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

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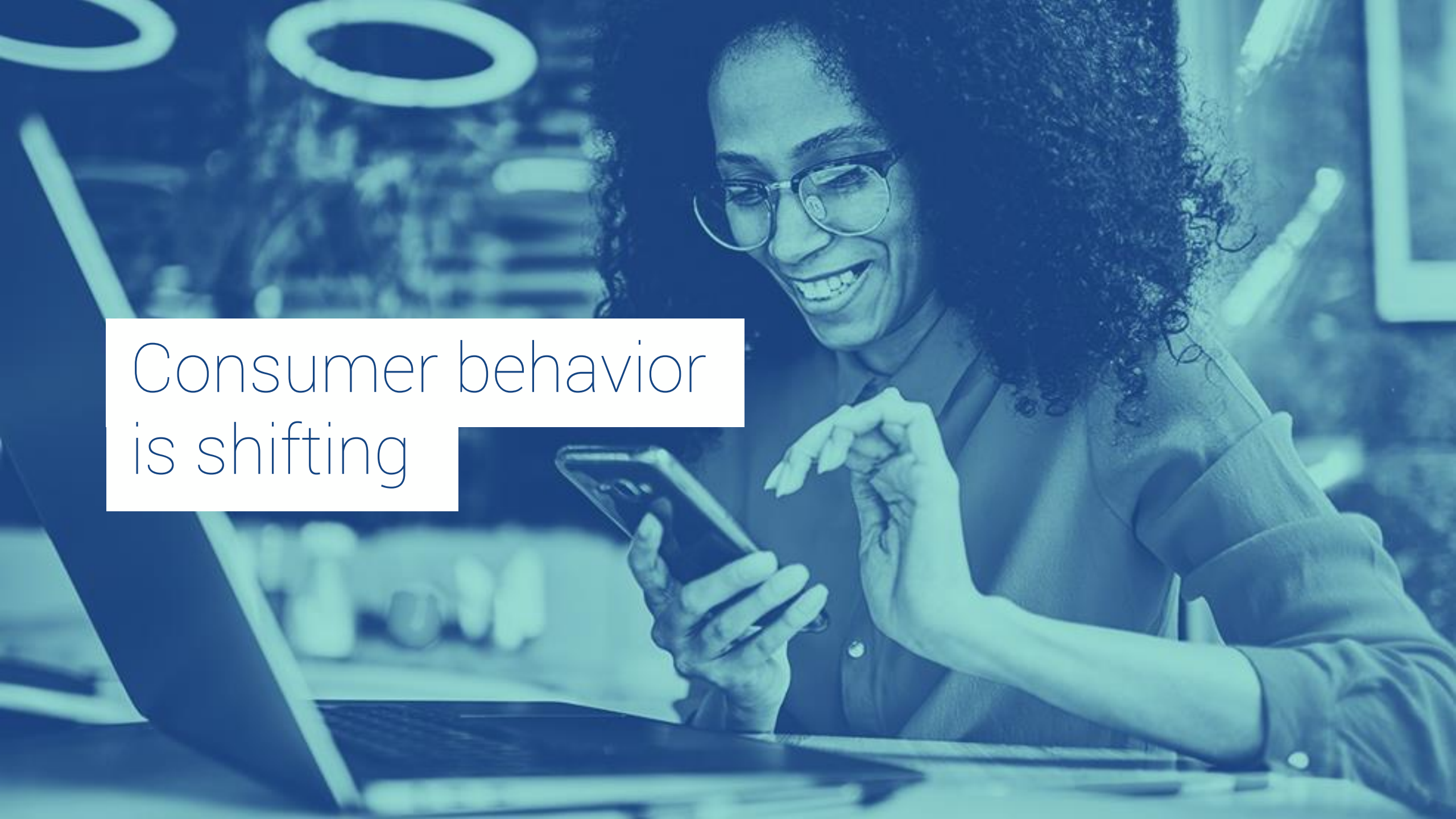
Traditional brand *manufacturer was a* **B2B operations**

PHILIPS

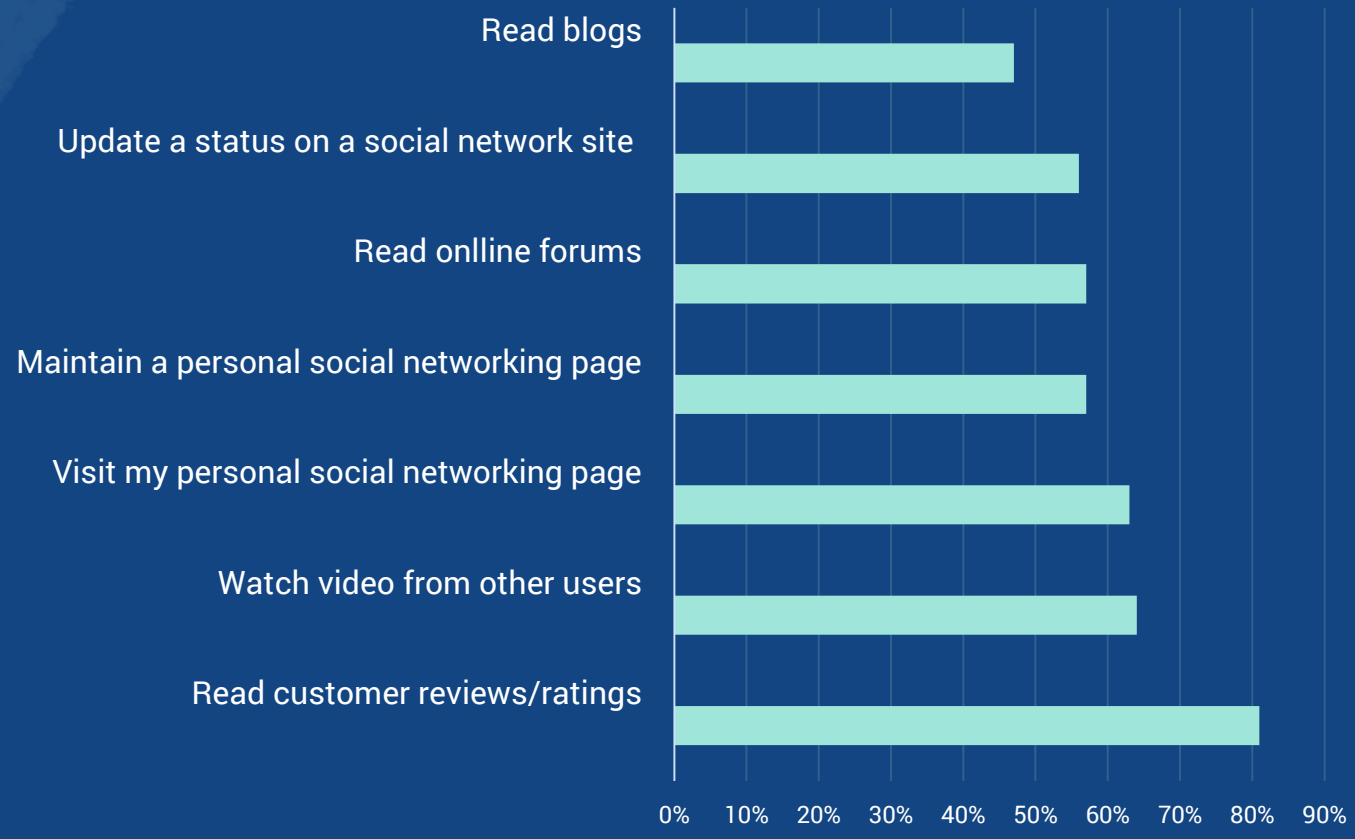
Digital native brand *sold directly to consumers* **via D2C**

Casper



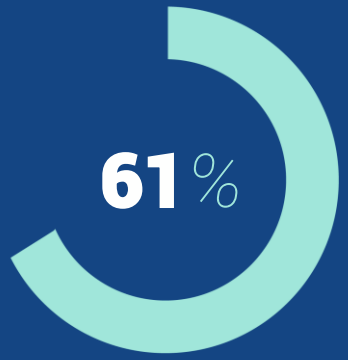
Consumer behavior is shifting

Purchasing power of consumers *is higher than ever*



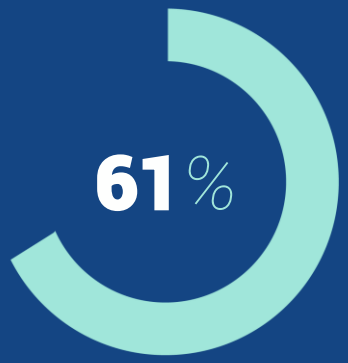
The Deloitte Consumer review "The growing power of consumers"

Consumer expectations are *increasing*

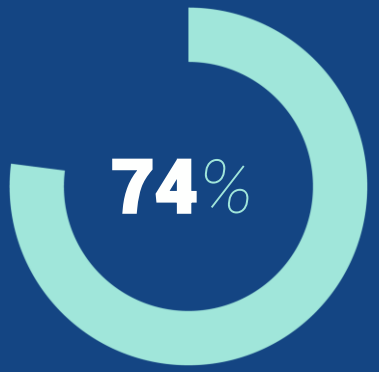


Say they share bad experiences with others

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

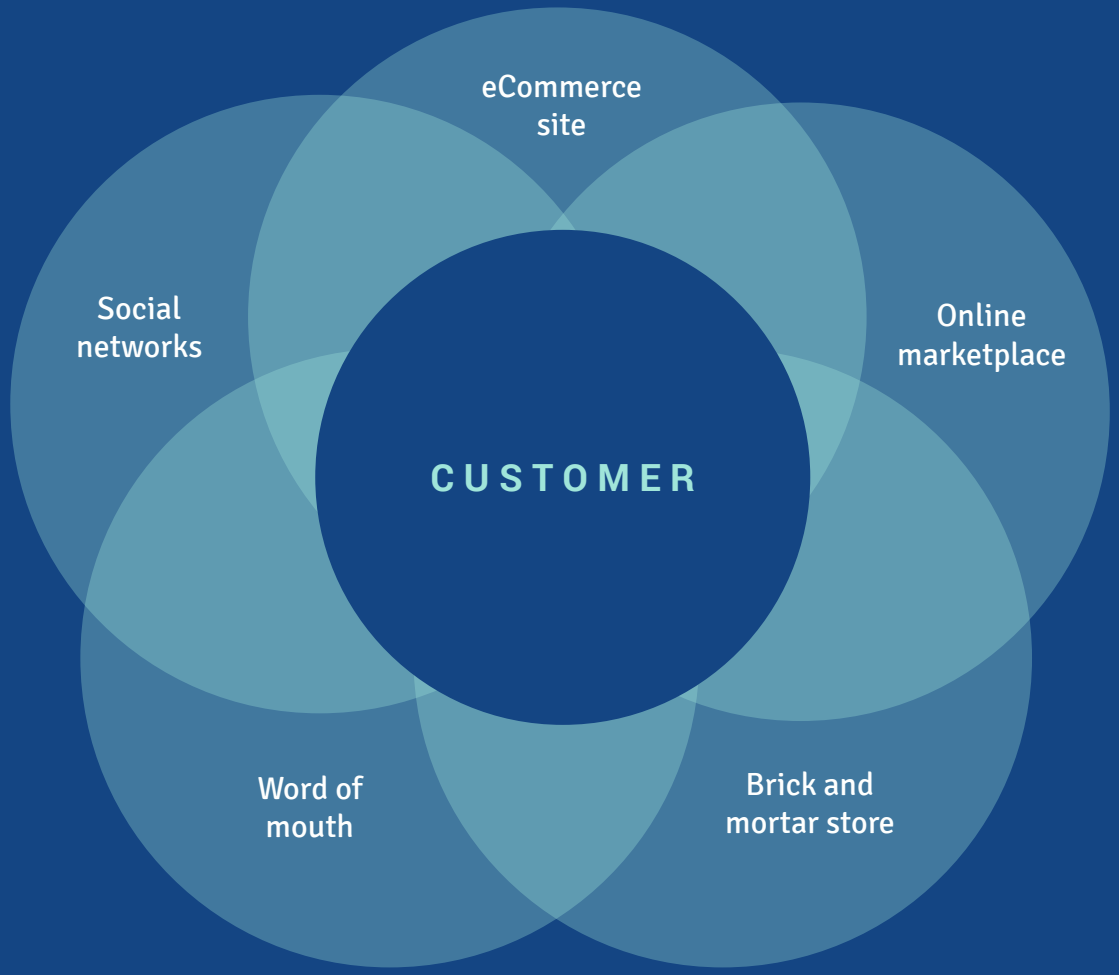
Gladly; Customer service expectations survey 2018

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

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**

Thanks!