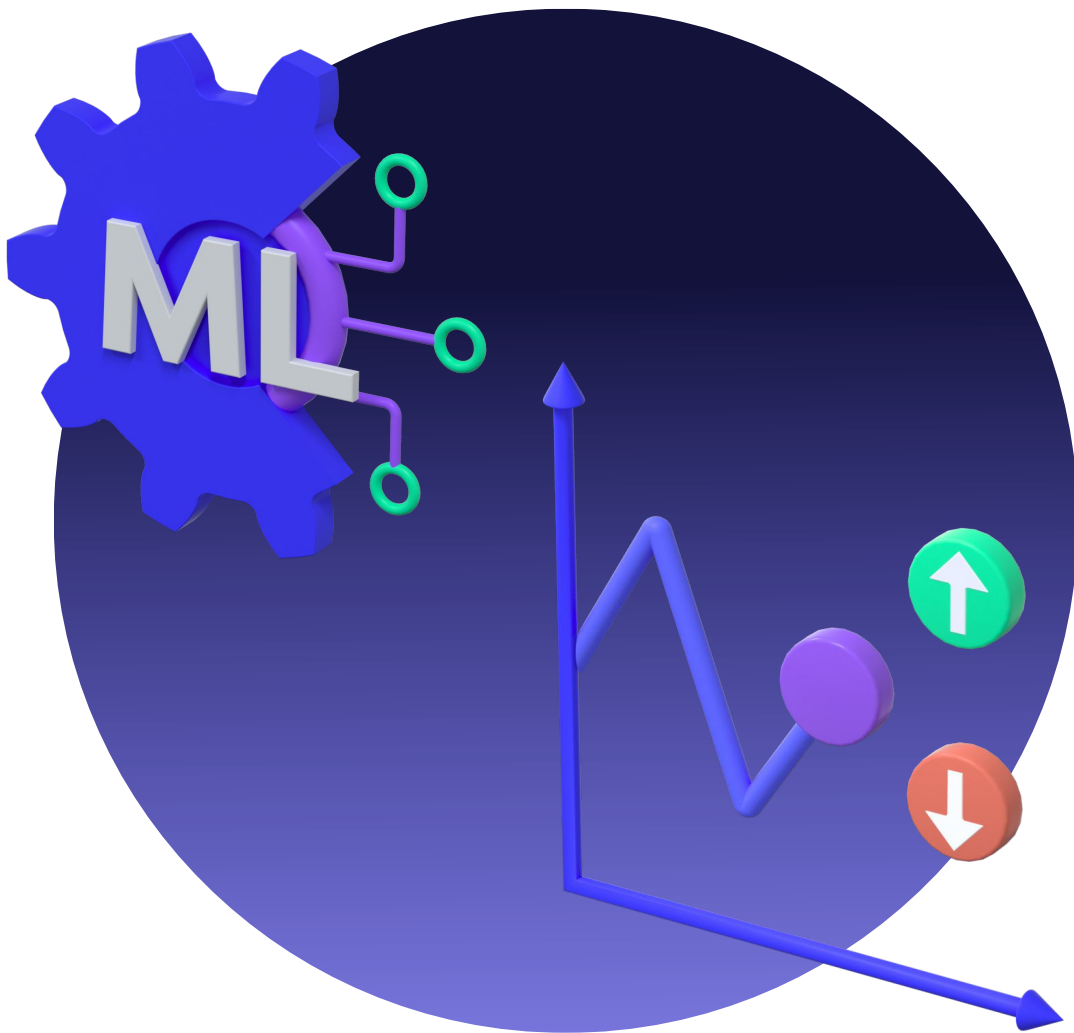




Price Elasticity Tool

**Empowering your Pricing Strategy
with a Tool to understand
Optimal Pricing and Price Sensitivity**



WHITEPAPER



Insights in your Elastic Products

Summary

While the concept of price elasticity seems to be straightforward and can be extremely powerful, practice elasticity is often quite complex for a couple of reasons :

- Price sensitivity varies per customer segment. Different segments exhibit differing awareness of prices - and different consciousness of price.
- Price elasticity varies within your portfolio.
- Price elasticity is rarely linear. I.e a price can get so low that customers suddenly start questioning credibility, or so high that customers cannot believe that any product benefit could be worth that price.
- Price elasticity should be seen in a wider context. Price elasticity is influenced by a lot of factors, including; price awareness and perception, price communication, price/value perception, buying behaviour, seasonal influences, channel, etc.

So as we've established, price elasticity often doesn't follow a straightforward pattern. Nonetheless, exploring this complexity is highly beneficial.

This is precisely where Symson steps in! Symson assists you in:

- Configuring the period for a stable economic situation.
- Calculating price elasticity at the product level.
- Providing a data quality score, enabling you to trust the reliability of the elasticity results for specific products.

What data do you need in order to use Elasticity

Once you have improved your data quality, use SYMSON's price elasticity model in our price engine

- Understanding of Price Elasticity
- Understand when to use it/ when not to use it
- Historical Data; Please read the page in this whitepaper: Data Quality Score needed to run Price Elasticity

Related information:

- See workshop: STP Price List Optimisation



Insights in your Elastic Products

How is Symson's Platform able to help you?

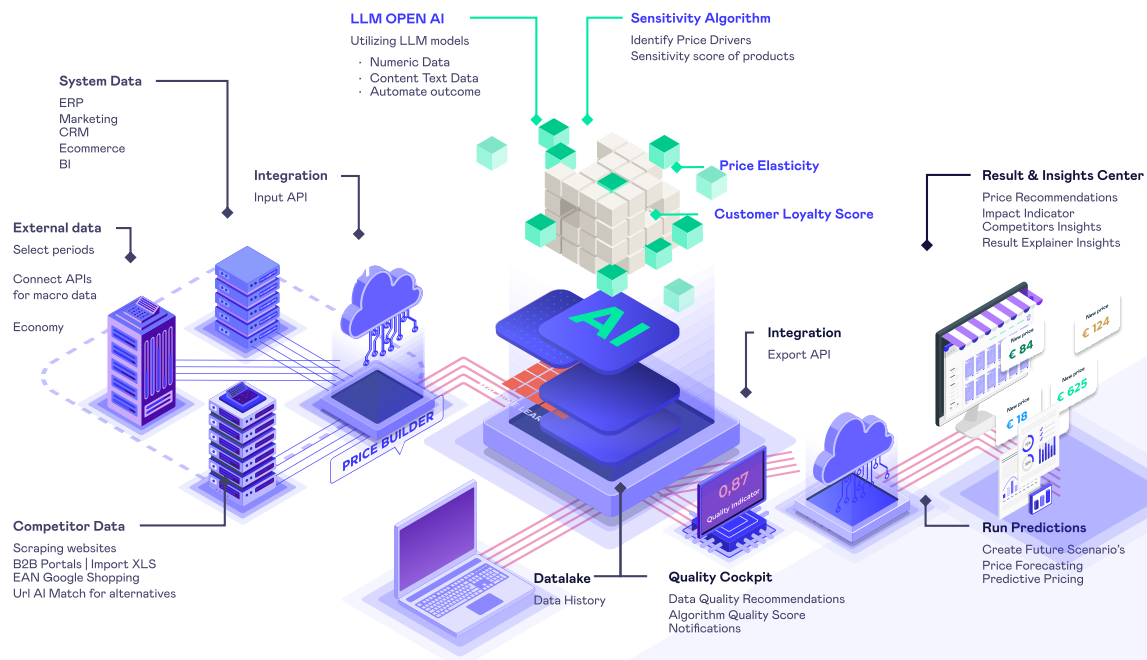
You can utilise Price Elasticity 'in the right way' by:

Configuration options to Price Elasticity Model.

- Setting the right business goal: optimise for revenue or margin.
- Choosing the right Machine Learning model: linear progression, etc
- Filtering by customer or product group.
- Setting the period for a stable economic situation.
- Running different scenarios with your own assumptions.
- Calculating price elasticity at the product SKU level.
- Predicting the optimal price using these recommendations.

Get price elasticity recommendations delivered in a clear list:

- We provide Price Elasticity Analysis at the SKU level with optimal pricing.
- The model offers an optimal price recommendation based on region or customer group, tailored to business goals like optimal margin or revenue.
- Results are presented in a clear list, including the Price Elasticity Score, Data Quality Score, and the impact on margin, volume, and revenue.





Insights in your Elastic Products

We will be your guide.

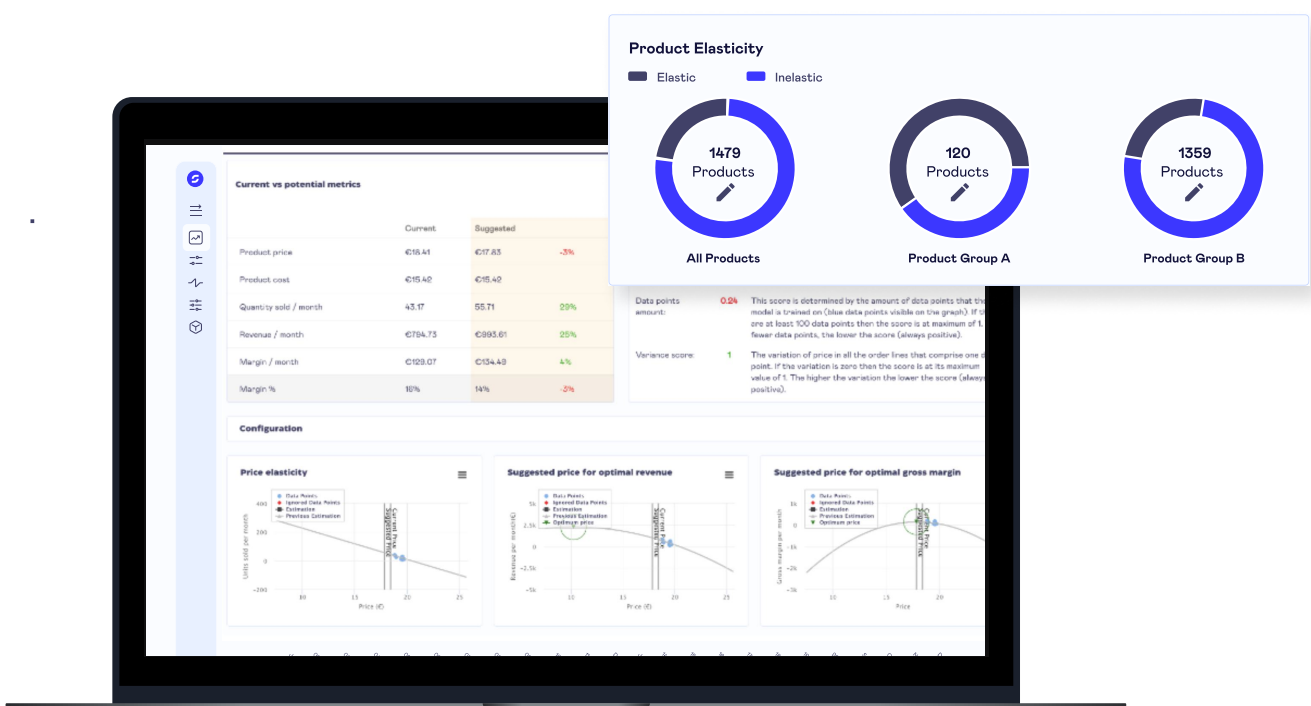
Our Customer Success Management team, pricing consultants, and data scientists will be available to assist you:

- We provide insights into whether your company and market situation are suitable for using Price Elasticity.
- We help you determine if your data quality is sufficient to base decisions on Price Elasticity.
- We teach you how to use Price Elasticity correctly through training, workshops, playbooks, videos, and whitepapers.

Activate yourself in 10 days. Next steps!

Using SYMSON's Price Elasticity Price Recommendations tool is easy. Just follow these steps:

- a. Schedule a discovery call to discuss your case.
- b. Sign a proposal after our discussion.
- c. Send your <order lines>, <invoice headers>, and <product feed with EAN, name, and cost price> to SYMSON. This should include historical data for the maximum period of economic stability. See [this link](#) for documentation on the desired data format.
- d. Run SYMSON's ML Linear Regression on your historical order data.
- e. Review the results of the 'Optimal Price Recommendations' in a workshop meeting with SYMSON.





Start using Pricing Elasticity now!

Symson's Price Elasticity tool leverages price elasticity and a machine learning regression model to analyze historical order lines and predict optimal prices for revenue or margin optimization. The tool also provides a data quality score based on scientific knowledge and practical cases, ensuring accurate predictions by filtering results according to their relevance.

In summary, the tool simplifies the use of price elasticity for price optimization purposes.



Want to get started today?

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