



Quick, Iterative Solutions for Price & Promotion

The Problem

Modern retail is complex and highly competitive. Customers have greater visibility to market offers and prices than ever before

While setting the correct pricing and running the most effective promotions are two of the key levers to maintaining market position and driving profitability, they are notoriously difficult to get right.

Even established retailers frequently run promotions without really understanding the impact on demand, and struggle to set and maintain localized prices for tens of thousands of items.

The Solution

A modular price & promotion suite that can be deployed on top of existing systems and can consider both tactical and strategic goals

As retail planning software veterans, we built our solutions to be modular and easy to configure and customize

Our dynamic pricing and promotion optimization solutions are designed to deliver these processes end-to-end, or can plug in and augment existing infrastructure, minimizing disruption, time, and cost.

Capabilities

- Deploy as Point Solutions or Single Workflow
- Autonomous Dynamic Pricing
- Regular & Promo Price Optimization
- Real-time Promotion Analysis
- Promotion Planning
- Promotional Demand Optimization
- Forecast New Products Automatically
- Markdown Optimization
- Flexible Price Constraints at any Level

>2%

Increase Sales

>4%

Reduce Markdowns

>2%

Increase Margin

>10%

Reduce Out of Stocks

Science-backed, Adaptable Solutions

Our software, coupled with expert domain knowledge, can help retailers solve tough retail problems quickly, such as:

- Improve price image and customer loyalty with **automatic, real-time price changes** based on external feeds, considering price constraints and optimizing for target KPIs
- Deliver strategic pricing goals in line with market competitors **with regular and promotional price optimization**, following any mix of price constraints
- **Include Halo & Cannibalization** effects in all price & promo decisions
- **Real-time promo analysis** and adjustment with or without human review
- Increase product availability and sell-thru during promotion campaigns by leveraging a **flexible, adjustable promotional planning workflow** that includes price and promo elasticity and full what-if scenarios
- **Get Promotional forecasts for new items and promotions** using our exclusive demand-pattern recognition technology
- **Gain actionable insights into planned price and promotion strategies prior to execution using** multiple plans, forecasts and feeds in your planning process from inventory to returns and supplier rebates
- **Reduce markdowns** by taking a multi-step exit strategy and optimizing markdown for sell-through or margin

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Why Us

Our team has built complex retail planning and optimization solutions for some of the world's leading retailers for 15+ years. Dataviva was born out of our desire to **radically rethink** how such systems are developed and deployed. Our solutions are designed from the ground up on the core value of delivering **rapid and quantifiable benefit to our clients** with ROI measured in weeks, not years. We are confident enough to guarantee our results and take on **success-fee based projects**.

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ROI-Based
Deployment



Open and
Extensible AI



Embeddable
Microservices



On-Cloud or
On-Premise