

## Confidently and easily boost revenue, optimize spending and drive profits.

How will PriceLenz empower your business to improve and sustain top line results?

### Take better strategic and tactical decisions

PriceLenz is a business solution, which supports both strategic and tactical decision-making, so that businesses can identify and realize revenue opportunities and boost top line results. At the same time, by eliminating spending on unnecessary actions, which do not generate results, businesses can increase efficiency and profitability.

On the strategic side, PriceLenz uncovers revenue opportunities, such as leakage and potential, at product level. With this valuable information, executives can better draft the organization's operating plan, define objectives and targets, and decide what makes sense for the future.

On the tactical side, businesses can move from experience-based marketing and sales to a more sophisticated level of fact-based decision-making. More revenue can be gained in various ways. Marketing managers can scientifically target customers, calculate campaign cost and performance (ROI), and increase customer value through predictive analytics.

Product and pricing teams can optimally price, or re-price products or services to maximize revenue. Salespeople can confidently leverage the probability of the customer accepting the price or discount they want to offer. And e-commerce operations can benefit from automatic adaptation of prices for alignment with customer behavior, as the latter dynamically evolves over time.

### Designed to accelerate value

PriceLenz is a cost-effective, reliable, scalable and secure solution for making strategic and tactical decisions. Businesses can count on PriceLenz to make better, faster and more informed decisions and thus **pragmatically boost revenue and profits with less effort and resources.**



ISV  
**PARTNER**

### PriceLenz benefits

#### Build dependable strategies

Define pragmatic, reliable strategic objectives and targets based on factual insights and revenue opportunities.

#### Optimize spending and efficiency

Spend 'just enough' only on activities related to promising products and customers. Use past sales data to increase marketing precision and effectiveness and facilitate new sales.

#### Increase customer value

Locate improvement areas of customer value management. Align offers with the perceived value of customers for each product.

#### Arm salespeople with confidence

Salespeople are empowered with facts to efficiently achieve more profitable deals, whilst protecting customer relationships and increasing productivity.

#### Outsmart the competition

Immediately identify and optimally adapt to changing market conditions long before the competition can react.

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