



windeln.de

Dynamic pricing for a more strategic future.

Windeln.de SE is one of the leading online retailers for family products in Europe. The company has a broad product portfolio including diapers, baby food, children's furniture, toys, clothes, strollers, and more.

Challenges

Windeln had a clear understanding that pricing was of greatest strategic importance in their growth plan. But the company had a few key struggles in their pricing department.

First and foremost, Windeln struggled with operational efficiency and employee frustration. Windeln employees, who were spending 2-3 hours per day manually checking and adjusting prices, were understandably frustrated by the robotic process. Checking prices was a painful process that left employees disgruntled, but it was something that needed to be done.

This process was also inefficient and didn't help push Windeln forward toward its growth goals. If employees and category managers spent 10+ hours each week manually checking prices, they were wasting 25% of their time chasing the market, not focused on charting a new course.

“Omnia helped us grow net revenues by 10% and increased our gross margin within one quarter.”

STEPHAN BOELTE,
HEAD OF DACH



After careful consideration, Windeln decided it needed a tool to alleviate employee dissatisfaction and improve pricing efficiency at the same time. It also needed to be a tool that could work in different countries and across markets.

How Windeln used Omnia

After an intense selection process, Windeln chose Omnia's Dynamic Pricing product as the tool to improve the company's pricing. Windeln was attracted by Omnia's hands-on implementation process, customer service, pricing elasticity and crawling features, and user interface.

Within 5 weeks, Windeln had its feeds connected and was automating the entire pricing process, from collecting competitor prices to updating its own prices as a response.



“I wouldn't want to work at the company without Omnia.”

FLORIAN FISCHER
HEAD OF CATEGORIES AT WINDELN.DE SE

Results

Within one quarter of implementation, Omnia helped Windeln pricing teams save 40+ hours each month in manual price checking and adjustments. This reduced the amount of frustrating manual labor that pricing teams needed to execute.

This new free time opened up doors to creativity and strategic thinking. With 10-15 extra hours each week — and the market data within the Omnia portal — Windeln pricing teams focused on creating strategic pricing strategies, not chasing the market. The teams could then use the Omnia tool to carry out these new strategies, then test and adjust accordingly.

Ultimately, Windeln was able to use Omnia to grow their gross margin by 2%-3% and boost net revenues by 10% in less than 3 months.

In less than 3 month, Windeln...

2%-3%

Increase in
gross margin

+10%

Uplift in net
revenue

+40 hrs

Saved per month
per employee



Conclusion

Windeln used Omnia to improve its operational capacity and bring its pricing strategy to the front of the market. And the company saw impressive results within one quarter, including a significant lift in both gross margin and net revenue.

More importantly though, Omnia allowed Windeln employees to focus on the strategic aspects of their company goals, not the robotic tasks of manually checking prices. This gives the company more room and opportunity for growth in the future.

Get in touch with Omnia

Interested in learning how Omnia can help you achieve your business goals? Reach out today to get started for free.

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