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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
Products	Limited to shelf space	**No limit to assortment**
Market	Only local competitors	**Global competition: drop shipment & omnichannel**
Transparency	Marketing folder (updated every week)	**Various marketing channels (updated every hour)**

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Why spend advertising budget on out-priced items?

Google search and shopping example

Question 1: what price to ask for this product?

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

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

High-level process

INPUT → **SYSTEM** → **OUTPUT** → **ERP & CHANNELS**

INPUT

Commercial Strategy

Internal Data

Competitor & External Data

Pricing

Marketing

SYSTEM

- ✓ **Every** single **product**
- ✓ **Automatically** evaluated
- ✓ Updated **hourly**
- ✓ For **each channel**

OUTPUT

Optimal Price

Optimal Cost-Per-Click

ERP & CHANNELS

SAP

Google Shopping

Bing ads

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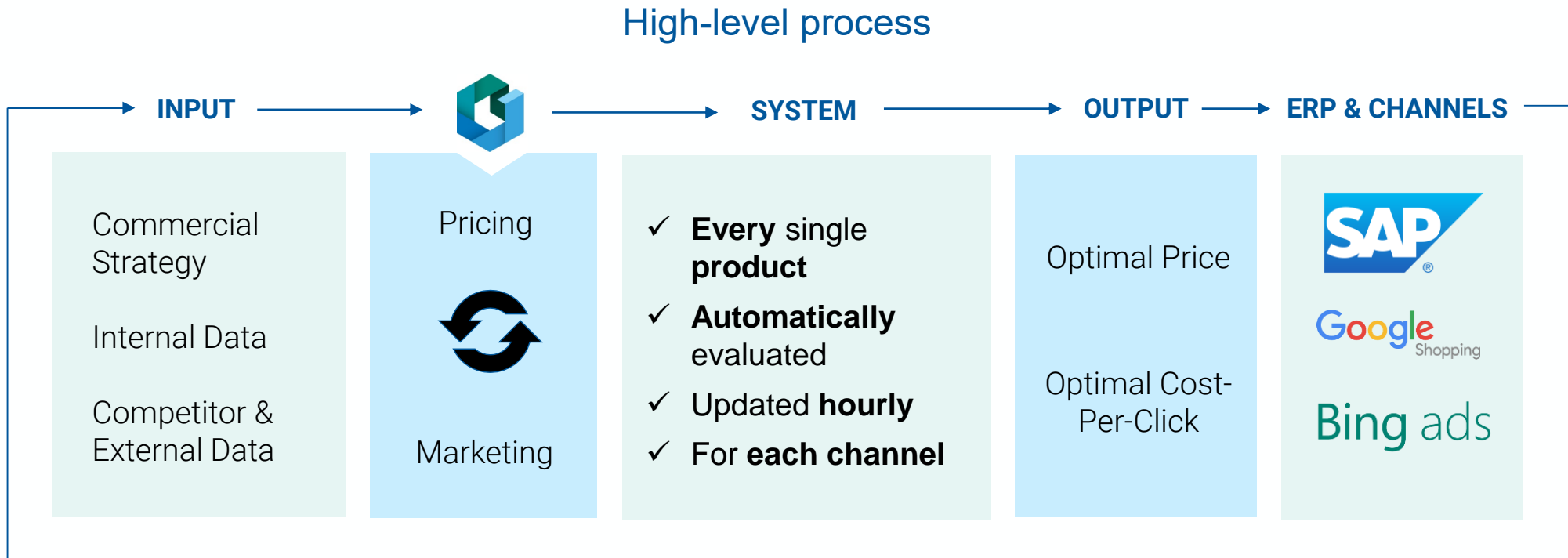
Five intelligent modules can be implemented to improve pricing & online marketing performance

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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

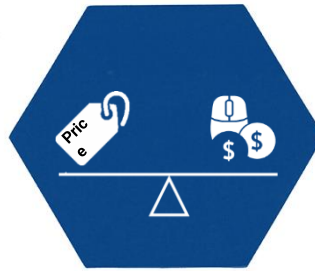User friendly and easy to learn system with control functionality

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 **Germany** **UK**

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