

## CASE STUDY

tgndata



The **MediaMarktSaturn Retail** Group (Media-Saturn-Holding GmbH) is the leading consumer electronics retailer in Europe. Headquartered in Ingolstadt, Germany, MediaMarktSaturn operates more than 7,000 physical stores, sells products online in 74 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.

The Group needed a data-driven pricing solution to centralize and stabilize prices while remaining flexible enough to meet regional customer needs.

Their online and offline prices had to align and stay competitive with those of their key rivals.



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## CHALLENGES FACED

- **MediaMarkt's** pricing and commercial teams faced multiple hurdles:|
- Maintaining continuous **monitoring of millions of competitor prices.**
- **Ensuring consistent pricing** across all channels.
- Enhancing both the **speed and accuracy of pricing decisions.**

## TGNDATA'S SOLUTION

- **Real-time** competitor price monitoring +1M SKUs to 200+ retailers/ country in 12 countries.
- **Montly Assortment Analysis** for 10+ Market's Leaders.
- **Custom alerts and reports** to power agile decision-making.
- **Real-time Promotion Monitoring** that monitors and analyzes within 5 minutes of the release time any promotion from any competitor.



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## RESULTS & KEY METRICS

- **+30%** faster pricing decision-making
- **+40** saved working hours per week
- **Higher pricing accuracy** and better internal alignment on strategy.
- **Accelerated response** to market changes.

*“We appreciate the good data quality and communication. Requests are answered fast. In an extensive pre-test, tgndata was the best price-performance bidder.”*

*Dr. Georg Wintersberger, Head of Pricing, MediaMarkt Saturn Retail Group*

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## CONCLUSION & FUTURE OUTLOOK

By automating competitor tracking and delivering precise, actionable insights, tgndata transformed **MediaMarkt's** pricing operations. The outcome: faster decisions, improved accuracy, and better alignment across teams, positioning them for sustained market leadership.

The partnership remains focused on refining and scaling data-driven pricing strategies.

