

Buynomics

Case Study

The Promotion Strategy That Increased Unit Sales by 20% in 3 Weeks



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About Buynomics

01. Background

The company is a leader in the food and beverage industry, with top positions across a variety of product categories.

Its diverse portfolio features well-known brands in both the dairy and beverage sectors.

In Q2 2024, the company delivered strong results, with consolidated sales growing significantly on a like-for-like basis.

Increases in both volume and pricing adjustments drove this growth.



02.Challenges

Fierce Competition

The manufacturer was experiencing significant competition in their category, with a leading competitor outperforming their product portfolio by up to 9x in sales volume.

1

Increase in Sales Volume

The manufacturer aimed to increase their sales volume while maintaining premium pricing across their core product line in the top 5 UK supermarkets.

2

Line-Priced Products

The brand's products were line-priced across all UK supermarkets, meaning there was no pricing advantage to differentiate the brand from competitors.

3

With no ability to compete on price, the manufacturer needed to find other ways to drive sales growth while maintaining its premium positioning.

Balancing growth and price integrity in a highly competitive market was essential to the manufacturer's long-term strategy.

03.Solution

With Buynomics software, the manufacturer was able to simulate various pricing and promotion hypotheses for both their own products and those of their competitors.

Hypotheses Tested

- Increasing promotion frequencies ranging from 12 to 26 weeks.
- Various base and promotional price points ranging from £2.30 to £1.50.



Optimal Scenario

The optimal scenario identified lowering the base price to £2.10 while increasing promotion frequency and depth.

04.Impact

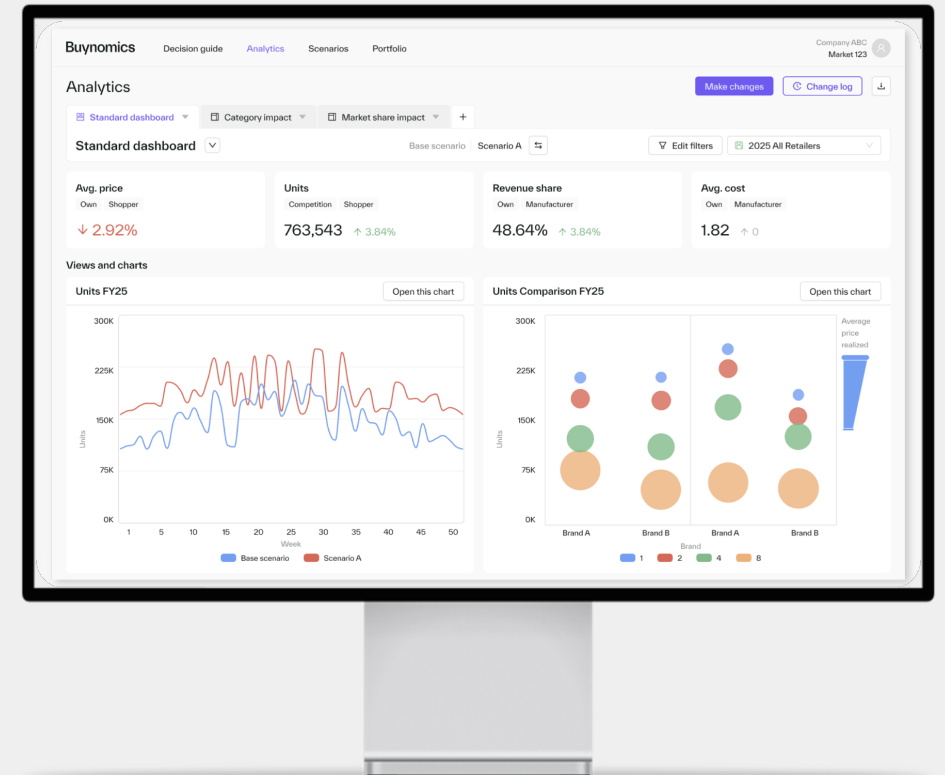
By leveraging the Buynomics software, the team was able to quickly and accurately identify a targeted strategy and implement it in the market.

+23%

increase in unit sales was predicted by the Buynomics tool for the scenario the team chose to implement.

+20%

uplift in unit sales was achieved over the first three weeks at Tesco alone.



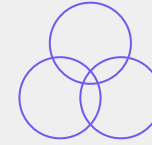
05. About Buynomics

Buynomics is the leading Revenue Growth Management (RGM) platform for holistic optimization across all revenue levers.

By integrating multiple data sources with cutting-edge AI, it empowers RGM teams in enterprise organizations to make faster, more profitable, data-driven, and customer-focused decisions.

[Learn More](#)

Holistic approach



Portfolio optimization considering the effects of all product portfolio changes.



Speed to insight

Large number of scenarios compared in minutes, reducing the time spent on forecasting by 70-90%.

Predictive accuracy



Best in class predictive accuracy of up to 95%¹ of expected market behavior.



Profitability

Up to 2-4% higher gross profits through a better offering.

