



Are your customers happy with your prices?

Learning more about your target market. Taking control over your brand perception. Earning more sales without the middle man. The direct-to-consumer (D2C) sales channel offers a lot of opportunities for growth...but it can also be overwhelming to manage. And if your online prices tip below your retail partners' prices, you run the risk of agitating your biggest customers: the retailers themselves.

So how do you make consumers and retailers happy at the same time?

Omnia's Dynamic Pricing software lets you follow the retail market closely so you can gather consumer data and avoid agitating your retail customers. Instead of accidentally undercutting retailers and hurting your price perception, you can use a dynamic pricing software to closely follow your recommended selling price on all channels.

The end result: your retailer customers still have a market to compete in, but you get to manage your brand price perception at the product level and gather more consumer insights. Now that sounds like a win-win for everyone.





Save time

Save an average of 10 hours each week manually tracking the market and updating your prices.



Take control

Guide your brand price perception at the product level, gather consumer data, and set yourself as an anchor point for the whole market.



Drive profitable growth

Maintain (or improve!) your relationships with your retail customers while making extra sales and revenue through your D2C channel.

BRANDS THAT WORK WITH US

PHILIPS

SAMSUNG

What makes Omnia's Dynamic Pricing different?

1 Full freedom and flexibility. Combine the ability to set flexible pricing rules with a powerful algorithm that takes the product price elasticity into account.

2 End-to-end automation. From gathering market pricing data to adjusting the prices in your shop, Omnia takes over the tedium of price checking so you can focus on what is important.

3 Total transparency. Never wonder why the software calculated a certain price point. Just click the "Show Me Why" button to see how the algorithm reached a pricing decision.

4 A customer success mindset. We want you to succeed. That's why you get an entire team of industry experts to help you get the most out of your Dynamic Pricing tool. [Learn more.](#)

5 Scalability across markets. Whether your pricing strategy is determined centrally or by local market teams, Omnia gives you the flexibility to scale across every market.

6 No-code platform. The easy-to-use online portal gives pricing and category teams the power to adjust strategies without the need for IT and Development.

Try Dynamic Pricing with *your* products free for 14 days

Follow the online marketplace, automatically adjust your prices, and keep your prices aligned with your retail customers in just a few clicks. Connect your feeds to our competitor database for two weeks and receive real data and market insights to help you build a more profitable D2C strategy.

[CLICK HERE TO REQUEST YOUR FREE TRIAL](#)