7Learnings

The next generation in pricing optimization

Maximize your results with predictive pricing

Forecast the effect of pricing decisions on your KPIs, then discover the optimal pricing scenarios that maximize results.

Read our success stories →

apo.com Group

10% profit increase

5% revenue increase

- Pricing processes automated
- Price changes aligned to strategy
- Business objectives achieved

> "The 7Learnings solution has significantly increased our profitability and greatly simplified the pricing process."

Dirk Wappler,
CEO & Co-founder, apo.com Group

Raumschmiede
DIE E-COMMERCE EXPERTEN

3% point profit margin increase

5% revenue increase

- Optimized for seasonal pricing
- Reduction in manual work
- Data updated daily

> We benefited greatly from the pricing know-how and expertise provided by the data science team at 7Learnings. With 7Learnings' predictive pricing solution, we achieved a fast ROI and completely automated our pricing process."

Jürgen Schuster,
Founder & General Manager, Raumschmiede

MEINE MARKEN MODE   Part of   dk company

10% profit increase

13% revenue increase

- Pricing processes automated
- Price optimization on channel level
- Differentiated pricing for sizes

> The solution developed by 7Learnings made price steering radically easy for our team, while increasing our profits and revenues significantly."

Timo Bethlehem,
Managing Director, Meinemarkenmode.de

See how it works →

Predictive Pricing Approach

Internal Data
- Product attributes
- Transaction data
- Cost data
- Marketing data
- Stock data

External Data
- Competitor prices
- Day of the week
- Holidays
- Weather

Business Strategy

Demand & Price Elasticity Forecast

Price Rules & Policy

- ☑ Goal-driven price steering
- ☑ Forecasted pricing impact
- ☑ +10% profits and revenues

Higher profitability

Target steering

Less manual work

Forecasting included