

Helping DTC Brands Compete in the Digital World

Brands must navigate a challenging world. The traditional channel rules have been replaced by a marketplace free-for-all that makes it more challenging to determine what and where to list products, and how to price them.

Brands with a direct-to-consumer channel struggle with uncompetitive pricing that's too slow to update, promotions that lag behind the market, and an undifferentiated product assortment that fuels deadly "race to the bottom" dynamics.

To help solve this challenge for our clients & partners, **Publicis Sapient** has partnered with **Profitero** and **QuickLizard** - providing market-leading data insights and pricing automation tools respectively - to create a comprehensive Revenue Management solution for DTC brands.

About Our Pricing Solution

We offer the best pricing strategy, pricing automation & optimization platform to help brands find the maximum price offering for every channel, starting with DTC but extending to Amazon and beyond.

Our combined solution delivers on:

- Decades of pricing strategy expertise
- 100% open platform
- Extensive competitive pricing data updated daily across Amazon 1P and 3P marketplaces and all major retailer websites worldwide
- A seamless implementation of any pricing strategies, tailored precisely to cater to specific business needs
- AI Based recommendations
- Price elasticity, forecast, and other insights
- Omnichannel management and alignment
- Swift implementation in 12 to 16 weeks

The goal? How to find the maximum price offering for every channel. Avoid race to the bottom dynamics.



Accelerate digital business transformation with dynamic price optimization and revenue management strategies

Step 1: Our solution starts with an initial assessment of your pricing strategy. What are your KVI's? What are your profit generators? What channels exist, and how does pricing vary between those channels? How do you signal to the market your strategic positioning? What kind of promotions are most effective, and for which customer segments?

Step 2: Once we have a baseline strategy, we work to automate the practices and procedures. Working with the AI-based QuickLizard platform, we can set pricing rules, define guidelines, and drive business outcomes. With automation powered by Profitero's daily competitor price, promotion and availability insights, you get the most accurate signals for price optimization.

The results? Depending on the sector, our clients are seeing revenue increases of 6% to 10%, and profit increases of up to 5%.

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WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which, combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe, with 20,000 people and over 50 offices worldwide. For more information, visit publicissapient.com.