



WOOD's Pricing Transformation with Omnia

—
From Manual Fixes to Strategic Automation

wood[®]

Take a Seat and Meet WOOD.

WOOD, by De Eekhoorn Dutch Furniture, is a Netherlands-based furniture company with over 40 years of experience and a strong footprint across Europe. Known for its stylish and accessible designs, the company follows a dedicated omnichannel strategy selling through **physical stores**, **retailer websites**, and its own **direct-to-consumer channels**.

Next to the main brand WOOD, the company's brand portfolio also includes vtwonen.

In April 2023, WOOD started using Omnia Retail's pricing software to implement dynamic pricing for Google Shopping in the Netherlands. This strategic move enabled the company to respond more flexibly to market changes, improve pricing accuracy, and align its pricing strategy with both business and marketing goals.



“Before Omnia, pricing was quite time-consuming. It costed about **1 - 2 hours per day** to check and implement new prices. It was **error-prone** because somebody had to do the **manual import checks** and then export the data and import it again.”

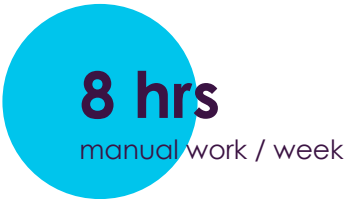
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Lize Braspenning

Performance Marketing Manager at WOOOD



The Challenge: A Manual, Error-Prone, and Time-Consuming Pricing Process



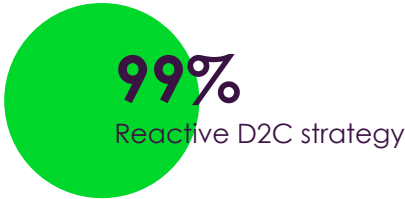
Manual & Time-Consuming

Pricing updates required **1–2 hours of manual work** each day, only possible on weekdays. The category manager had to check, fix, and re-import data into the backend system.



Limited Responsiveness

New prices **could not be implemented before 10 AM**, and no updates were possible during weekends, severely limiting their ability to react swiftly to market changes.



Lack of Control & Insights

Just **following market prices** was not an effective D2C strategy, and the lack of insights made it difficult to implement strategies that prioritised specific resellers and created a differentiated market position.



Highly Error-Prone

The reliance on Excel and manual data import/export made the system **highly susceptible to errors**. These mistakes could lead to significant financial losses, such as unintended low prices persisting over weekends.

Manual work led to a drain on resources and frequent internal questions regarding pricing decisions.



“We needed an engine that serves insights, dynamic pricing and also helps with promotions.”

Emiel van Beek

Head of E-Commerce at WOOD



WOOD's Goals With Omnia

Automate pricing workflows

- Reduce manual effort and errors
- Free up time for strategic tasks in
- Leverage market insights to guide pricing positioning, decisions and promotions
- Move from gut-feel to strategic pricing rules
- Ensure 100% stable and correct prices

Improve margin and stock health

- Optimize margins across product categories
- Use pricing to reduce overstock without sacrificing revenue
- Avoid reactive price-following behavior

Align pricing with marketing strategy

- Implement pricing rules for promotions, campaigns and actions
- Align pricing with marketing strategy in Google Shopping

Strengthen D2C strategy

- Focus on key dealers and channels
- Ensure consistent pricing across web and in-store



The Solution: Comprehensive Pricing and Marketing Management

Omnia Retail now serves as a **central hub** for WOODO's pricing and marketing strategies.

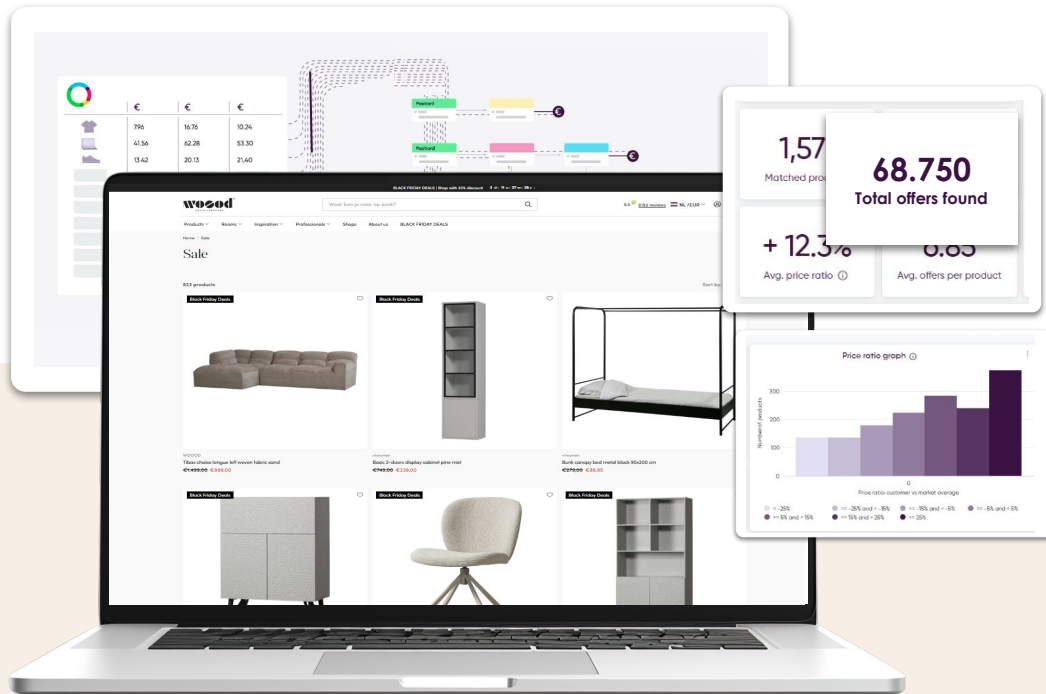
WOODO achieved within **3 months**:

Dynamic pricing setup across all channels as automated and stable workflow

Teams receive daily reports about market insights, performance and analysis

Greater marketing efficiency and healthier stock levels through intelligent Pricing

Company-wide training and demos to build buy-in and trust



Key Automation & Optimization Actions

Automated Pricing Setup: Monitoring & Dynamic Pricing

- Automated daily monitoring of the whole product assortment in Omnia (4.000 products)
- Setting up dynamic pricing rules for specific category strategies
- Automated price updates pushed from Omnia to WOOOD's webshop, Google Shopping and to physical experience centre (via digital pricing tags)

Promotion Optimization: Stock & Channel Integration

- Streamlined implementation of promotions, campaigns, and discounts across all channels with a direct integration of Google Shopping Campaigns
- Advanced stock health optimization aligning pricing with inventory & market insights



The Results: Enhanced Efficiency, Profitability, and Strategic Control



Improved Margin
+4 %

Initially, Omnia helped WOOD achieve increased margins by 4% despite some turnover decline (1,5-2%) by allowing for more aggressive, competitive pricing.

Now, with a more stable, premium strategy, Omnia facilitates a focus on improved profitability by reducing unnecessary discounts and optimising Google Shopping spend.

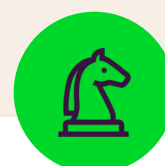
“We are much more efficient than before... not something we can measure in time, but it’s a result.”



Massive Time Savings
-32hrs/month

The daily manual pricing work of 1-2 hours has been reduced to a couple of hours per week, depending on strategic changes or campaigns.

This has led to a much more efficient, stable workflow and process for the team.



Strategic Pricing
in seconds

The system allows WOOD to quickly adapt their pricing strategy, whether it's for campaigns or new product collections, by simply expanding existing rules.

By implementing specific pricing strategies, WOOD can reduce excess inventory without disproportionately impacting turnover, aiming for healthier stock levels. While not fully automated yet, this is a future goal.



Company Expertise
& Daily Reports

The team has gained extensive knowledge in pricing strategy and feed management, evolving into experts in the field. The collaboration between e-commerce and marketing has created a unique, combined approach to pricing and marketing strategy.

The setup day to day automated reporting to stakeholders has increased insights & strategic decisions within the company.



“Omnia gave us the tools to create a better strategy and a better margin in the end.”

Lize Braspenning

Performance Marketing Manager at WOOD

24/7 control

High quality data for **4700 products**, everyday.

100% consistency

Real-time updates across all platforms.

122k decisions

Monthly automated individual pricing decisions.





Looking Ahead with Omnia

With Omnia, WOOD has moved beyond reactive pricing to a future-focused strategy that supports both D2C and B2B goals. Pricing is now a core part of their business planning, marketing execution, and inventory management.

“It’s not only from a pricing perspective, but also to manage overstock, improve revenue, and give insights to the company... it’s much more than that.”

Emiel van Beek
Head of E-Commerce WOOD



Want to see Omnia in action?

Talk to our experts!

Book a demo

