



Pricing Solutions for Retail: Drive revenue growth with real-time pricing

Pricing Solutions provides retail executives the analytics, automation, and expert insights they need to optimize pricing and promotions based on demand, margins, and competition.

Pricing Solutions helps retailers optimize prices in real-time for maximum profitability.

Retailers face enormous pressure from online competition to consistently offer market-relevant prices. To drive growth in this landscape, pricing managers must continuously assess and adapt their product prices to address rapid market changes and customer needs across channels.

For retailers offering large numbers of SKUs, dynamic pricing can be a challenge. Retailers need a way to continuously monitor and adjust prices, responding to competitors while achieving margin targets.

Pricing Solutions optimizes margins by dynamically updating product prices. We use prescriptive analytics and the most up-to-date sale, cost, and competitor data to optimize two areas of a company's pricing strategy:

Price-setting

Our platform automatically monitors the Internet for competitor price shifts and overall strategy changes within categories to recommend real-time price moves.

Promotions

Pricing managers use Periscope to test offers with small online groups of real shoppers. Our analytical

tools automatically adjust markdown prices in realtime for underperforming events, and analyze the patterns of successful past promotions to improve planning and execution in the future.

Why Pricing Solutions?

World-class technology

We embed world-leading intellectual property and McKinsey know-how in a single platform that executives use to gain transparency into pricing decisions and create lasting impact. Our technology and services provide retailers the capabilities they need to develop sophisticated pricing strategies which consistently drive top line growth.

Unrivaled data and analytics

Our proprietary algorithms are based on insights from the McKinsey pricing practice and the experience of more than 550 pricing experts around the world. We incorporate syndicated retail data and competitor prices into our rules engine to provide relevant and effective recommendations.

Long-term capability building

Our experts work with retailers to develop the best practices and muscle memory necessary to address current and future pricing challenges. By hosting in-person workshops and technology-based training sessions, we make sure your team understands the methodology behind each strategy you implement.

Retail Pricing Solutions by the numbers:

2-5%

Sales lift

1.5%

Margin uplift

10-20%

Increase in trade spend effectiveness

Get started

To learn more about our suite of retail pricing solutions, contact us at contact@periscope-solutions.com or visit www.mckinsey.com/periscope