How to Thread the Needle on Pricing Precision

From launch to sell-through, maximize margins with AI-powered pricing

At every stage, Workcloud Lifecycle Pricing automatically tracks and responds to real-time signals, so you're empowered to make more effective pricing decisions.

ZEBRA

1. Pre-Season: Launch Pricing

Set the initial price for higher adoption across channels.

- **Ensure market-smart pricing** with AI-driven competitor benchmarking
- **Use predictive modeling** to estimate demand in the absence of history
- **Get alerts for mismatched cost-price-margin thresholds**

2. In-Season: Temporary Promotional Pricing

Utilize AI to capitalize on hot-selling items before momentum fades.

- **Track real-time spikes and dips** in demand for higher conversion
- **Dynamically adjust pricing** based on sell-through and stock positions
- **Enhance inventory accuracy** for connected processes like replenishment

3. Clearance: Markdown Pricing

Avoid reactive markdowns that can erode margins.

- **Detect early signs of product fatigue**
- **Get recommended markdowns only when needed**
- **Optimize markdown timing and depth** based on demand curves

4. Clearance: End-of-Life Pricing

Know when to exit and how much to discount.

- **Lower carrying costs** by tying exit pricing to supply chain data
- **Identify dead stock and slow movers** in real time
- **Auto-coordinate clearance strategy** across channels

Pricing Made for People, as Well as Products

Pricing Analysts automate decisions with real-time demand signals and AI-driven guidance

Merchandisers align pricing with category strategy, lifecycle stage and market conditions

Inventory Planners synchronize pricing with inventory realities, reducing overstocks and markdowns

Store Operations Managers move the right products at the right time, minimizing end-of-season pileups

Customers enjoy better product availability, more relevant promotions and fairer pricing

Make Every Season and SKU Count. Ask us how with **Zebra's Workcloud Lifecycle Pricing.**