of market share impact. With growing competition and margin pressures, they desired to infuse analytics, automation, and predictability into their global pricing process.

The Solution - Leveraging antuit.ai's Price Optimization solution, the company transformed its pricing capabilities. With machine learning, they gained more sophisticated analytics and greater visibility to the market impacts from their pricing decisions. Freed from their spreadsheets, they had more time to spend on the insights, scale the digital platform across the organization, and enhance their pricing strategies across the globe.

Results

2-5% Revenue
Improvement

1-3% Margin
Improvement

1-1.5% Market Share
Improvement

Features

- **Shopper View** — Foundation starts with understanding the shopper behavior by evaluating the relationships of attribution, pack architecture, competition, and price index.
- **Competitive Sets** — Leverage cross-price elasticity to understand cannibalization and affinity relationships of your products versus competition as a function of price movement to understand revenue and market share impact.
- **Automation & Workflow** — Automation and workflow reduce the amount of time required to set a price and provide more time for evaluating strategies and comparing outcomes.
- **Simulation** — Simulate different pricing options of your products and competitors to quickly compare market outcomes for revenue, profit, and market share changes.
- **Reporting** — Easily explain pricing overview and impacts with one-click exporting to various formats like .csv, .xlsx, and .ppt.

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Price is a core element of every company's brand offer, whether it represents a discounter's price leadership, an innovator's pricing for new customer value streams, or the custom pricing that underlines a customer intimacy strategy.”

Now Tech: Pricing and Promotion, Forrester

Why antuit.ai

We operate with one goal –

Deliver measurable business & financial improvements by enriching decisions and workflows at scale.

That commitment makes antuit.ai different by design.

Our approach amplifies your strategy with SaaS solutions that enable fluid processes, leverage AI, incorporate rapid API's, and support user adoption.

We strive to bring you significant value in a very short period that escalates over time.

To learn more, please contact us at info@antuit.ai

Consumer Products Solutions from antuit.ai

- Demand Forecasting & Planning
- Available to Promise
- Revenue Growth Management
- AI Demand Modeling Studio
- AI Demand Intelligence Platform

Real AI. Real Results.

Serving Fortune 1000 companies globally, antuit.ai is rethinking the way consumer products and retail companies use AI to solve real business problems. Antuit.ai offers AI SaaS solutions that inform the most important decisions, from supply chain to merchandising to marketing, empowering world-class companies to digitally transform their businesses to achieve substantial business results. Comprised of industry leaders, data scientists, technologists, and domain experts, antuit.ai is passionate about delivering real value to their clients.



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