

Integrated pricing and marketing automation



SAVE TIME

Save an average of 10 hours of tedious manual labor each week with the most basic modules.



REGAIN CONTROL

See everything that's happening in your assortment then deploy strategies across every single product.



DRIVE PROFITABLE GROWTH

Use automation to grow your business according to your strategy.

Try our intelligent tools



PRICEWATCH

Track your product prices, compare yourself to the competition, and analyze historic market trends with Pricewatch.

DYNAMIC PRICING


Automate any pricing strategy efficiently and at scale, no matter the strategy complexity or assortment size.

FEED MANAGER

Exclude outpriced products, improve price perception, and increase marketing returns with Feed Manager.

DYNAMIC MARKETING

Build marketing strategies down to the product level, then incorporate pricing signals for more complex and profitable campaigns.



+20 hrs

Saved each month in automation of manual tasks by Decathlon

+90%

Additional revenue in Decathlon stores on strategically marketed Google Shopping Ads

+80%

Increase in conversion rate on Decathlon's dynamically priced products

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Omnia helped us generate 10% more net revenues and 200-300 more basis points gross margin in one quarter

STEPHAN BOELTE, HEAD OF DACH AT WINDELN.DE

“

Omnia helped us set up our omnichannel strategy for both pricing and marketing. Their product-focused and data-driven approach allowed us to reach our ambitious growth goals in a highly targeted way.

LAURENS SPIELE, E-COMMERCE DIRECTOR AT DECATHLON NL

de Bijenkorf 

IN SIGNA
**SPORTS
UNITED**

DECATHLON

**cool
blue**

SAMSUNG

MediaMarkt

Try Omnia free for 14 days

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