

CASE STUDY

price optimization

FOR EUROPE'S BIGGEST CONSUMER ELECTRONICS RETAILER



a **price optimization solution** tailored-made for their needs

The **MediaMarktSaturn Retail Group** (Media-Saturn-Holding GmbH) is the leading consumer electronics retailer in Europe. Headquartered in Ingolstadt, Germany, MediaMarktSaturn operates more than 1,000 physical stores, sells products online in 14 countries across Europe, and employs 55,000 people. A true pioneer in the digitalization of retail, MediaMarktSaturn strives for innovation across all aspects of its business, and pricing is no exception.

The dispersed nature of MediaMarktSaturn's customer base is one of the Group's greatest strengths but presents a significant challenge when it comes to effective pricing: how to ensure the optimal price is exported to the correct location, at the right time. The Group needed a data-driven pricing solution to streamline and stabilize prices centrally while responding flexibly to the needs of customers at a regional level. Their online and offline prices had to match and be competitive with those of their most relevant rivals.



flexibility in Pricing Strategies: aligning Online & Offline prices

The **MediaMarktSaturn Retail Group** was facing the need to align prices online and offline, but syncing its online and offline prices was impossible to execute with the company's legacy system. Prices had to be set manually by category managers, which was incredibly labor-intensive and error-prone, and the Group had resigned itself to offering different prices through each channel.

In this increasingly omnichannel world, however, where physical purchases are researched online, and online purchases are triggered in-store, any disparity between the two erodes customer loyalty and trust.

In today's market, customers want pricing consistency and a seamless shopping experience, no matter when or where they shop. That's why MediaMarktSaturn needed a solution to delivering this level of continuity to their customers.



match making: bringing **MediaMarktSaturn's Prices in Line with its Rivals**

Operating on a massive scale comes with the challenge of facing numerous competitors, each with distinct pricing strategies and offerings. To sustain its competitiveness, **MediaMarktSaturn** required a systematic approach to monitor its rivals' pricing.

The Group could then decide to match the prices, undercut them, or initiate any number of strategies that would give them the best chance of achieving a sale with the highest margin. With one million SKUs, however, price monitoring was impossible for any more than the most limited number of products, and certainly not enough to stay ahead of the market.



the solution lies in **Price Intelligence**

tgndata has implemented a Competition Monitoring solution for MediaMarktSaturn that **match, monitor & update** +1M SKUs within 90 min - 24/7/365

They monitor +200 retailers /country in 12 countries in almost real-time.

tgndata, imports competition pricing data into their Pricing Software every 15 min.

Another service that we provide them is the Monthly Assortment Analysis for +10 Market's Leaders. With this service they have a competitive advantage per sector and product group. They increased their sales and improved their margins but also helped them reduce planning and inventory costs.

Finally, we have implemented the solution for Promotion Monitoring that monitor & analyze within 5 min from the release time of the Newsletters – Brochures from each competitor they had chose to monitor

