

Autonomous Pricing



Save Time

Leverage AI-powered autonomous decisioning and recommendations to save time on repetitive tasks so you can focus on strategic activities.



Effectiveness & Impact

Prioritize pricing decisions based on effectiveness and impact: We recommend, you decide.



Smarter Decisions

Execute smarter pricing decisions based on unified merchandising systems and a holistic view of shopper behavior.



Collaborate

Collaborate and contribute to DemandTec's open data science with your insights and algorithm.

Looking to execute smarter retail pricing strategies quickly and efficiently, and improve margins as a result? DemandTec's AI-powered Autonomous Pricing produces highly accurate demand forecasting, enabling you to maintain price perception while driving profitable revenue growth. Coupled with automated recommendations, you can deliver smart pricing decisions at the speed required to succeed in today's retail environment.

Key Capabilities

Price optimization & recommendations

Optimize your pricing with AI-powered data science to achieve profitable revenue growth. Leverage proactive recommendations for fast evaluation and execution of these prices.

Rules-based pricing

Apply rules to define pricing boundaries per your business needs, ensuring the optimal pricing recommendations match your specific pricing strategy.

Real-time

Optimize and/or automate real-time price updates based on your strategy, goals, and changes in the market, across all channels or separately per channel.

KVI Insights

Obtain valuable insights and AI-based suggestions on KVIs and KVCs, through competitive analysis and demand prediction.

Autonomous approvals & recommendation

AI-powered autonomous decisioning increases your productivity across categories, channels, and geographies. Autonomy improves efficiency, enabling increased focus on goals and objectives, ensuring the highest efficiency, productivity and speed

A Part of Unify by DemandTec



Autonomous Pricing is available as a standalone solution or as part of Unify by DemandTec platform. The cloud-native platform unifies disparate data and fragmented merchandising systems to understand shopper behaviors holistically, driving actionable insights and prescriptive recommendations, resulting in profitable revenue growth.

The Result

When sold as part of the platform, Autonomous Pricing produces distinct advantages

Unified, accurate pricing

Create AI-powered, unified merchandising strategies, optimized across the entire product lifecycle, including pricing, promotions, and markdowns - across in store and digital sales channels. With Unify by DemandTec, retailers gain a 360-degree view of shopper demand, leading to highly accurate forecasts spanning sales, volume, profit and price perception

Open data science and AI

DemandTec's AI and data science is robust and fully transparent. No more black boxes: users have full visibility into the drivers behind the recommendations. Not only that, DemandTec enables retailers to add their own insights, algorithms, and modelling techniques, with open APIs. DemandTec's demand insights such as forecasting intelligence can also be exported to downstream systems.

To learn more,
contact us

Let's talk



DemandTec
by acoustic

A pioneering leader in retail pricing technology for decades, DemandTec is ushering in the new era of unified autonomous merchandising. With Unify by DemandTec— the industry's first — retailers can unite their data, systems, internal teams, and collaborate with suppliers to generate profitable revenue growth with the power of AI.

From food to fashion, DemandTec partners with more than 700 customers around the globe. Current and past retail partners include 7-Eleven, Acosta, Carrefour, Cencosud, Coop, Exito, Farmacias Cruz Azul, Lowe's, The Very Group, Tops Friendly Markets, and W.H. Smith, among others.