



dunnhumby Price & Promotions

Smarter Pricing. Better Promotions. Bigger Growth.

A connected, customer-first approach to pricing and promotional decisions, powered by AI, machine learning, and deep retail expertise.

What it can do for you

dunnhumby's Price & Promotions solutions help retailers overcome competitive pressure, margin erosion and the "race to the bottom" in pricing, by putting customer value perception at the centre of every decision.

Understand value perception

Know what drives your customers' choices and build pricing and promotions that resonate

Optimise promotions for impact

Plan, forecast and evaluate promotional activity that drives incremental growth

Bring price and promotions together

A unified demand model provides a single, accurate source of truth across pricing and promotional planning

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Why dunnhumby Price & Promotions?

Real challenges, smarter solutions

Today's retailers face intense competition, high customer expectations and promotional spend that often fails to deliver return on investment. Relying on fragmented tools and manual processes puts both value perception and commercial performance at risk.

dunnhumby's offering enables you to:

- Plan and prioritise pricing and promotional strategies
- Forecast commercial outcomes with confidence
- Optimise decisions that strengthen customer loyalty and financial performance



Strategic Services

Our team of experts work alongside you to design effective pricing and promotional strategies, by combining cutting edge data science with retail expertise:

Customer Segmentation

Identify your most loyal and price-sensitive customers

Price Zone Analysis

Reflect local competition and customer behaviour

Key Value Items Analysis

Prioritise the prices that matter most to your customers

Strategy Advisor

Align pricing and promotional strategy by category and product

Price Investment Analysis

Balance price investments against financial KPIs

Pricing software: dunnhumby Price

AI-powered pricing recommendations that align prices with customer perception and business goals:



Rules-based Pricing:

Maintain logic at shelf and stay competitive, with total business, category and product-level rules



Automated Plans:

Reduce manual workload with pre-defined policies that run automatically, ready for one-click review and approval



Category Optimisation:

Create, test and compare scenarios side by side, and confidently select the optimal one



Reporting and Tracking:

Stay in control with complete performance visibility through Plan Tracker, Price History Tracker and CPI

Promotional software: dunnhumby Promotion

dunnhumby Promotion offers end-to-end promotion planning and execution, including:

Planning

Collaborate with CPGs and organise activity through a clear promotional calendar

Forecasting

Predict promotion and category performance, including cannibalisation effects

Insights

Learn from historical performance to continuously improve future cycles

How it works: From strategy to execution

dunnhumby guides you through a modular, end-to-end framework that turns insight into action:



Assess the landscape

Understand current pricing and promotional capabilities through a customer lens



Validate rules

Build consistent, logical pricing that supports customer trust



Optimise investments

Analyse and prioritise tactics that deliver the greatest value



Forecast and deliver

Model and execute price changes, promotional events and campaigns with precision



Think customer-first

Set category roles and strategies that drive growth and engagement

Delivering measurable impact

Clients using our Price & Promotions solutions have delivered measurable commercial impact, including:

1-3%

Like-for-like sales uplift

1-2%

Margin gains

4%

Cash profit with Price Optimisation

1-5%

Promotional sales with Promotions Forecasting





Connect with us to start
the conversation

dunnhumby.com

The science of serving every customer.
Together. At scale.

As the essential intelligence layer connecting the world's leading retailers and brands dunnhumby helps businesses grow through faster, better decision making.

Sitting at the intersection of loyalty, media, and category management, dunnhumby helps to navigate complex and competing priorities. Combining AI-enabled science, software, and trusted advice, together with over 35 years of dedicated retail experience, dunnhumby is recognised as a leader in connecting customer insight and action to build loyalty, drive performance, and deliver results that last.

With offices in locations across Europe, Asia, Africa, and the Americas, dunnhumby works with iconic retailers and brands including Tesco, Walmart Data Ventures, Coca-Cola, Meijer, Procter & Gamble, and L'Oréal, to make smarter decisions today and tomorrow.

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