

# Black Friday: Set perfect pricing with AI

## The stakes have never been higher

Retailers are juggling more SKUs and more pressure, with less time to react. On Black Friday, things reach boiling point. Shoppers are more price-sensitive than ever, with 75% now prioritizing price. But as expectations rise, so do your costs, leaving margins under serious threat.

One wrong move can make or break your Black Friday period.

## Three critical challenges

### 1 Volatile demand

Consumer behavior shifts daily, and even the best-laid plans can quickly fall apart.

### 2 Missed margin

Deeper discounts don't always mean more sales — just thinner profits.

### 3 Competitive chaos

While you manually recalculate in spreadsheets, competitors gain advantage.



A UiPath company

**Black Friday optimized price**  
**\$19.50**  
Margin +5%

**Pricing AI**  
Recommended by AI products

Selected products | Adjust campaign | Optimized products

**Sell through rate (%) vs gross margin (\$)**  
Scenario 8: Recommended  
Avg sell through: 80.00%  
Gross margin: \$788,039  
Avg sell-through: \$55.00  
Set optimization price

**Products comparison**  
13,291  
1,902  
\$538,412  
\$25.12  
14.81%  
25.35%

**Marketplace distribution**  
The graph shows the number of products in each marketplace category.

**Predict**  
**Optimize**  
**Approve**

## Complexity like never before

### → Before

10,000 SKUs + planned discounts  
= **thousands of calculations**

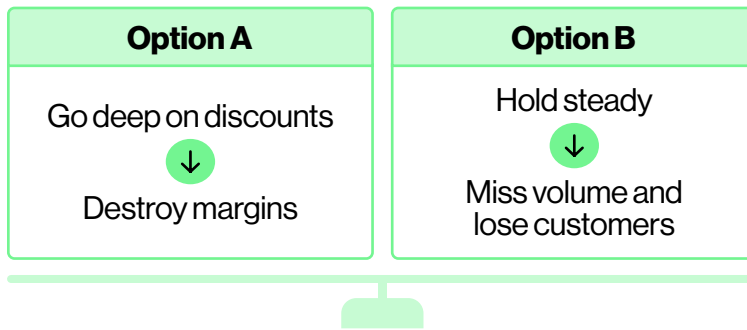
### → Now

10,000 SKUs + real-time pricing  
+ flash deals + omni-channel execution  
= **millions of calculations**

Your pricing team can't move fast enough, and your spreadsheets are creaking under the pressure.

## The false choice killing retailers

When Black Friday fever hits, it feels like there are only two options:



Peak's Pricing AI says there's a third way.

## Cut through the chaos with AI



### Markdown

Shows you exactly when and how much to discount to clear inventory while maximizing profit.



### Promotions

Determines which products to promote, when to run promotions and which customers to target.

### Real-time adaptation

- Test hundreds of pricing strategies instantly
- Find the sweet spot between margin and sell-through
- Power profitability across categories and channels

### The results

AI delivers clarity at speed, helping you hit your campaign sales targets, protect margin and adapt in real time. It's your secret weapon in the Black Friday battle.

### The choice

You can't predict the unpredictable, but you can take control when it matters most.

Use AI to nail your Black Friday pricing strategy.



A UiPath company

**Black Friday optimized price**  
**\$19.50**  
**Margin +5%**

**Pricing AI**  
The perfect price for all products

Status: Optimized Type: Promotional campaign Categories: 6 categories

Selected products Adjust campaign Optimized products

**Sell through rate (%) vs gross margin (\$)**  
You can select a specific point to get a more detailed overview

**Scenario 6 (Recommended)**  
Avg. sell through: 90.0  
Gross margin: \$76  
Avg. selling price: \$26

Set optimization point

Predicted sell-through rate (%)

800k 850k

Gross margin (\$)

### Get started

Discover how to power perfect pricing this Black Friday — get in touch to see Pricing AI in action.

Peak.ai

[Book a demo](#)

