

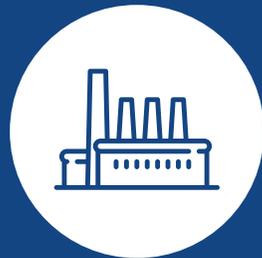
A person wearing glasses is sitting at a desk, typing on a laptop. In the background, a large computer monitor displays a business dashboard with various charts and graphs. The dashboard includes a sidebar menu with options like 'Dashboard', 'Email', 'Profile', 'Template', 'Forms', 'Tables', 'Map', 'Grid', and 'Menu Levels'. The main content area shows a 'Business Chart - Visual' with a line graph and a pie chart. The entire scene is overlaid with a blue tint.

Dynamic Pricing & Direct-to-Consumer

WITH JASPER WIERCX

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

*Brand
manufacturer*



Retailer



Consumer

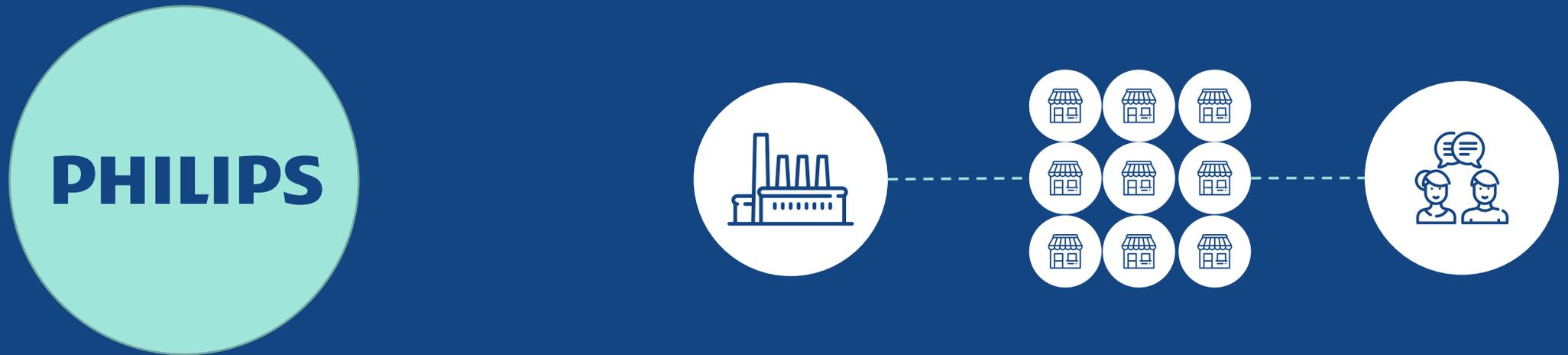


Let's discuss
two brands

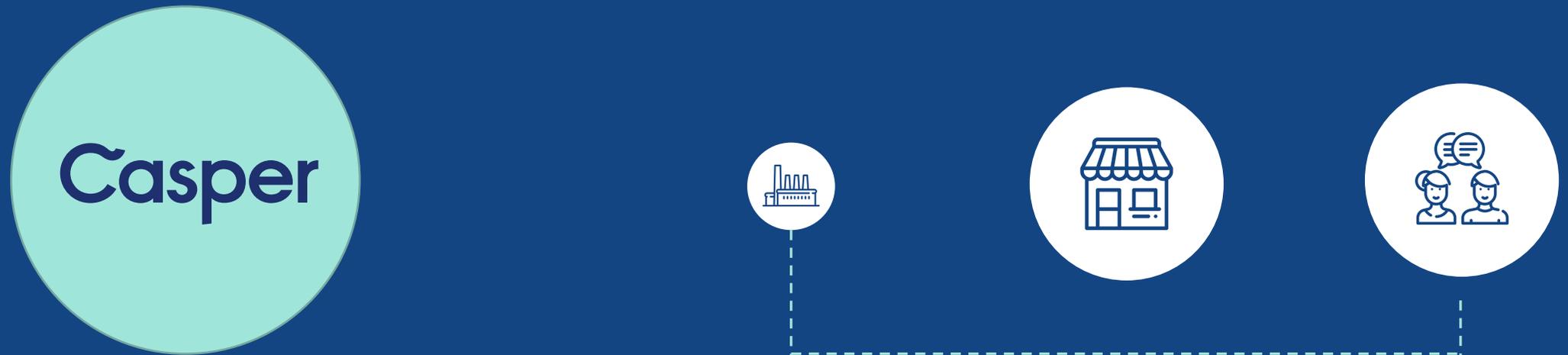
Casper

PHILIPS

Traditional brand *manufacturer* was a **B2B operations**



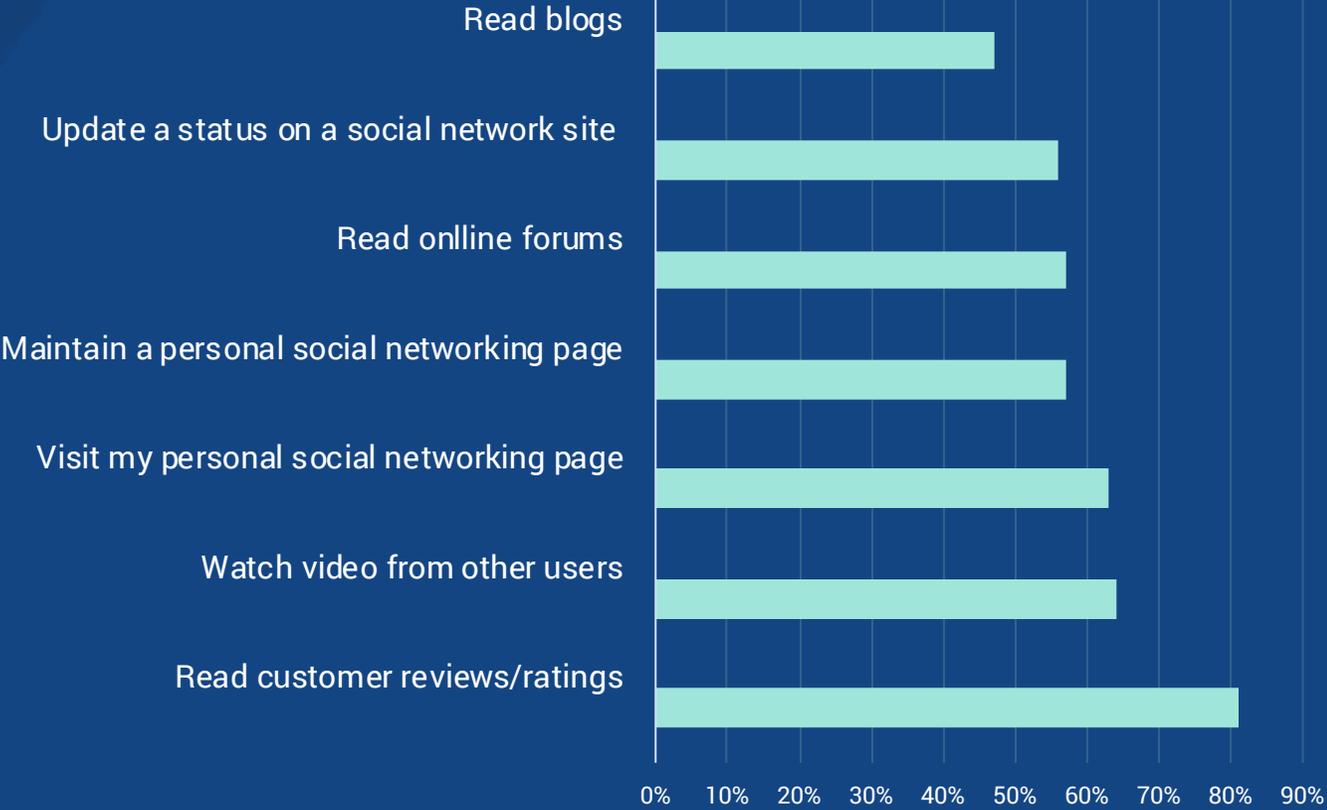
Digital native brand *sold directly to consumers* via **D2C**



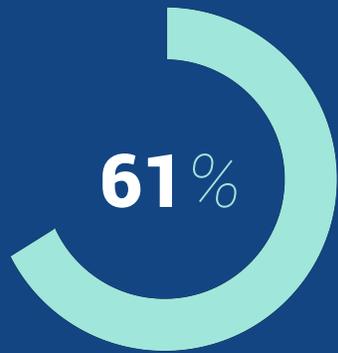
A woman with dark curly hair and glasses is smiling while looking at her smartphone. She is sitting at a desk with a laptop open in front of her. The background is a blurred office setting with circular light fixtures. The entire image has a blue color overlay.

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

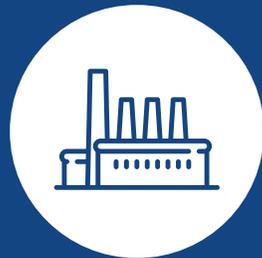


Have stopped buying from a company because a competitor provided a better experience



Say they'll pay more for a great experience

Power is shifting to the consumers

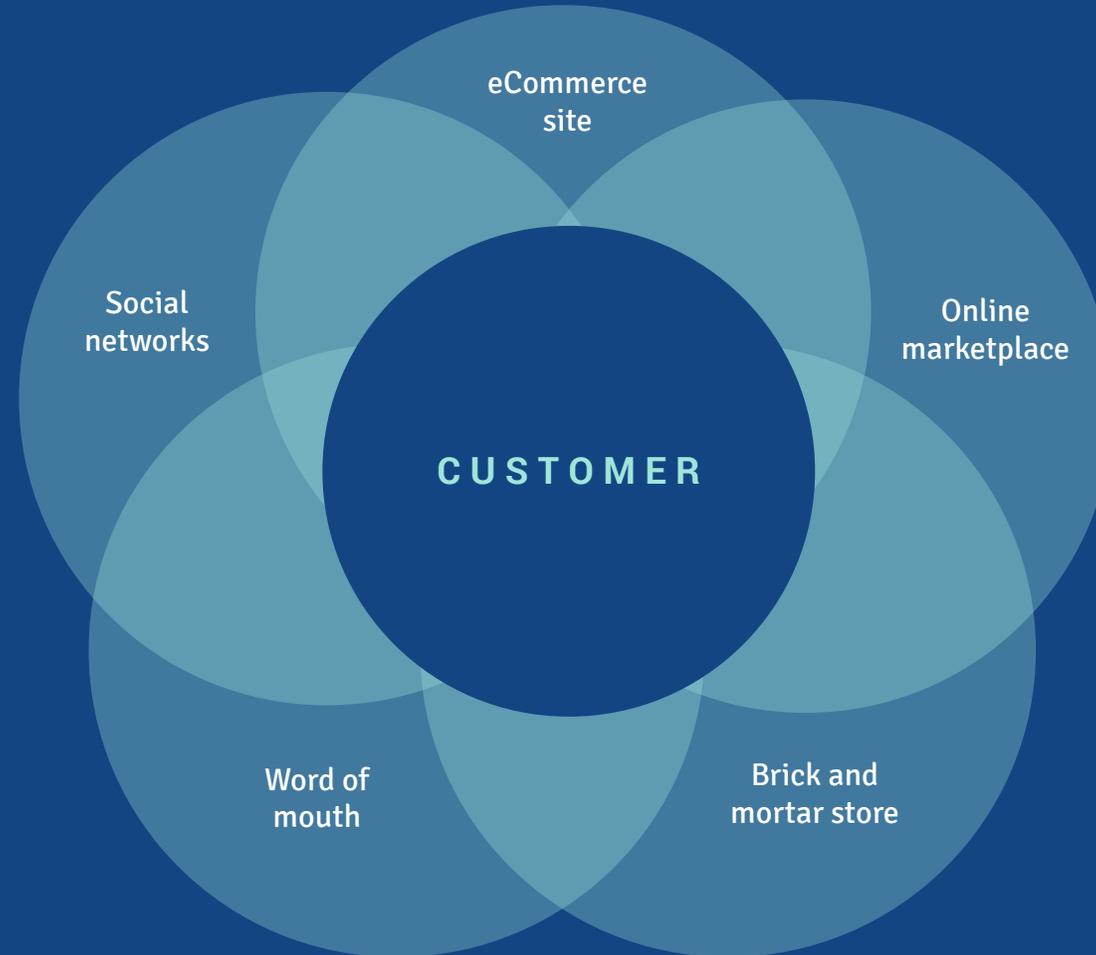




Retail landscape
is changing

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

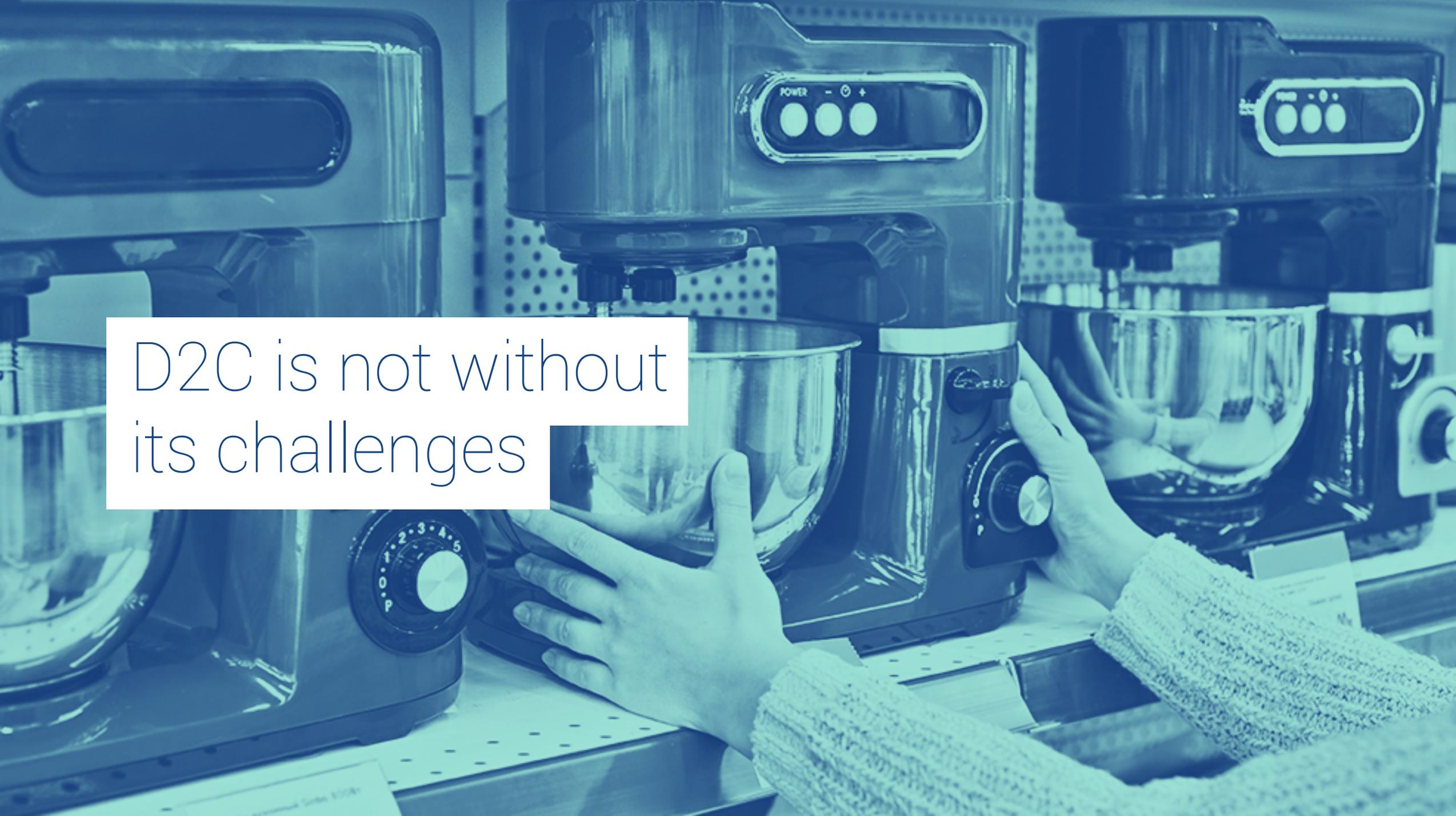
Insights in consumer behavior *of your*
customers allow you to improve
customer experience & the products
you sell

Both brands are improving their **Omnichannel presence**

Casper

PHILIPS



A photograph of a person's hands adjusting a stand mixer in a store. The person is wearing a light-colored, textured sweater. The mixer is black with a stainless steel bowl. The background shows other similar mixers on a shelf. The entire image has a blue tint. A white text box is overlaid on the left side of the image.

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



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Thanks!