






# **Omnia Retail**

## Introduction

Integrated pricing and online marketing software for retailers

# Internet has dramatically increased the complexity of the competitive playing field of retailers

Competitive playing field for average retailer

	Pre-internet	Today
 <b>Products</b>	Limited to shelf space	<b>No limit to assortment</b>
 <b>Market</b>	Only local competitors	<b>Global competition: drop shipment &amp; omnichannel</b>
 <b>Transparency</b>	Marketing folder (updated every week)	<b>Various marketing channels (updated every hour)</b>

# Why spend advertising budget on out-priced items?

## Google search and shopping example

Google search results for "estee lauder tuberose gardenia 75ml".

Environ 63 900 résultats (0,95 secondes)

**Private Collection Tuberose Gardenia Eau de Parfum ... - Estée Lauder**  
<https://www.esteelauder.fr/product/571/...tuberose-gardenia/eau-de-parfum-spray>  
Tuberose Gardenia redéfinit le concept de Collection Privée d'Estée Lauder d'une façon unique. C'est mon hommage à ma grand-mère et à l'amour que nous ...

**Estée Lauder Private Collection Tuberose Gardenia Eau de Parfum ...**  
<https://fr.feelunique.com> > Fragrance > Eau de Parfum & Perfume  
Buy Estée Lauder Private Collection Tuberose Gardenia Eau de Parfum 75ml and other Estée Lauder Eau de Parfum & Perfume products at feelunique.com.

**Tuberose Gardenia Eau de Parfum Vaporisateur 75 ml - Lauder ...**  
<https://www.origines-parfums.com/tuberose-gardenia-eau-parfum.htm>  
Tuberose Gardenia Eau de Parfum Vaporisateur 75 ml de Lauder sur ... a été inspirée à Aerin Lauder par un collier hérité de sa grand-mère, Estée Lauder.

**Eau de parfum Private Collection Tuberose Gardenia Estée Lauder ...**  
<https://www.galerieslafayette.com/p/eau+de...tuberose+gardenia-estee+lauder/.../378>  
Eau de parfum Private Collection Tuberose Gardenia Estée Lauder en multicolore : achetez votre eau de parfum private collection ... Contenance : 75 ml.

**Estee Lauder Tuberose Gardenia | eBay**  
<https://www.ebay.com/bhp/estee-lauder-tuberose-gardenia> Traduire cette page  
Find great deals on eBay for Estee Lauder Tuberose Gardenia in Women ... PRIVATE COLLECTION Tuberose Gardenia Parfume EDP-2.5 oz / 75 ML -NIR

**Estée Lauder Private Collection Tuberose Gardenia**  
4,8 ★★★★★ (524)

Acheter

75 ml ▼

119,45 € · Lookfantastic FR · Par Google

152,00 € · Galerieslafayette.com · Par Google

149,00 € · Estée Lauder france · Par Google

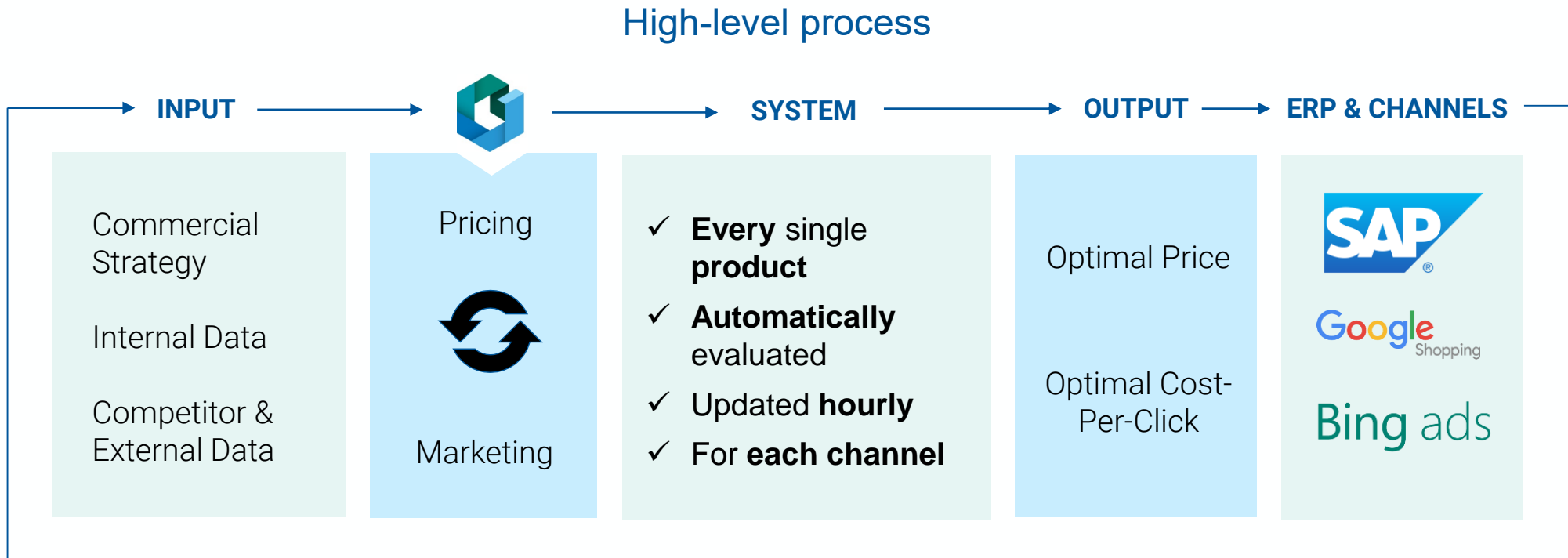
99,94 € · Origines Parfums · Par Kelkoo

146,90 € · Feelunique - La beauté s... · Par Google

Question 1: what price to ask for this product?

Question 2: do I want to advertise my offer on this search query

# Omnia offers the infrastructure to automate pricing & online marketing at product level with high frequency



# Five intelligent modules can be implemented to improve pricing & online marketing performance



## Pricewatch

Provides **deep and accurate competitor insights** together with volume, stock and popularity score of own products

## Dynamic Pricing

**Optimizes pricing decisions** automatically based on your strategy considering internal & external data

## Feed manager

Allows you to **advertise** your products on all relevant **marketing channels with ease**

## Dynamic Marketing

**Optimizes bids automatically** for all your pay-per-click campaigns based on your strategy and internal & external data

## Performance

**Enables 360° overview and integrated analysis** that combines pricing, online marketing and performance data



# Omnia is a top tier pricing & marketing software incorporating key functionalities required by retailers

## **1. High frequency automation on product level**

Updates multiple times per day automatically for all products in assortment

## **2. Integrated Pricing & Marketing solution**

Optimizes prices and CPC bids for products based on internal and external data

## **3. Competitor & market insights**

Provides market & competitor insights on products in clear dashboards

## **4. Flexible & transparent**

Gives insights into how calculations are made and formulas are easily adapted

## **5. Ease of use & control for users**

User friendly and easy to learn system with control functionality

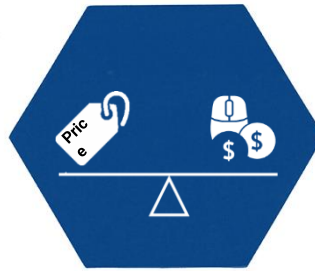


Thereby improving the capabilities of our customers to operate effectively in the competitive playing field



**Significant less work & more control**

- High-frequency automation
- Data-driven decision making



**Optimal alignment pricing & marketing**

- Integrated control
- Pricing linked with marketing



**Drive profitable growth**

- Any strategy possible
- Maximize returns

# Omnia is trusted by 100+ retailers across Europe and is selected by Google as official automation partner

Subset of our clients & partners

## Benelux

de Bijenkorf 



## Germany



## UK



FEELUNIQUE

