TURN DATA INTO OMNICHANNEL PRICING DECISIONS

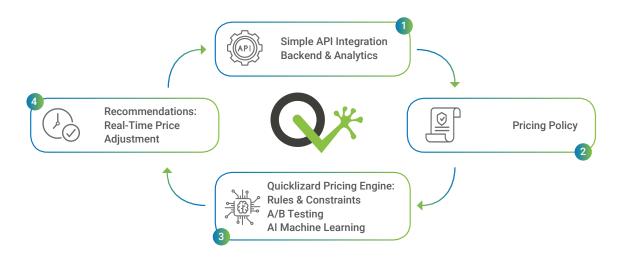## Channeling the power of effective pricing

Many innovative sellers use omnichannel strategies to provide their customers with immersive, high-level user experiences. As cutting-edge businesses, they keep searching for ways to improve sales and maximize profit. Dynamic pricing is the answer.

The last decade has brought scientific precision and innovation to business pricing. Machine learning and artificial intelligence (AI) tools integrate data from users, competitors, forecasts and industry controls to help businesses maximize revenue.

With dynamic pricing, sellers can create automatic price changes in response to real-time trends across all online and offline sales channels. Dynamic pricing provides customers with the most accurate and optimized pricing experience, regardless of the sales channel or touchpoint through which they enagage.

Our Solution

Quicklizard collects extended product data, pricing intelligence and market data, and feeds them into its QL Decision Engine. The decision engine then applies rules, AI algorithms and machine learning to determine the correct price.

1. Simple API Integration Backend & Analytics
2. Pricing Policy
3. Quicklizard Pricing Engine: Rules & Constraints A/B Testing AI Machine Learning
4. Recommendations: Real-Time Price Adjustment

Key Benefits

Increased profits: Up to 10% in profit increase and 30% in revenue increase.

Accurate pricing policy implementation across channels with 100% catalog coverage.

Intuitive dashboard: full control over AI and rule-based pricing strategies.

Access to a global partner network of competitive data providers, consulting firms and integrators.

A real-time response to user behavior, competition and cost changes.

Select Your Preferred Mode of Operation:

Rule-based dynamic pricing
Define and implement rules and constraints to limit pricing flexibility based on your overall strategy and approach.

AI dynamic pricing
Leverage off-the-shelf algorithms that automatically define and implement flexible pricing based on market dynamics such as competitor activity, user behavior and more.

Combine AI & rule-based pricing
Apply AI recommendations (80%), confined by pre-defined rules & constraints (20%), to predict and implement the ultimate price at any given moment.

The Four Steps to Precise Price Recommendations:

1 Connect to Quicklizard via a simple API connection

2 Define your pricing policy

3 The QL Decision Engine analyzes data from diverse sources, in accordance with pricing policy guidelines

4 Receive automatically updated pricing recommendations, in real-time

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