



Strategic Pricing for CPG

Maximize Market Share, Revenue, and Profits with AI

Antuit's Strategic Pricing provides a unique approach to grow market share, revenue, and profitability with each optimized price.

Unlike other providers, Antuit brings a shopper-centric view of the shelf by evaluating the interactions of product attribution, pack architecture, competition, and price index to predict demand and recommend future price changes. By using machine learning, market-share models, and optimization, the Strategic Pricing solution maximizes the impacts of cannibalization and affinity effects of your products versus competition to achieve desired business results, shape channel strategy, and improve brand position in the market.

Case Study - Consumer Health Company Applies Science to Pricing

The Problem - Long known for their science, this multinational consumer healthcare company was spending a significant amount of time and effort in spreadsheets to create prices without a view of market share impact. With growing competition and margin pressures, they desired to infuse analytics, automation, and predictability into their global pricing process.

The Result - Leveraging Antuit's Strategic Pricing, the company transformed its pricing capabilities. With machine learning, they gained more sophisticated analytics and greater visibility to the market impacts from their pricing decisions. Freed from their spreadsheets, they had more time to spend on the insights, scale the digital platform across the organization, and enhance their pricing strategies across the globe.

Results

2-5% Revenue
Improvement

1-3% Margin
Improvement

1-1.5% Market Share
Improvement

Features

- **Shopper View** — Foundation starts with understanding the shopper behavior by evaluating the relationships of attribution, pack architecture, competition, and price index.
- **Competitive Sets**— Leverage cross-price elasticity to understand cannibalization and affinity relationships of your products versus competition as a function of price movement to understand revenue and market share impact.
- **Automation & Workflow** — Automation and workflow reduce the amount of time required to set a price and provide more time for evaluating strategies and comparing outcomes.
- **Simulation** — Simulate different pricing options of your products and competitors to quickly compare market outcomes for revenue, profit, and market share changes.
- **Reporting** — Easily explain pricing overview and impacts with one-click exporting to various formats like .csv, .xlsx, and .PPT.



Price is a core element of every company's brand offer, whether it represents a discounter's price leadership, an innovator's pricing for new customer value streams, or the custom pricing that underlines a customer intimacy strategy. ”

Now Tech: Pricing and Promotion, Forrester

Why antuit.ai

We listen to your challenges and then assemble the right team to deliver your solution that addresses your pain points. We work as your partner during the entire process, from solution diagnostics to deployment to adapting the solution for changes in consumer preferences.

We are focused on delivering significant, financial results for our clients, often starting within three to four months of our first engagement, enabling them to receive a faster return on their investment.

To learn more, please contact Antuit at info@antuit.ai

Additional Solutions Available from antuit.ai

- [Demand Forecasting and Planning](#)
- [Supply Chain Analytics](#)
- [Revenue Growth Management](#)

About antuit.ai

We are the leader in AI-powered cloud solutions for Merchandising and Planning. We have the industry's first solution portfolio – powered by Artificial Intelligence and Machine Learning – that can help you digitally transform your Pricing, Promotions, Assortment, Forecasting and Personalization solutions.

Antuit's executives, comprised of industry leaders from Accenture, McKinsey, IBM, and SAS, and our team of Ph.Ds., data scientists, technologists, and domain experts, are passionate about delivering real value to our clients.

Antuit is funded by Goldman Sachs and Zodiuss Capital.

Learn More at www.antuit.ai



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