# ZONE IN
on price optimization

Accurate price zones make the difference in attracting shoppers and increasing revenue

Grocery pricing strategies have become incredibly complex, with increasing price volatility and an overall proliferation of sophisticated pricing schemes. To succeed amid these challenges and in a more competitive overall marketplace, retailers can use actionable data to set a better pricing strategy.

- **Increase revenue** by customizing price zones to determine competitors' higher or lower prices.
- **Improve margins** on KVIs by tailoring store-level prices to individual store trading areas.

One Chain's Success Story:

Before

After
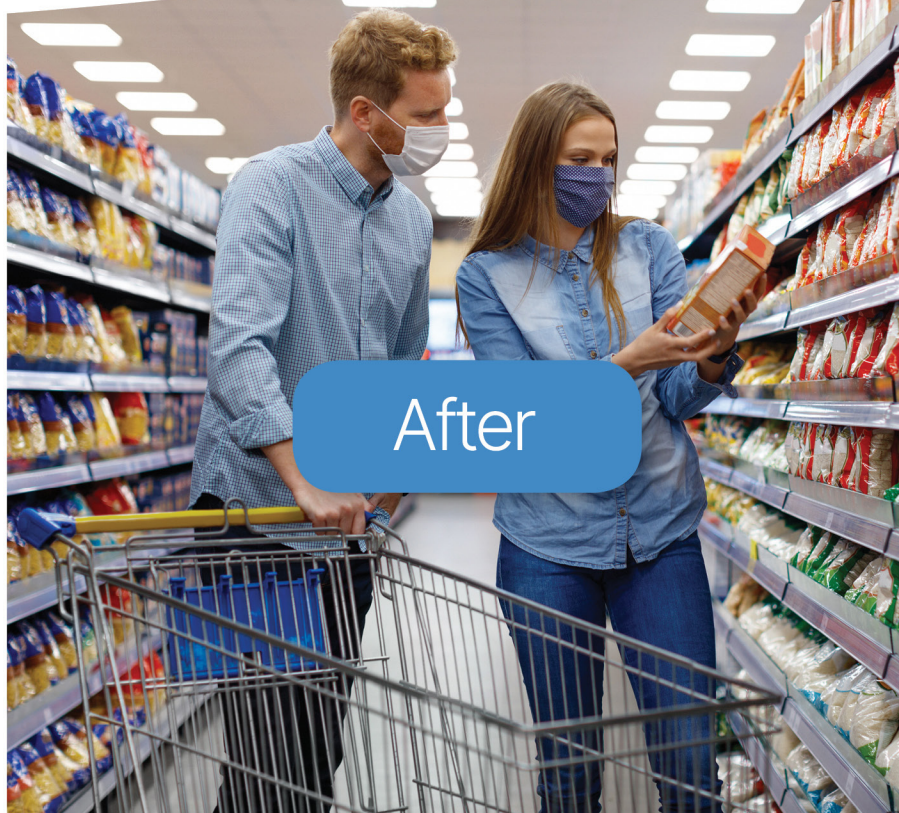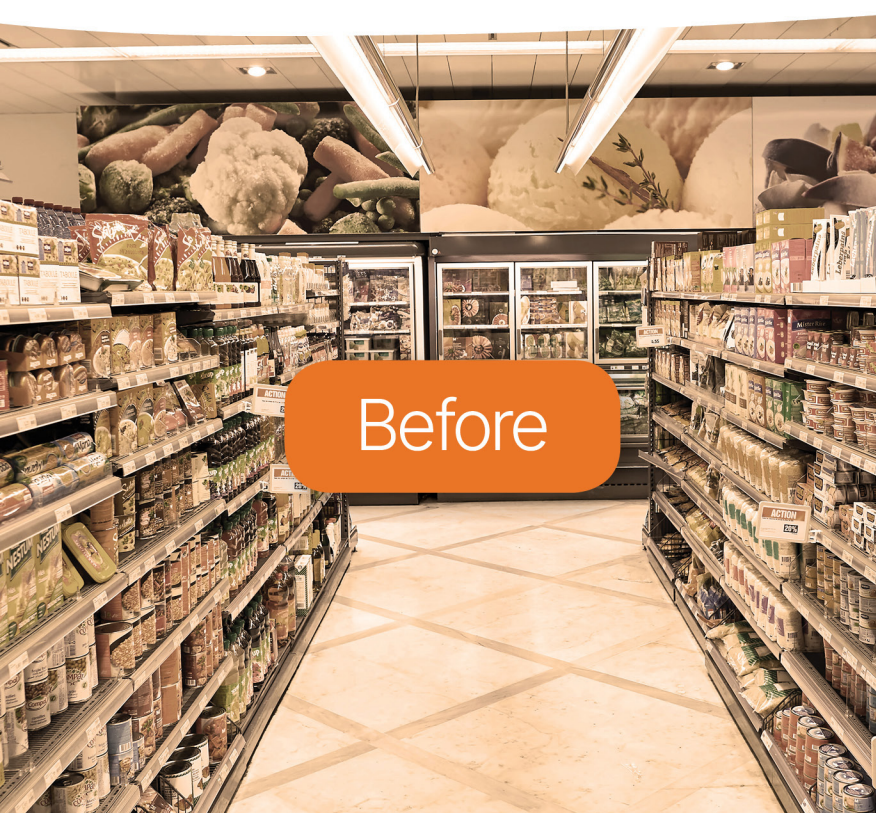
50 stores

Entire area and all stores designated as **one pricing zone**
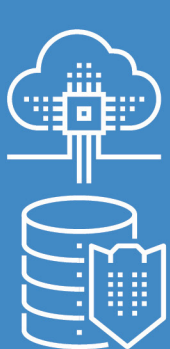
PRICING ZONES **NOT** UPDATED IN **FIVE** YEARS

Strategies set mainly on **geography**

Working with Datasembly, the chain began using **real-time pricing and promotions data**

Each store was compared against data for the **nearest competitor stores**

DATA COLLECTED **EVERY DAY** F R O M **EVERY STORE** IN THE ZONE

KVIs at **each store** were compared to surrounding competitors

The chain moved from one to **five pricing zones** with pricing that reflects competitive differences in each distinct zone

Revenue and **margins** increased

KVIS OFTEN FLUCTUATE, SO **FRESH**, FREQUENTLY-UPDATED **PRICING** IS KEY IN MANAGING SHOPPERS' VALUE PERCEPTIONS

Use Datasembly's intuitive platform to make real-life business decisions based on hyper-local, daily data from every brick-and-mortar and online store.

Get in the zone.
Call 1-833-328-2736 or visit datasembly.com today.

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