

# Preserve profit margins through a price-value optimization strategy

GfK Inspiration Days 2023



**Understand** what parts of your price-product architecture people value the most and critically, how much they'll pay

**Experiment** and simulate price changes in a risk-free environment within the full competitor context. Optimize your pack-price architecture across your portfolio to maximize both consumer value and revenue.

**Act** with confidence based on accurate data-driven foresight

# Make the right pricing adjustments

Understand consumer's realities and possibilities, and add a dash of science



01

## Modelling consumer perceptions of value

Understand consumer choice patterns to identify what product attributes hold the most value to them, their sensitivity to price changes, and their response.

02

## Uncover wide possibilities

Look beyond your existing pricing architecture to analyse the impact of new and intended product innovations or changes to your current product offerings for which there is no historical data.

03

## Adding a dash of advanced science

Know the impact of your decisions before taking them to market.

04

## Grasping the full picture

Bring all the facts together to evaluate your pricing decisions and their cumulative impact across your portfolio, a full competitive landscape with insights across broad SKUs, adjacent categories, and geographies.

# Bringing you the confidence you need to act

GfK Consumer Price Lab brings you a powerful combination of advanced modeling science and market knowledge



Market knowledge



Conjoint modelling



Foresight



Our **GfK market knowledge**, scientific design experience, and **market data** enable us to design the right mix and **increase validity through calibration to actual market share**.

Through a **combination of advanced survey-based conjoint, advanced modeling and machine learning** we dissect, understand and predict consumer choice and response.

Bringing you **accurate and future-looking data**, so you can act with confidence, foresight and agility.

# Strategy building + Strategy testing

Understand consumer choices like never before to build and test your ultimate strategy



## The strategy building room

Understanding the full truth behind consumers' real-life purchase decisions to build a pricing strategy that masters value

**Build ultimate consumer value**

**Know the impact before you act**

## The strategy testing lab

The online always-accessible app allows you to experiment and test your pricing strategies in a risk-free simulated environment

# The Consumer Price Lab App

An online testing lab that let's you optimize your prices today and respond to market changes tomorrow



Closing the gap on key pricing questions:

## Market Impact and response simulation

Measuring the impact of price changes and identifying the winners and losers

## Portfolio Price Optimization

Identifying the optimal prices that will maximise overall return, across the portfolio

## Price Sensitivities

Understanding the resilience / sensitivity of consumers segments to price changes

## Innovation Impact Simulation

Quantifying the impact of a new product and identifying its optimal price for maximum portfolio revenue

**Stop guessing. Know the full impact before you act.**

# Have we sparked your interest?

Feel free to get in touch with us



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