

# Wiser: 2023 Themes in Retail

1.

## Sales Trends & Promotional Patterns Have Changed

Maintaining a means for ongoing monitoring of competitors' sales events and promotional patterns is critical this year, due to the vastly different nature of these cycles (i.e., duration and type of promotion) compared to years prior.

2.

## Streamlining & Efficiency Have Taken Priority Over Abundance

Retailers are acting strategically, but with a very heavy focus on executing efficiently, which includes areas such as leaning into relevant categories, reconsidering the amount of carried inventory, and how shipping costs impact their bottom line.

3.

## Appealing to Millennials and Gen-Z Means Partnering with Trustworthy Brands

Younger demographics have shown themselves to be loyal to eco-friendly and sustainable brands, and they expect their retailers to be too. Millennials and Gen-Z are willing to remain loyal to businesses that carry brands that they care about.

4.

## Margin Optimization Is Mission Critical

With inflation holding tight, labor shortages continuing to rise, and an impending recessionary period approaching, margin optimization is top of mind for all retailers, whose margins are already thin.

## How Wiser Helps Retailers Maintain a Competitive Edge



Product	Cost	Current Margin %	Pricing Strategy
Classic Cinnamon Roll Keurig Single-Serve K-Cup Pods Light Roast Coffee 24...	\$7.61	54.02%	General Competition Strategy
LUMIX S5 4K Mirrorless Full-Frame L-Mount Camera - DC-SSBODY	\$1,431.81	73%	General Competition Strategy
D850 D850 R 46 Vario Camera (Body Only) - Black	\$1,889.99	40%	General Competition Strategy
LUMIX S5 Mirrorless Camera with 20-60mm F1.5-5.6 Lens - DC-SSBK	\$1,106.82	57%	General Competition Strategy
EOS RP Mirrorless 4K Video Camera (Body Only)	\$348.50	59%	General Competition Strategy
1984 (LP) - VINYC	\$15.96	35%	General Competition Strategy

Continuous Competitive Price and Promotional Intelligence

One Solution for Price Management and Optimization

Quick Identification of Assortment and Sales Opportunities

Margin Optimization with Integrated Sales Data

## Customer Case Study: Build.com

A leading home improvement retailer, Build.com knows that dynamic price intelligence and insight into competitors' price strategies is critical to their business. They've experienced:

- + **Increased sales and profitability:** By acting at the SKU level, Build.com can "right price" individual products and account for SKU elasticity.
- + **Better, faster pricing decisions:** Previously, Build.com was manually monitoring competitive prices, with limited efficiency and effectiveness.
- + **Predictive pricing insights:** Build.com analyzes SKU elasticity and competitor reactions to price moves to ensure a robust approach to their price strategy.
- + **Improved negotiating position with manufacturers:** Build.com utilizes visibility into manufacturers' price promotions as leverage in its own supplier negotiations.