

Make uncertainty your new superpower.

The new reality

68% of US CEOs are raising prices due to [tariffs](#), which have been described by experts as “biggest change to global trade in 100 years.” With volatility and uncertainty sweeping across the retail industry, the era of predictable pricing is over. What once required quarterly adjustments now demands **daily** recalibration.

Three critical challenges

1 Cost volatility

Pricing jumping double percentage points overnight.

2 Promotional collapse

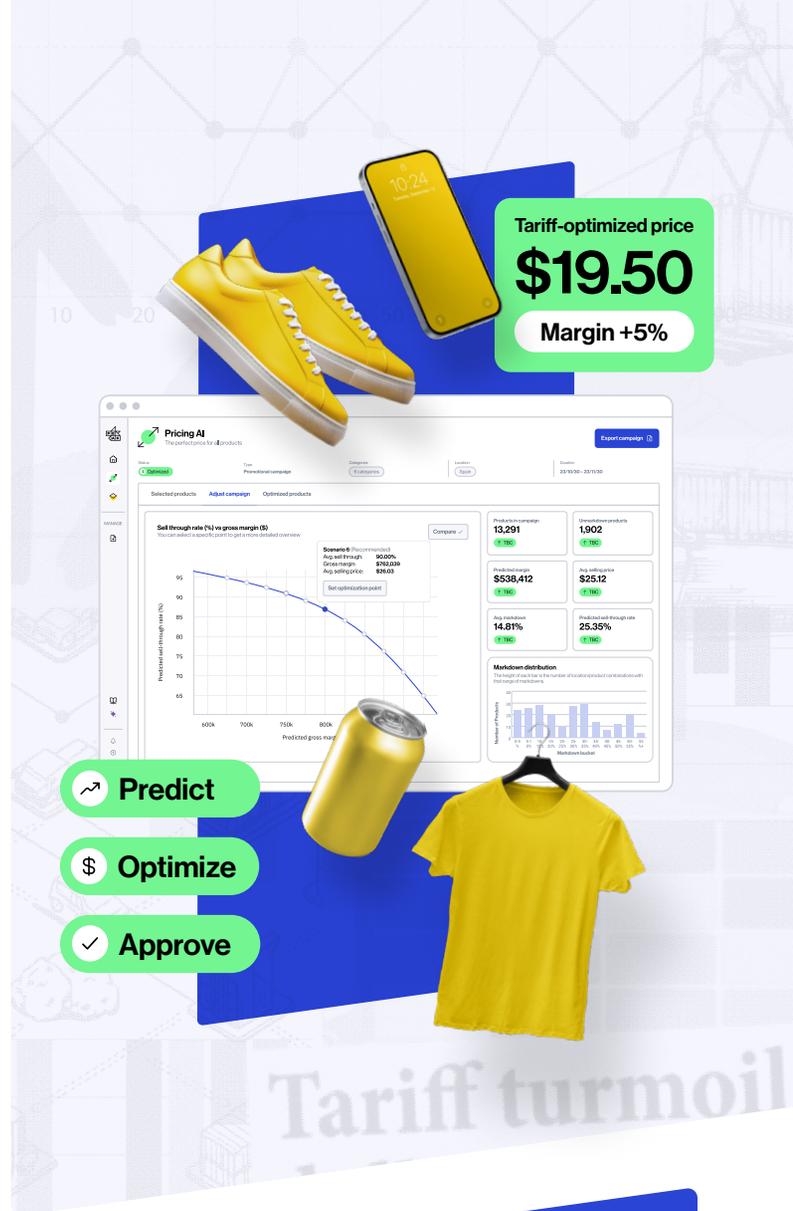
Black Friday margins? Decimated. Clearance strategies? Obsolete.

3 Competitive chaos

While you manually recalculate in spreadsheets, competitors gain advantage.



A UiPath company



- Predict
- Optimize
- Approve

→ Before

10,000 SKUs + seasonal adjustments
= **thousands of calculations**

→ Now

10,000 SKUs + real-time tariffs
+ cross-market coordination
= **millions of calculations**

Your pricing team can't keep pace, and your existing systems are no longer fit for purpose.



The false choice killing retailers

When tariffs hit, you think you must choose:

Option A	Option B
Absorb cost ↓ Margin drops	Pass through costs ↓ Sell-through drops

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

From chaos to clarity 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

- Processes tariff changes in minutes, not weeks
- Models hundreds of scenarios automatically
- Balances costs across global markets

The results

Margin improvement even during tariff volatility.

While competitors struggle, AI-powered retailers find optimal balance automatically.

The choice

Don't try and predict the unpredictable.
Make it your superpower with AI.



A UiPath company

Tariff-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: \$0.00
Gross margin: \$76.00
Avg. selling price: \$26.00

Set optimization point

800k 850k
Gross margin (\$)

Get started

Discover how to turn pricing uncertainty into your competitive edge — get in touch to see Pricing AI in action.

Peak.ai

[Book a demo](#)

