

A person is working at a desk with a computer monitor. The monitor displays a dashboard with a sidebar menu on the left containing 'Dashboard', 'Email', 'Profile', 'Template', 'Form', 'Tables', 'Map', 'Grid', and 'More Levels'. The main area shows a 'Business Chart - Visual' with a line graph and a pie chart. The line graph has a y-axis from 0 to 100 and an x-axis with labels 1 through 7. The pie chart is divided into three segments. The person's hands are visible typing on a keyboard. On the desk, there is a pen holder with pens, a small container with a white cloth, a stack of papers, and a small notepad with the text 'Name', 'Tel', 'Address', 'Etc.'. The entire image has a blue tint.

# Dynamic Pricing & Direct-to-Consumer

WITH JASPER WIERCX

# *Our* **main characters** *of today's presentation*

*Brand  
manufacturer*



*Retailer*



*Consumer*

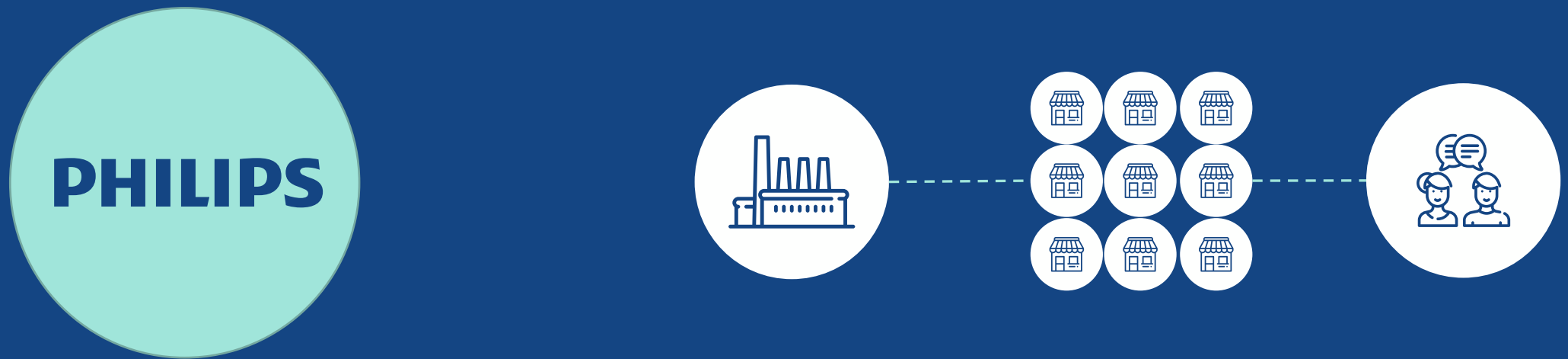


**Let's discuss**  
*two brands*

**Casper**

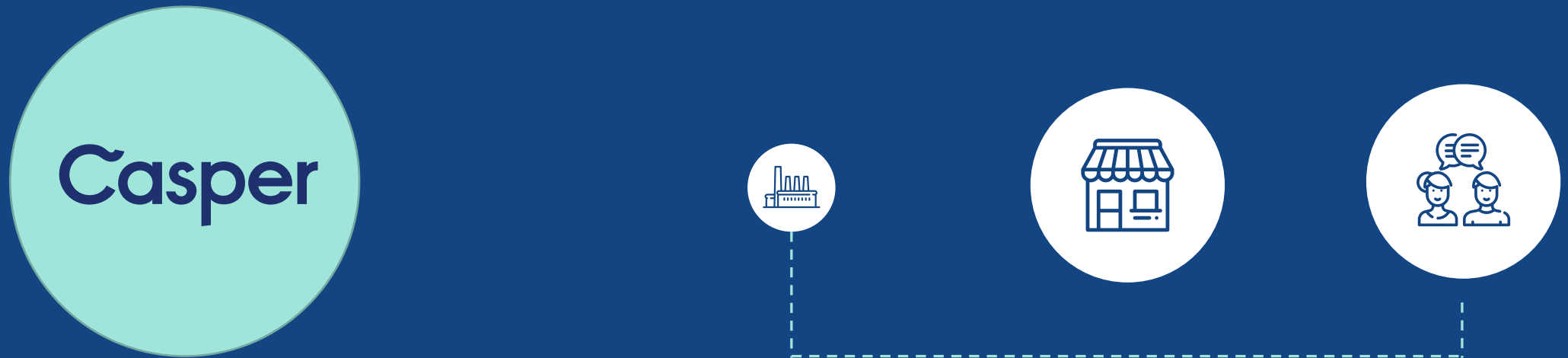
**PHILIPS**

# Traditional brand *manufacturer was a* B2B operations





# Digital native brand *sold directly to consumers* via D2C



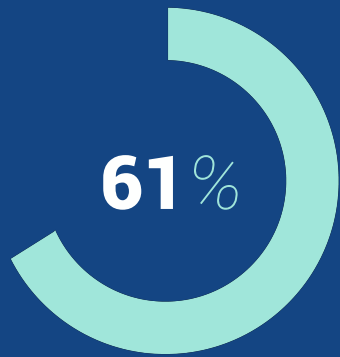
A woman with dark curly hair and glasses is smiling while looking at a smartphone. She is sitting at a desk with a laptop in front of her. The background is slightly blurred, showing some office equipment. The entire image has a blue tint.

Consumer behavior  
is shifting

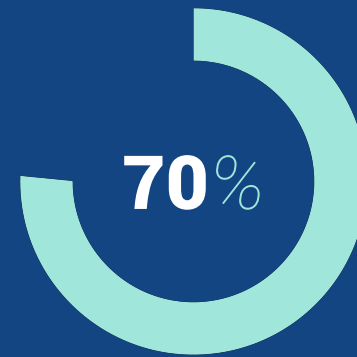
# Purchasing power of consumers *is higher than ever*



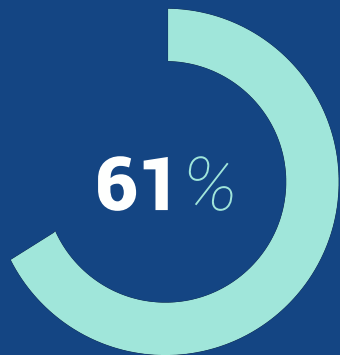
# Consumer expectations are *increasing*



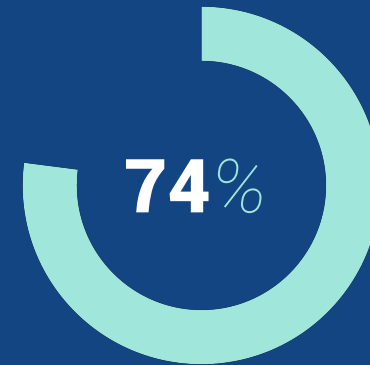
Say they share bad experiences with others



Share good experiences with others



Have stopped buying from a company because a competitor provided a better experience



Say they'll pay more for a great experience

*Power is shifting to the consumers*



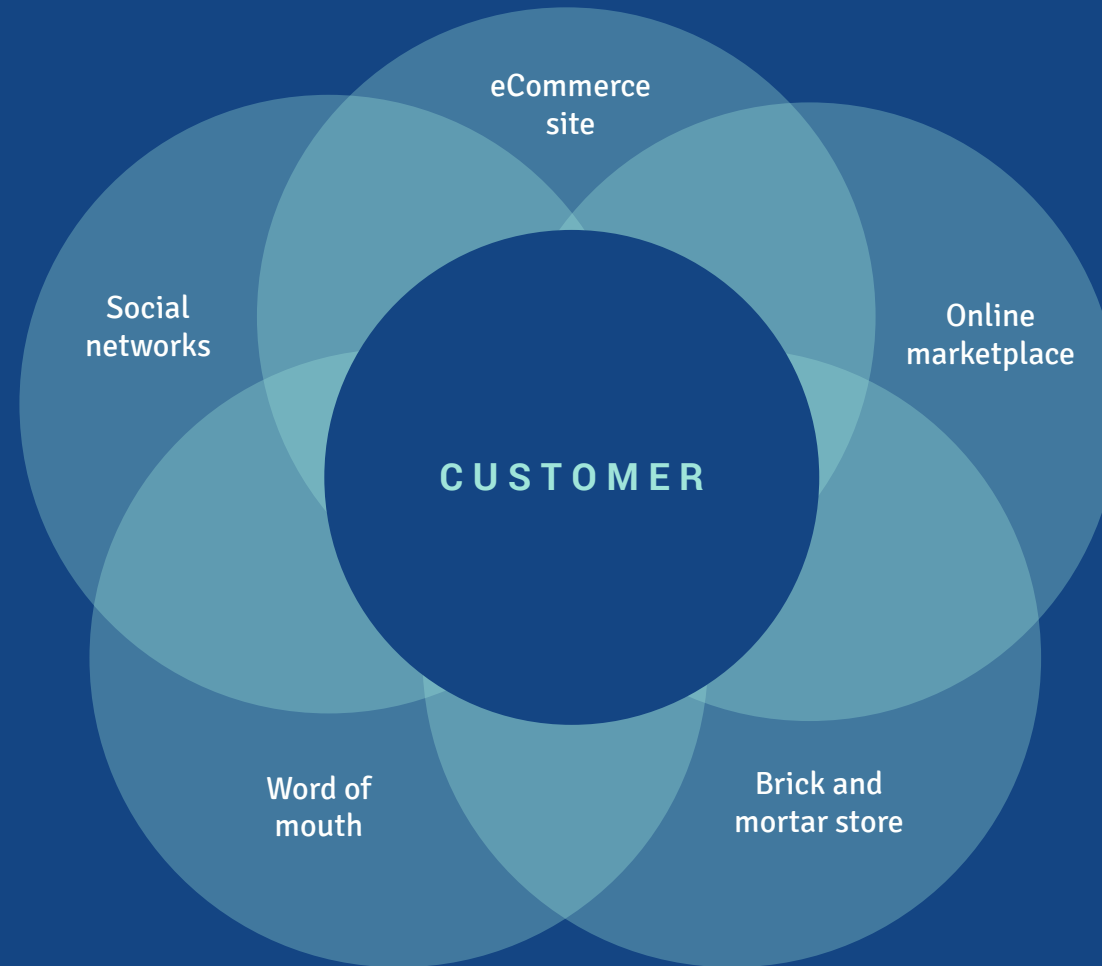


A blue-tinted photograph of a boutique interior. In the foreground, a woman with long blonde hair is looking at clothes on a rack. Behind her, another woman is partially visible. In the center, a man is standing behind a long wooden table, possibly a staff member. The table is covered with various items like jars, containers, and small products. In the background, there are shelves filled with hats, baskets, and other accessories. A large mirror is on the right wall, reflecting part of the store. The overall atmosphere is modern and stylish.

Retail landscape  
is changing

# Legacy retail concept is

*losing ground against omnichannel experience*





# *The Rise of....*

**Discounters**



**Marketplaces**



**Private Label products**



**Digital Native brands**



*Successful retailers are becoming more powerful*



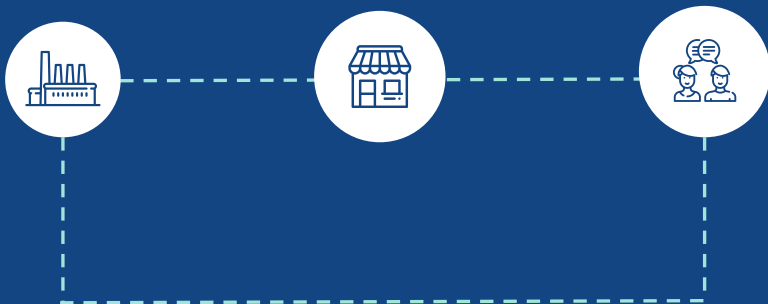
# Improving Brand Equity is essential

01. Purchasing power of consumers is higher than ever
02. Customers expectations are increasing
03. Legacy retail concept is losing ground against omni-channel experience
04. Rise of the discounters, marketplaces, white label products and digital native brands

**Insights in consumer behavior** *of your*  
*customers allow you to improve*  
**customer experience & the products**  
**you sell**

*Both brands are improving their* **Omnichannel presence**

Casper



PHILIPS



A photograph of a retail store display featuring several stand mixers. A person's hands are visible, adjusting the settings on a central mixer. The mixers have stainless steel bowls and control panels with various buttons and dials. The entire image is overlaid with a semi-transparent blue filter.

D2C is not without  
its challenges

*D2C channel puts pressures on* **retailer – brand relationship**





*Risk of “**insulting**” consumer with too high prices*



*Wrong pricing policy risks* **price erosion** *in the market*



# Unity is required between *five pillars*

Dynamic Pricing  
Capability

- Pricing & Channel Strategy
- Process & Policy
- People & Talent
- System & Infrastructure
- Data

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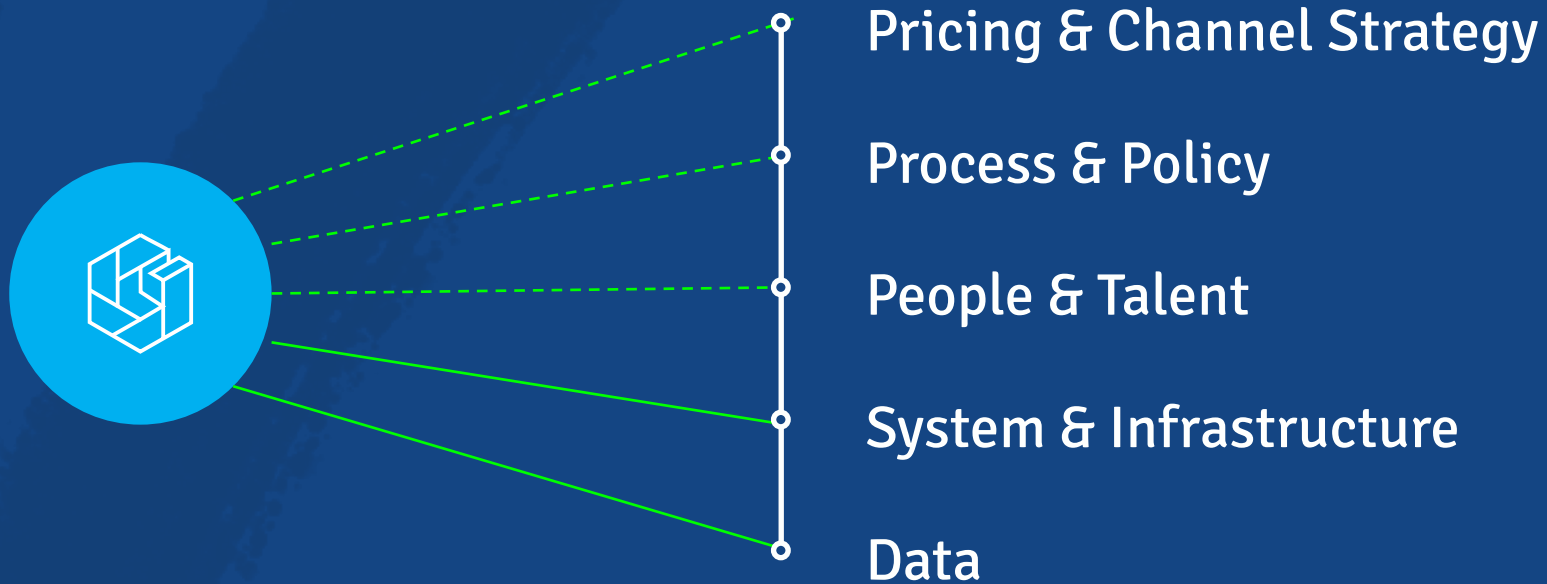


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*We help you to* **save time, take control** *and*  
**drive profitable growth**



**Thanks!**

