



# From Insight to Impact

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Navigating Black Friday Pricing &  
Performance with Omnia

Rara Sari & Frederico Fluegel

11 September 2025, 3-4 PM



# Agenda

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## 01 Introduction

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## 02 Insights from Black Friday

What does last year's data tell us?

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## 03 Prepare for Black Friday early with Omnia

Analyze the market

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## 04 Black Friday Planning & Implementation

Set your Strategy roadmap early

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## 05 Stay in Control & React with Precision

Leverage Omnia's Approval Flow

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## 06 Own your Black Friday Impact

Track, evaluate and report the Black Friday performance



# Meet Your Hosts

**Frederico  
Fluegel**



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## *Data Consultant*

- Joined the Omnia Consultancy Team earlier this year
- Academic background in Theoretical Physics research, publications from Acoustics to Gravitational Radiation
- 3 Years experience in Data Science and quantitative analysis
- Helps Omnia's customers make sense of complex pricing data

**Rara  
Kartika Sari**



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## *Solution Consultant*

- 4 Years working closely with Omnia clients, implementing advanced dynamic pricing strategies
- Focus on retailers and brands of various sizes in various countries
- Solve complex pricing challenges into scalable and strategic solutions
- Host for inspiration and strategy optimization sessions for Omnia's customer base and internally.



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## Scope: What kind of data is it?



6 weeks of pricing data  
around last year's Black  
Friday (November 29th)



~60k products,  
German and Dutch markets



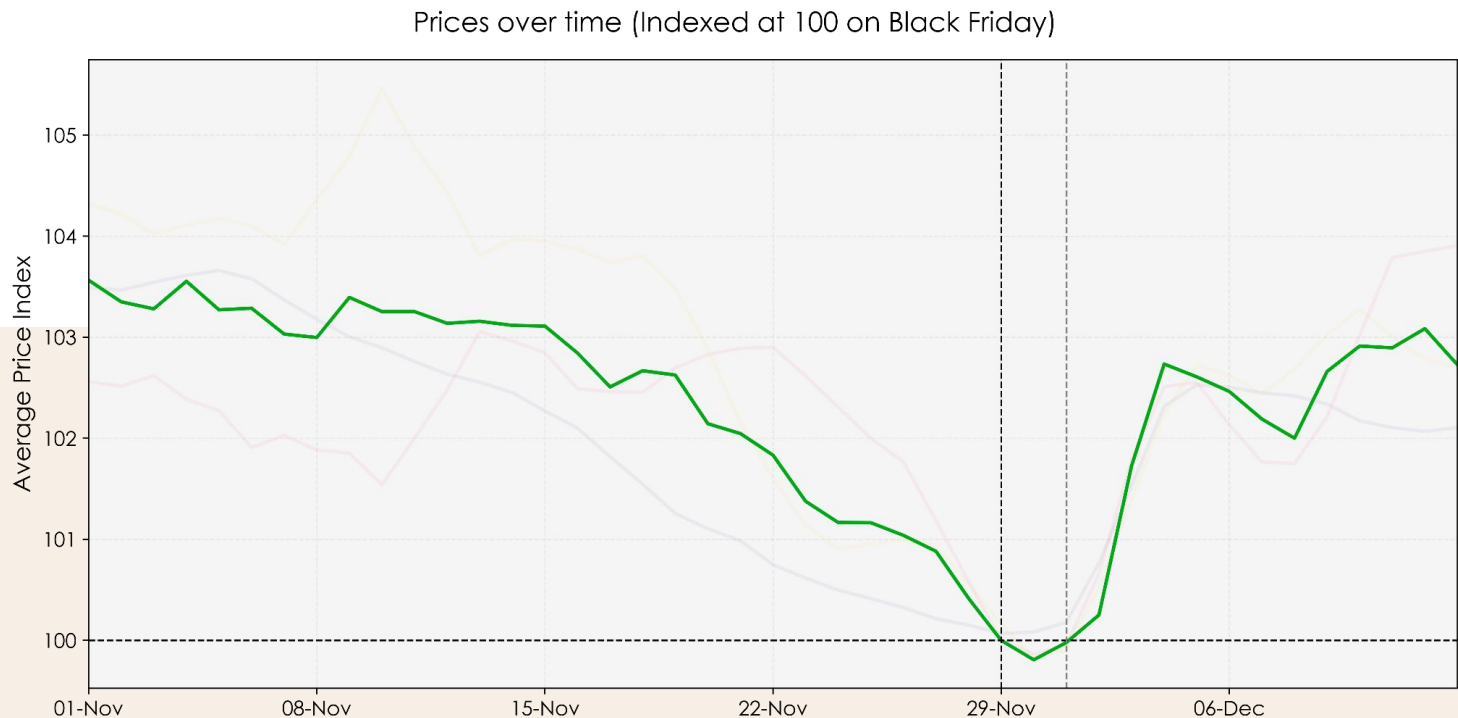
Consumer Electronics,  
Sporting Goods,  
Health & Beauty



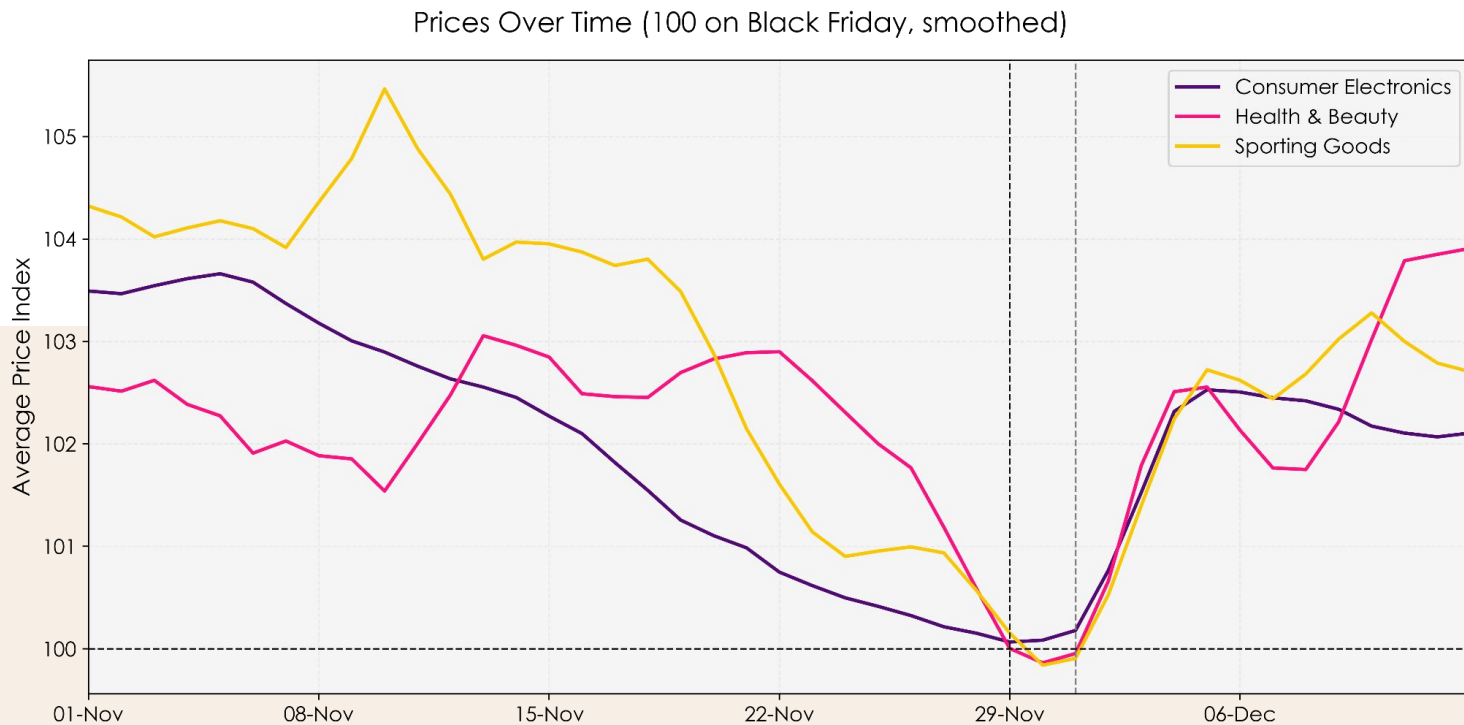
Only focussed on products with  
consistent data (at least 1 price a day)



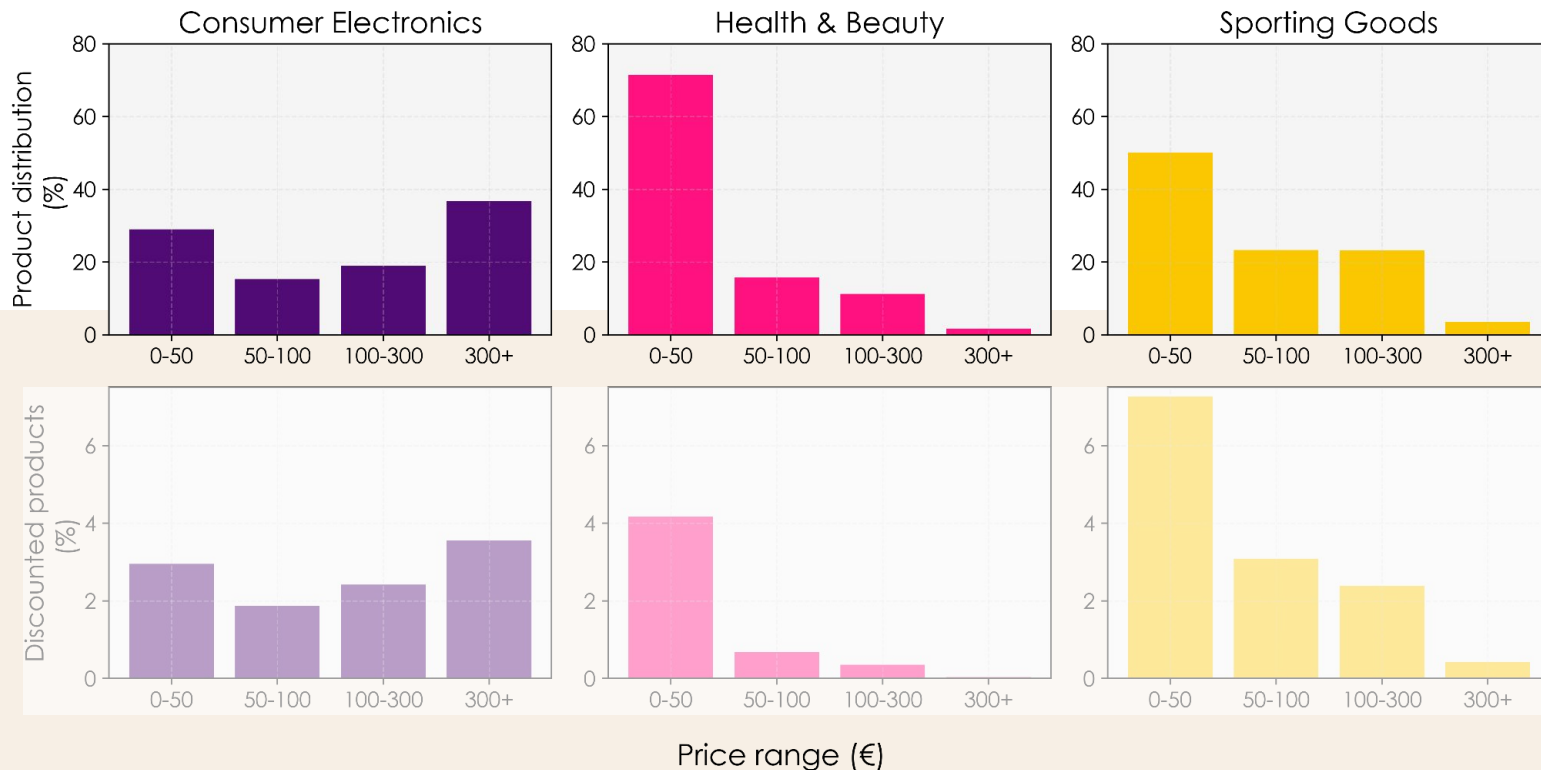
## Black Friday preparation can start more than 2 weeks prior



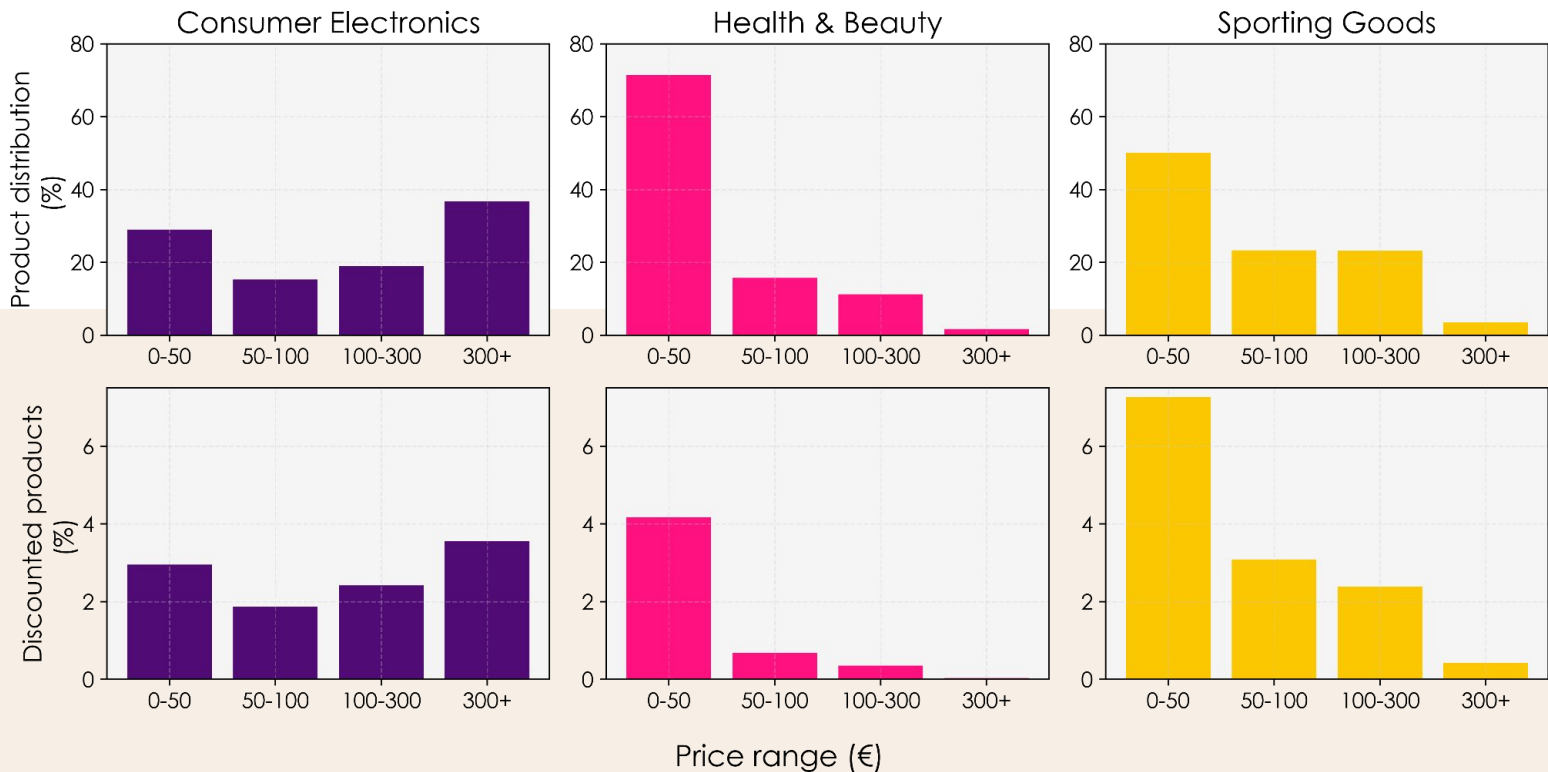
# To each their own: industries approach discounting differently



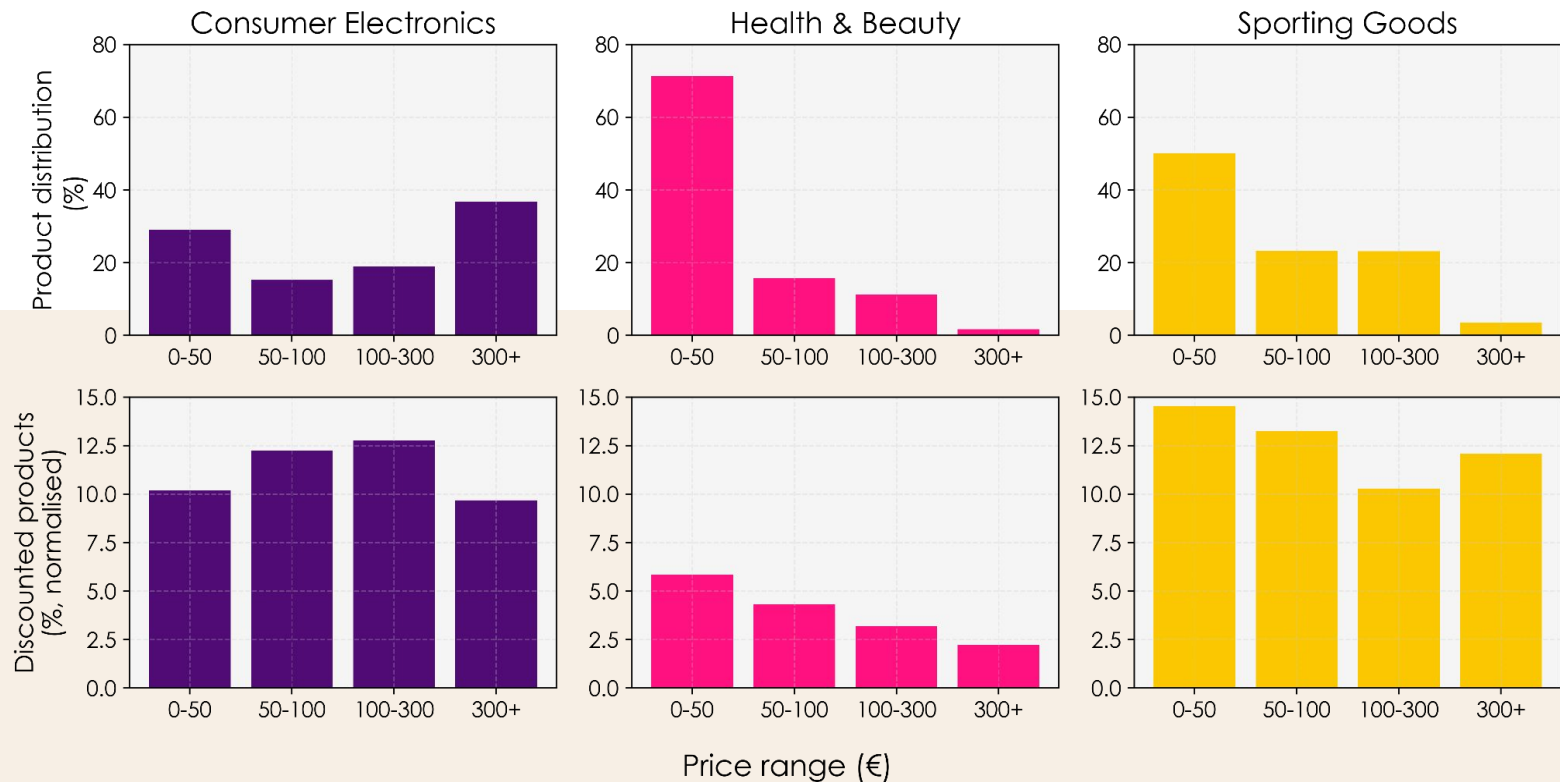
# Cheaper products are discounted more often



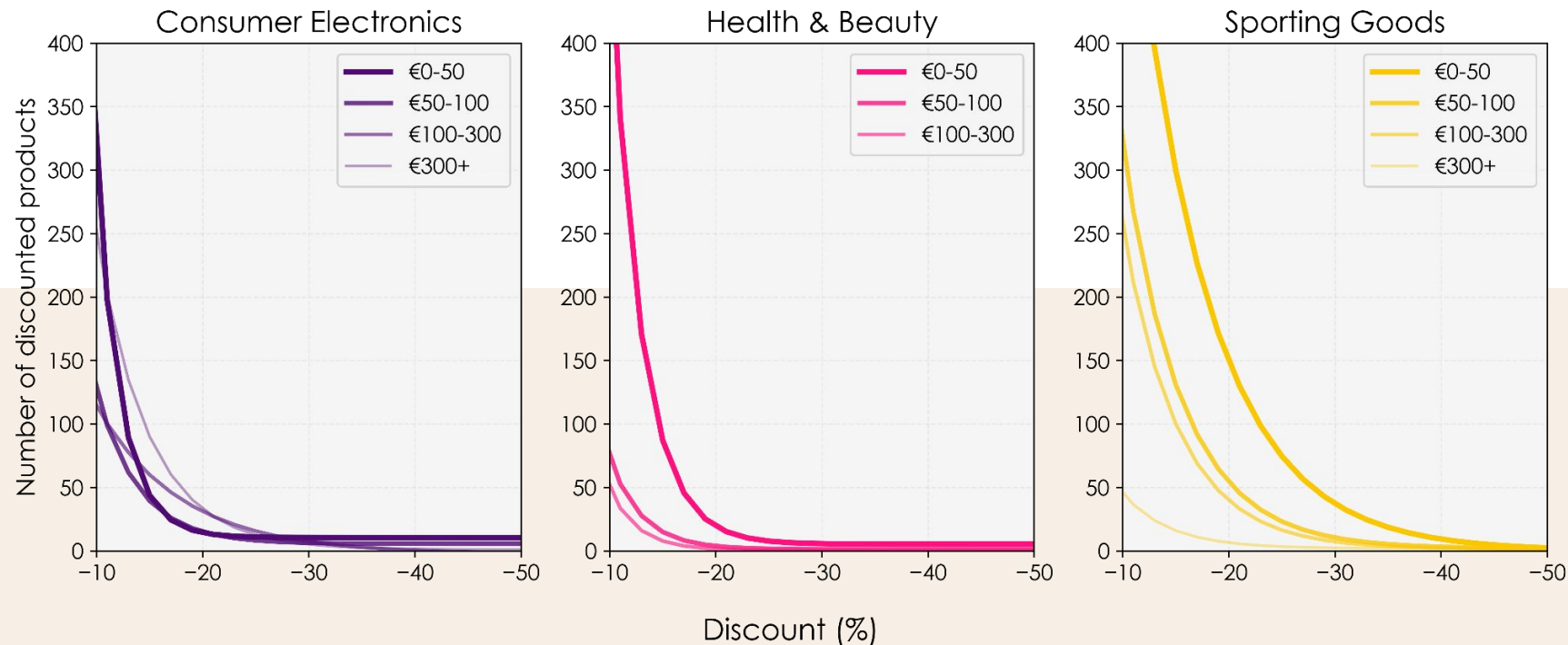
# Cheaper products are discounted more often



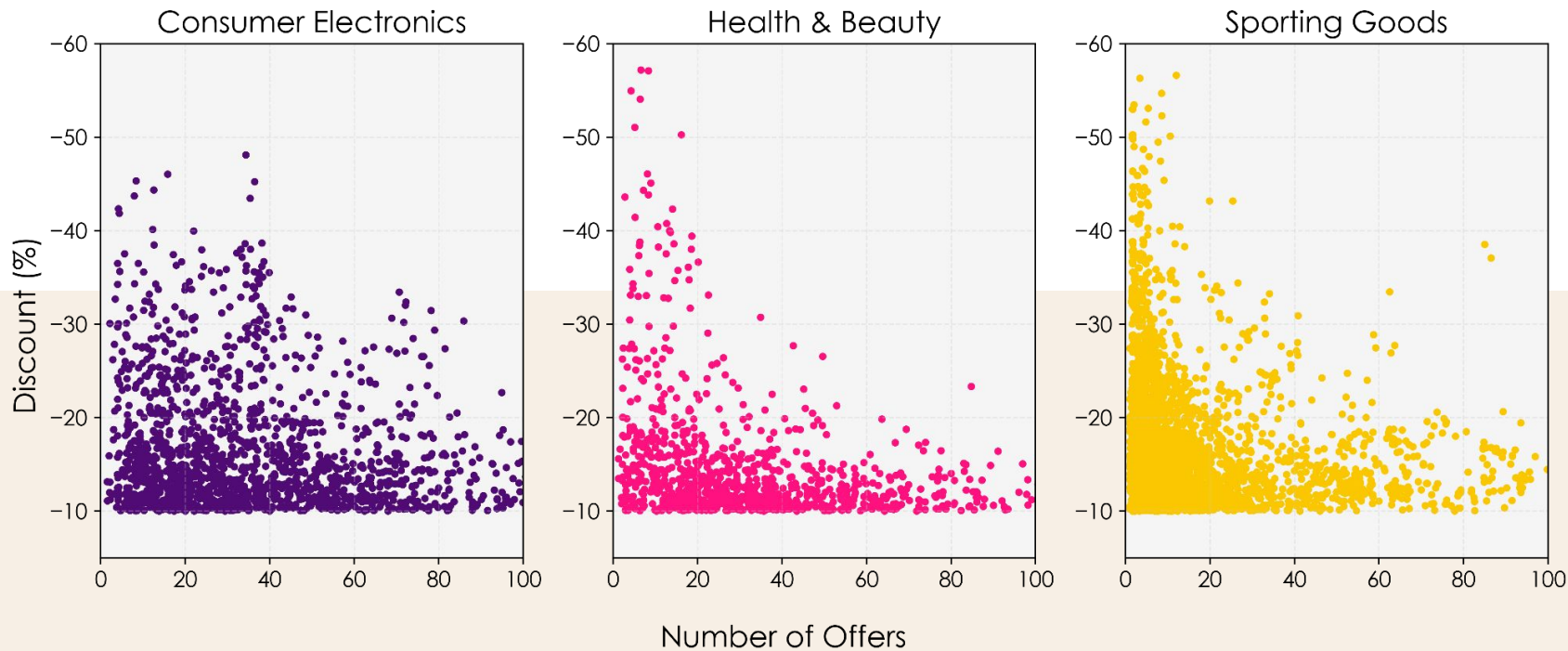
# Cheaper products are discounted more often (barely)



## More **aggressive** discounts also in the lower price ranges



# Competitive products tend towards milder discounts



## Summary: practical takeaways



### Prepare early

On some industries, Black Friday discounts start earlier than **2 weeks** in advance. Also, don't neglect the power of Cyber Monday!



### Behaviour changes by industry

Despite general behaviours being extractable from market overviews, zooming into what **your** industry is doing often reveals more granular and actionable insights.



### Higher discounts in lower tier products

Both in how often they appear, as well as how deep the discounts are: focusing on the lower range is a common and strong pattern.



### Competitiveness and discount elasticity

More niche items with more discount elasticity, competitive items with a stronger tendency to stability.



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Use '**Cheapest Unit Price**' and '**Average Unit Price**' to identify which products fall into the different Black Friday discount category.

The screenshot displays the 'Market Explorer' interface within the 'omniaretail' application. The interface is divided into a left sidebar with navigation options and a main content area for data exploration.

**Navigation Sidebar:**

- Market
  - Shop Overview
  - Product Overview
  - Market Explorer**
- Dynamic Pricing
- Pricing Strategy
- Price Recommendations
- Analytics
  - Performance Overview
- Import & Export
  - Product Import
  - Reports
  - Price Watch Export
- Market Data Filters
- Administration
  - Users & Organisation
- Help

**Main Content Area:**

Market / Market Explorer

Demo - Consumer Electronics | rara@omniaretail.com

**Filters:**

- 1st Slice By: Product Name
- 2nd Slice By: Selling Price
- 1st Benchmark By: Cheapest Unit Price
- 2nd Benchmark By: Average Unit Price
- Shop Name: Is any value
- Domain: Is any value

**Show Valid Offers Only:** ☐ any value ☒ Yes ☐ No

**Additional Filters:**

- Tag Name: Is any value
- Tag Value: Is any value
- EAN: Is any value
- SKU: Is any value
- Day: Today

**Slices (Top 100)**

|    | Product Name (1st Slice)                                | Selling Price (2nd Slice) | Cheapest Unit Price (1st Benchmark) | Average Unit Price (2nd Benchmark) |
|----|---------------------------------------------------------|---------------------------|-------------------------------------|------------------------------------|
| 1  | APC Rack PDU, Metered, ZeroU, 16A, 230V, (18x) C13 ...  | 995.51                    | 687.63                              | 873.76                             |
| 2  | Synology Disk Station DS1821+ - NAS server              | 963.29                    | 891.74                              | 1,197.16                           |
| 3  | Lexmark MS822de - Printer                               | 954.17                    | 826.54                              | 844.18                             |
| 4  | Intel Xeon Platinum 8180 - 2.5 GHz                      | 9525.10                   | 7975                                | 10,381.92                          |
| 5  | Intel Xeon Silver 4114 - 2.2 GHz                        | 910.58                    | 1,279.42                            | 1,407.91                           |
| 6  | Lexmark MS823dn - Printer                               | 910.20                    | 654.77                              | 788.52                             |
| 7  | APC Thermal Containment - Mounting rail for rack p...   | 892.90                    | 1,020                               | 1,020                              |
| 8  | APC Battery Replacement Cartridge APCRBC140             | 860.84                    | 742.95                              | 781.93                             |
| 9  | Intel Xeon W-2135 - 3.7 GHz                             | 831.75                    | 2,017                               | 2,017                              |
| 10 | Disk station DS1621+ - NAS server                       | 829.65                    | 836.55                              | 1,044.71                           |
| 11 | NEC NP41ZL - Zoom lens                                  | 818.04                    | 683.75                              | 1,034.99                           |
| 12 | Lexmark MS821dn - Printer                               | 802.33                    | 637.57                              | 678.66                             |
| 13 | Lexmark - Magenta                                       | 798.89                    | 464.5                               | 472.25                             |
| 14 | Canon imageFORMULA DR-M260 - Document scan...           | 796.81                    | 700.88                              | 846.12                             |
| 15 | ASUS ROG Strix XG49VQ - LED monitor                     | 780.26                    | 840.01                              | 915.42                             |
| 16 | Logitech Group video conferencing system Video m...     | 763.11                    | 531.42                              | 642.83                             |
| 17 | APC Rack PDU, Metered, ZeroU, 16A, 230V, (18x) C13 ...  | 761.49                    | 814.33                              | 861.65                             |
| 18 | Epson WorkForce DS-780N - Document scanner              | 746.88                    | 933                                 | 954.67                             |
| 19 | QNAP TS-653D-8G - NAS server                            | 742.59                    | 718.99                              | 718.99                             |
| 20 | Lexmark - Media Tray                                    | 713.35                    | 454.29                              | 568.4                              |
| 21 | Lexmark Staple Hole Punch Finisher - Finisher with s... | 708.86                    | 863.01                              | 1,363.05                           |



Use 'Offer counts' & 'Offer counts below selling price' filters to identify on their current competitive position.

omniaretail

Market / Market Explorer

Demo - Consumer Electronics ▼ rara@omniaretail.com ▼

Market

- Shop Overview
- Product Overview
- Market Explorer**
- Dynamic Pricing
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- Help

1st Slice By: Product Name ▼

2nd Slice By: Selling Price ▼

1st Benchmark By: Offers Count ▼

2nd Benchmark By: Offers Count below Selling Price ▼

Shop Name: is any value

Domain: is any value

just now ↻

Show Valid Offers Only

Tag Name: is BF\_products

Tag Value: is True

EAN: is any value

SKU: is any value

Day: Today ▼

☐ any value ☒ Yes ☐ No

Slices (Top 100)

|    | Product Name (1st Slice)                           | Selling Price (2nd Slice) | Offers Count (1st Benchmark) | Offers Count below Selling Price (2nd Benchmark) |
|----|----------------------------------------------------|---------------------------|------------------------------|--------------------------------------------------|
| 1  | Seagate IronWolf 8 TB - Hard drive                 | 173.06                    | 86                           | 1                                                |
| 2  | WD Red Pro WD2002FFSX 2TB - Hard drive             | 97.56                     | 72                           | 0                                                |
| 3  | Synology Disk Station DS620slim - NAS server       | 452.55                    | 70                           | 2                                                |
| 4  | Disk station DS1621+ - NAS server                  | 829.65                    | 69                           | 0                                                |
| 5  | Corsair Vengeance LPX - Memory                     | 45.77                     | 51                           | 0                                                |
| 6  | Synology Disk Station DS1821+ - NAS server         | 963.29                    | 37                           | 1                                                |
| 7  | AMD Ryzen 5 3600 - Processor                       | 257.21                    | 34                           | 34                                               |
| 8  | ASUSTOR Nimbustor 4 - NAS server                   | 421.82                    | 30                           | 0                                                |
| 9  | Neomounts by Newstar TV/monitor wall mount         | 30.61                     | 28                           | 16                                               |
| 10 | Corsair Vengeance LPX 16GB DDR4-2666 memory m...   | 49.71                     | 23                           | 0                                                |
| 11 | WD Red Pro WD4003FFBX 6TB - Hard drive             | 189.14                    | 13                           | 1                                                |
| 12 | ASS 3.5G Thermal Paste                             | 12.98                     | 10                           | 7                                                |
| 13 | AS Cleaning Kit                                    | 13.09                     | 9                            | 3                                                |
| 14 | WD Red Pro WD4003FFBX 4TB - Hard drive             | 125.08                    | 7                            | 0                                                |
| 15 | Corsair ValueSelect 16GB DDR4-2133 memory modul... | 43.98                     | 7                            | 1                                                |
| 16 | WD Red&e NAS Hard Drive 6 TB - Hard drive          | 146.23                    | 6                            | 0                                                |
| 17 | Ewent EW9908 Lightning cable 1m White              | 15.20                     | 4                            | 0                                                |
| 18 | WD Red NAS Hard Drive 2 TB - Hard drive            | 80.81                     | 3                            | 0                                                |
| 19 | QNAP TS-431P3-2G - NAS server                      | 466.13                    | 3                            | 0                                                |
| 20 | WD Red&e NAS Hard Drive 4 TB - Hard drive          | 97.93                     | 3                            | 0                                                |
| 21 | Seagate IronWolf 3 TB - Hard drive                 | 93.88                     | 3                            | 0                                                |
| 22 | QNAP TS-653D-4G - NAS server                       | 621.69                    | 2                            | 0                                                |



Use the product detail page to track how your **selling price**, the **market price** and the **number of units sold** evolve in the run-up to the Black Friday period.

The screenshot displays the 'Market Explorer' interface within the Omnia Retail system. The interface includes a sidebar with navigation options like 'Shop Overview', 'Product Overview', 'Market Explorer', 'Dynamic Pricing', 'Pricing Strategy', 'Price Recommendations', 'Performance Overview', 'Import & Export', 'Product Import', 'Reports', 'Price Watch Export', 'Market Data Filters', 'Administration', and 'Users & Organisation'. The main area is titled 'Market / Market Explorer' and contains a search bar with filters for '1st Slice By', '2nd Slice By', '1st Benchmark By', '2nd Benchmark By', 'Show Name', 'Domain', 'Show Valid Offers Only', and 'Tag Name'. Below the search bar, there are input fields for 'Tag Value', 'EAN', 'SKU', and 'Day'. The main data area shows a table of products with columns for 'Product Name (1st Slice)', 'Selling Price (2nd Slice)', 'Cheapest Unit Price (1st Benchmark)', and 'Average Unit Price (2nd Benchmark)'. The table lists 24 products, including APC Rack PDU, Synology Disk Station, Lexmark MS822dn, Intel Xeon Platinum 8180, Intel Xeon Silver 4114, Lexmark MS823dn, APC Thermal Containment, APC Battery Replacement Cartridge, Intel Xeon W-2135, Disk station DS1621+, NEC NP42ZL, Lexmark MS821dn, Lexmark - Magenta, Canon imageFORMULA DR-M260, ASUS ROG Strix XG49VQ, Logitech Group video conferencing system, APC Rack PDU, Epson WorkForce DS-780N, GNAP TS-653D-BG, Lexmark - Media Tray, Lexmark Staple Hole Punch Finisher, HPF 7262A-B21, Epson FX 970III, and APC EcoAisle Rack support bracket kit. The table also shows a 'Selling Price (2nd Slice)' of 1,400 and a 'Selling Price (2nd Benchmark)' of 1,400. A 'Slices (Top 100)' chart is visible on the right side of the table.

| Product Name (1st Slice)                                                  | Selling Price (2nd Slice) | Cheapest Unit Price (1st Benchmark) | Average Unit Price (2nd Benchmark) |
|---------------------------------------------------------------------------|---------------------------|-------------------------------------|------------------------------------|
| 1 APC Rack PDU Metered ZeroU 16A 230V 100W C13 & (2x) C19 IEC 3...        | 995.51                    | 687.63                              | 873.36                             |
| 2 Synology Disk Station DS1621+ - NAS server                              | 963.29                    | 891.36                              | 1,197.16                           |
| 3 Lexmark MS822dn - Printer                                               | 954.17                    | 826.54                              | 844.18                             |
| 4 Intel Xeon Platinum 8180 - 2.5 GHz                                      | 9525.10                   | 7975                                | 10,381.92                          |
| 5 Intel Xeon Silver 4114 - 2.2 GHz                                        | 910.58                    | 1,279.42                            | 1,407.91                           |
| 6 Lexmark MS823dn - Printer                                               | 910.20                    | 654.77                              | 788.52                             |
| 7 APC Thermal Containment - Mounting rail for rack panel                  | 892.90                    | 1,020                               | 1,020                              |
| 8 APC Battery Replacement Cartridge APCRBC140                             | 860.84                    | 742.95                              | 781.93                             |
| 9 Intel Xeon W-2135 - 3.7 GHz                                             | 831.75                    | 2,017                               | 2,017                              |
| 10 Disk station DS1621+ - NAS server                                      | 829.65                    | 836.55                              | 1,044.71                           |
| 11 NEC NP42ZL - Zoom lens                                                 | 818.04                    | 683.75                              | 1,034.99                           |
| 12 Lexmark MS821dn - Printer                                              | 802.33                    | 637.57                              | 678.66                             |
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| 15 ASUS ROG Strix XG49VQ - LED monitor                                    | 780.26                    | 840.01                              | 915.42                             |
| 16 Logitech Group video conferencing system Video meeting system f...     | 763.11                    | 531.42                              | 647.83                             |
| 17 APC Rack PDU Metered ZeroU 16A 230V 100W C13 & (2x) C19                | 761.49                    | 814.33                              | 861.65                             |
| 18 Epson WorkForce DS-780N - Document scanner                             | 746.88                    | 933                                 | 954.67                             |
| 19 GNAP TS-653D-BG - NAS server                                           | 742.59                    | 718.99                              | 718.99                             |
| 20 Lexmark - Media Tray                                                   | 713.35                    | 454.29                              | 566.4                              |
| 21 Lexmark Staple Hole Punch Finisher - Finisher with stocker stapler ... | 708.86                    | 863.01                              | 1,363.05                           |
| 22 HPF 7262A-B21 - Memory                                                 | 706.17                    | 214.17                              | 216.71                             |
| 23 Epson FX 970III - Printer                                              | 704.96                    | 797.54                              | 905.86                             |
| 24 APC EcoAisle Rack support bracket kit                                  | 692.68                    | 848                                 | 848                                |
| 25 Epsonimage V770G-NT - Multifunction                                    | 688.78                    | 643.78                              | 643.78                             |



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Track, evaluate and report the Black Friday performance



# Use Omnia's **Revert Strategy** and **On-the-Fly Price Calculation Results** to test and pre-set your Black Friday strategy.

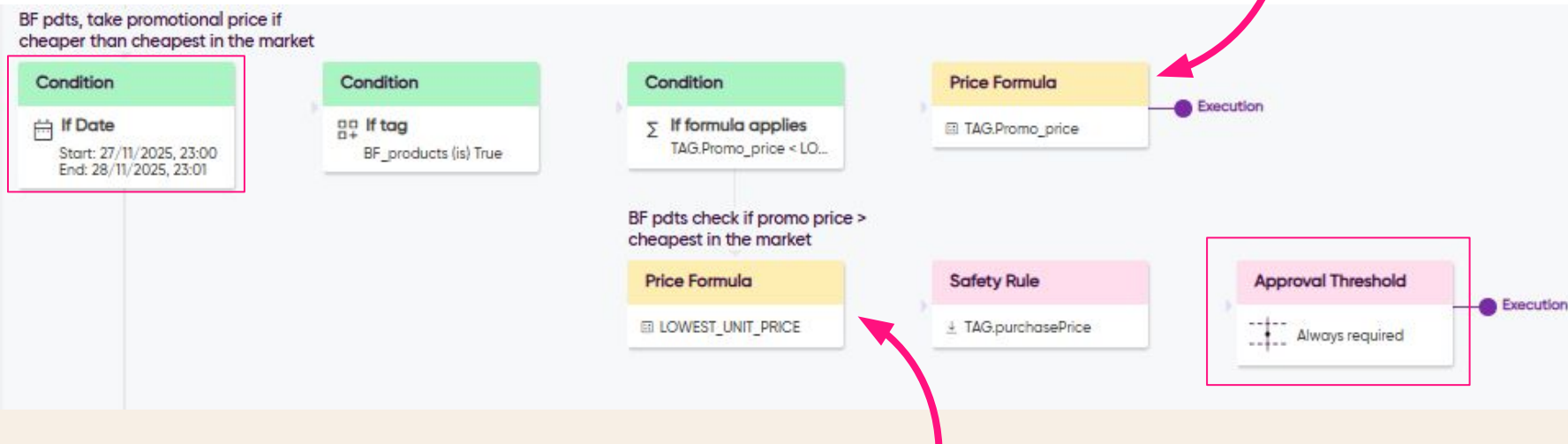
The screenshot displays the Omnia Retail Dynamic Pricing interface. A modal dialog box titled "Do you want to revert to another strategy?" is open, showing a table of strategy versions. The table has columns for Version, Updated at, Updated by, and Comment. The version 51, updated on 05/09/2025 11:21 by m.stone@brightwave.com, is highlighted with a pink box, and its comment "Black Friday strategy update." is also boxed. Below the table are "Cancel" and "Revert Strategy" buttons, with the latter highlighted by a pink box. In the background, the "Calculate Prices" button is highlighted with a pink box. The interface also shows a sidebar with navigation options like Shop Overview, Product Overview, Market Explorer, and a main area with a "My shops" section and a "Library" section.

| Version | Updated at       | Updated by             | Comment                            |
|---------|------------------|------------------------|------------------------------------|
| 52      | 05/09/2025 11:24 | a.flesh@brightwave.com | Black Friday pricing test applied. |
| 51      | 05/09/2025 11:21 | m.stone@brightwave.com | Black Friday strategy update.      |
| 50      | 17/07/2025 13:35 | l.brown@brightwave.com | Version name updated.              |
| 49      | 17/07/2025 13:33 | t.green@brightwave.com | Price approval workflow updated.   |
| 48      | 13/05/2025 19:07 | e.white@brightwave.com | Saved prior version (Martijn).     |
| 47      | 13/05/2025 12:18 | d.black@brightwave.com | Pricing logic v3.                  |
| 46      | 13/05/2025 12:17 | s.clark@brightwave.com | Pricing logic v2.                  |
| 45      | 13/05/2025 12:12 | a.flesh@brightwave.com | Pricing logic v1.                  |
| 44      | 01/05/2025 10:29 | a.flesh@brightwave.com | Initial test setup.                |



# Use Omnia's 'If Date Tag' and 'Approval Threshold' options to plan your Black Friday strategy days or weeks in advance.

Take the Promotional Price if this price is **cheaper than the cheapest** in the market



- In case the Black Friday (Promo) Price is **more expensive than the cheapest** in the market, price advice will match the cheapest price as long as it is more than the purchase price.
- With the **approval threshold** box however, these prices will not be automatically included in the report.
- You will have to review these prices and have the option to accept, reject or modify the price.



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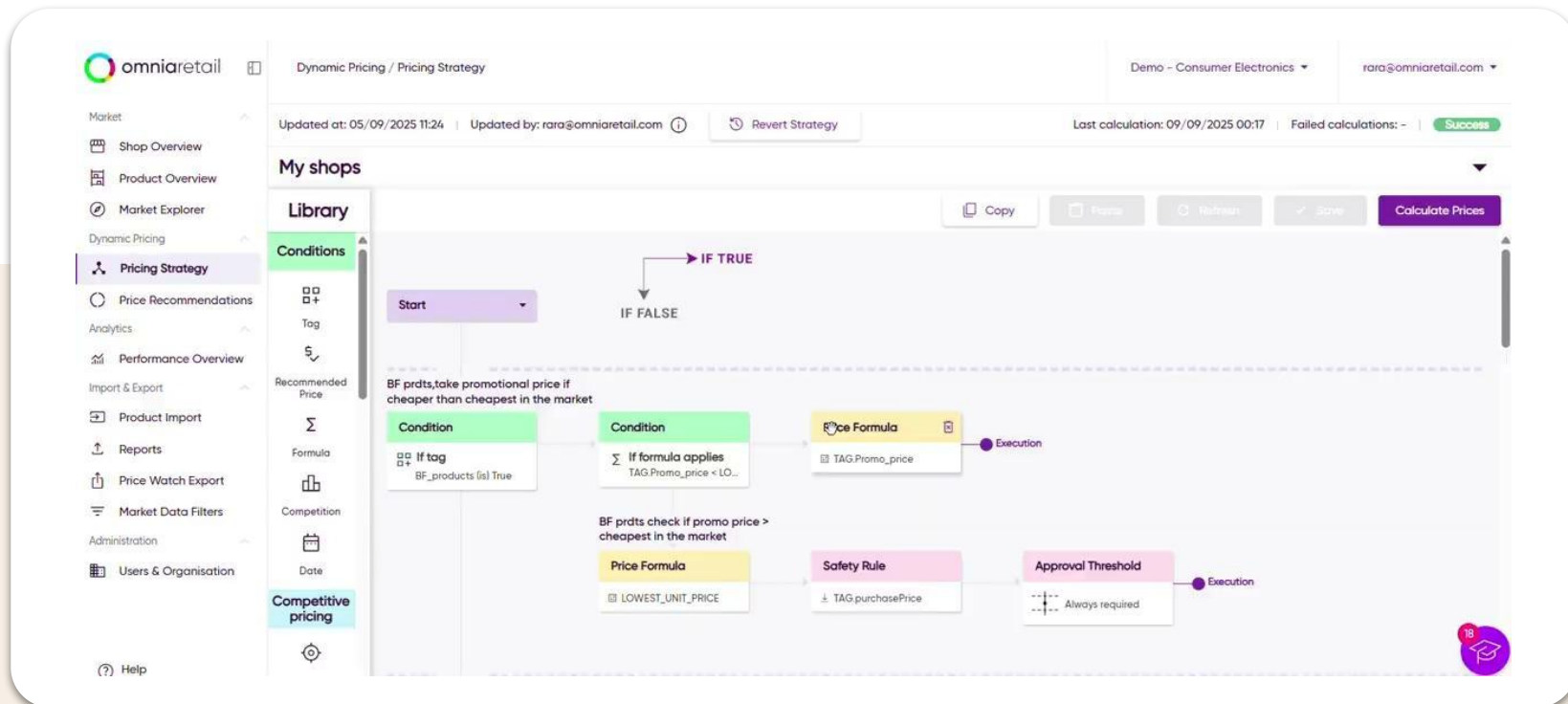
## 05 **Stay in Control & React with Precision** Leverage Omnia's Approval Flow

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## 06 **Own your Black Friday Impact** Track, evaluate and report the Black Friday performance



# From Data to Decision: Approve Prices Fast





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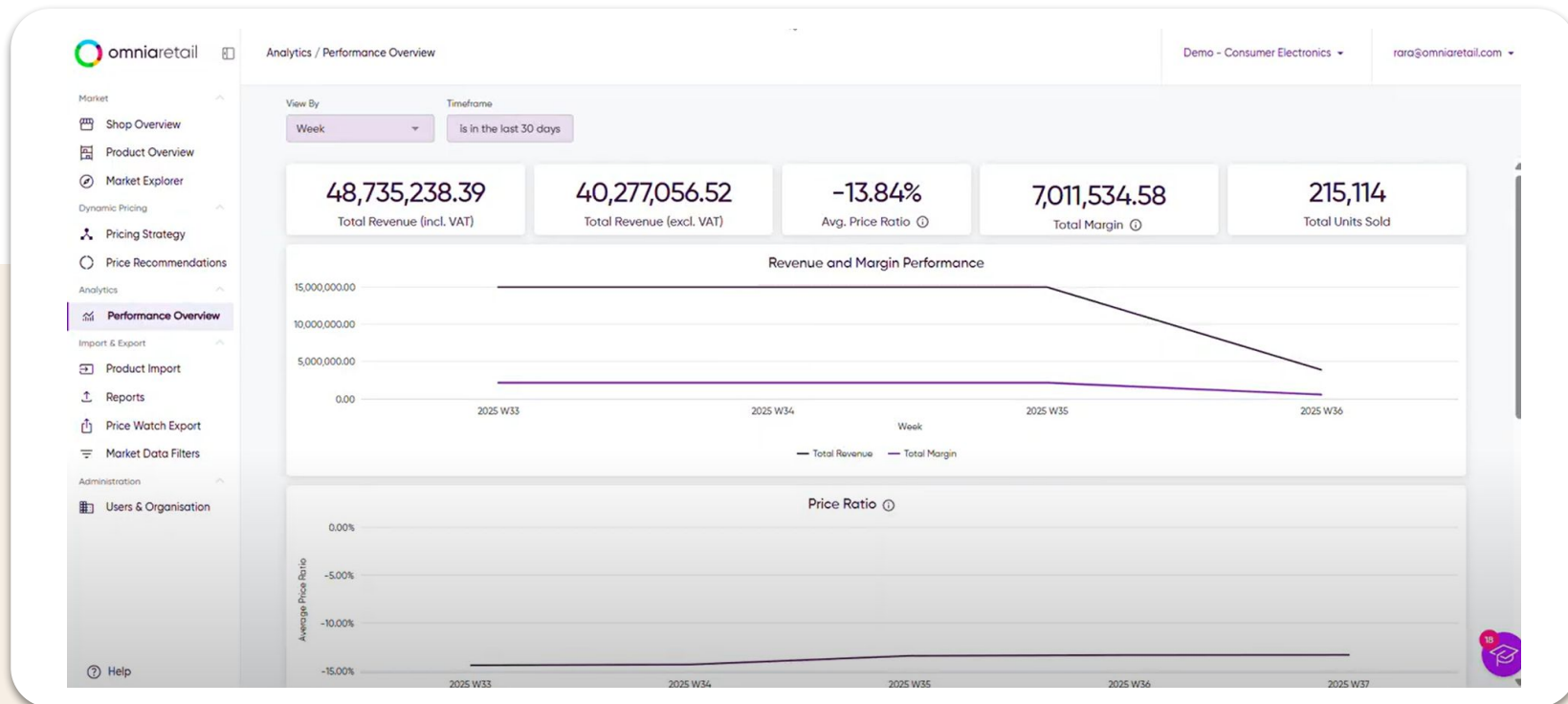
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## 06 Own your Black Friday Impact

Track, evaluate and report the Black Friday performance



# Make use of margin, revenue, price ratio unit sold data as performance metrics



# Key suggestions for Successful Black Friday



## Analyze internal information

Know the products' stocks information, life-cycle, popularity (Google Analytics) and more importantly the goal(s) of this period (eg: revenue over margin)



## Combine these information with market information

Discover which products are in a more competitive market than the others, analyze your price positioning compared to the other competitors or retailers.



## Set strategic pricing decisions for the products ahead of time

Construct pricing strategies applicable for Black Friday and set it up in Omnia prior to the start of the promo period.



## Stay relevant with the market changes during and after Black Friday Period

Analyze the results based on unit sold, revenue, margin and learn from the market trends (price ratio, number of offers, average and lowest prices in the market) observed.



**Thank you  
for your participation.**

