

PRESS RELEASE

Publicis Sapient  
Announces Strategic  
Partnership  
With Quicklizard, an  
AI-based Dynamic Pricing  
Startup Focused  
on North America  
and Europe

The partnership will bolster Publicis Sapient's strength in pricing, promotion and change management services, while expanding Quicklizard's access in the North American and European retail and CPG markets



**NEW YORK, NY, April 18, 2024** – Publicis Sapient today announced it has entered into a strategic partnership with Quicklizard, a publicly traded startup and a leader in pricing automation and optimization, focused primarily on North America and Europe. As part of the deal, Publicis Sapient will take a financial stake and board seat in Quicklizard. Publicis Sapient will also invest to build an industry-leading team experienced in dynamic pricing and optimization, as well as the Quicklizard platform, with the aim of helping Quicklizard scale its services offering and accelerate its entry into new markets.

The partnership will further bolster Publicis Sapient’s digital business transformation services and strength in the business capabilities of pricing, promotion and change management services. Together, Publicis Sapient and Quicklizard will leverage Quicklizard’s sophisticated and advanced AI/ML pricing platform to help clients transform static pricing strategies into dynamic pricing with actionable insights that enable them to maximize profit and revenue and minimize markdowns and returns.

The partnership will also allow Publicis Sapient to offer clients that sell direct to consumers the opportunity to integrate the Quicklizard solution into their branding and marketing campaigns to connect those campaigns with AI-driven digital commerce sales and drive higher sales and more profit at a lower cost through automation.

Founded in Tel Aviv, Israel in 2018, Quicklizard’s dynamic platform stands at the forefront of the digital pricing transformation of retailers and brands selling directly to consumers. It has worked over the last 5 years in more than 40 markets across a range of industries, including retail, CPG, groceries, consumer electronics, sporting goods, home improvement (DIY), beauty & care and transportation. Using AI-based pricing software, it helps retailers to price their products in line with their business goals. Quicklizard has found that implementing its pricing engine can boost revenue by 8%, improve profit by 3-5% and expand the number of dynamically priced products and categories in just the first 12 to 16 weeks. With its leading platform, Quicklizard brings sophisticated pricing tools to pricing and merchandising experts worldwide.

“I’m delighted to announce our partnership and investment in our shared success with Quicklizard,” said Nigel Vaz, CEO of Publicis Sapient. “Modernizing core systems of retailers using solutions like Quicklizard is an example of how we continue to invest in digital business transformation for our clients. As retailers, CPGs and other companies try to increase revenue and better manage profit, pricing and promotion have emerged as a key area of differentiation.”

“By partnering with Publicis Sapient and harnessing its SPEED (Strategy, Product, Experience, Engineering and Data & AI) capabilities, we look forward to reaching new customers, particularly in North America and Europe, as well as continue to innovate our core pricing platform as we grow,” said Pini Mandel, CEO & Co-founder of Quicklizard.

Pricing is an important area for retailers. According to [RSR Research in March 2022](#), 61% of retailers agreed that customers had “become more price sensitive than ever,” making price a critical lever for revenue and profit for most retailers. Yet in 2022, just 44% of ecommerce businesses and retailers reported using automated pricing technologies, such as price engines, to drive profit and mitigate losses from inflation and decreased consumer spending. 89% of US retailers agreed/strongly agreed with the statement: “We know we need new pricing tools.”

The global pricing optimization and management software market is valued at \$2.2 billion and is expected to grow at a 16.3% CAGR through 2031.



## About 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, Product, Experience, Engineering and Data & AI, 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 53 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).

## About Quicklizard

Quicklizard platform was launched in 2018 and is the leading AI-powered dynamic pricing technology for retailers and brands. It allows retailers to manage their pricing strategies fully on a single platform that provides the tools, insights, and analytics required for business expansion and profit growth.

We offer a multi-channel and 100% open platform that enhances businesses across a diverse range of retail industries, including consumer electronics, beauty, home & furniture, sporting goods, apparel, pet supplies, groceries, and airlines.

Our platform is deployed in over 40 markets, integrating both online and offline channels and producing hundreds of millions of price recommendations each month.

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