



Gartner named Yieldigo a Representative vendor in 2021 Gartner Market Guide

- *Yieldigo scores in Market Guide for Retail Unified Price, Promotion and Markdown Optimization Applications second time in a row.*
- *Gartner recommends CIO's from large retail chains to understand why AI-driven, unified price solutions are necessary for making the strategic decisions in unified retail commerce.*

Prague - 11.3. 2021 - Recently, independent analyst group Gartner Inc. released its annual report Market Guide for Retail Unified Price, Promotion and Markdown Optimization Applications and mentioned Yieldigo among the recommended vendors that support retailers in reaching overall KPIs with smart and cloud based pricing optimization software by leveraging AI, machine learning and big data.

“We’ve been experiencing great demand from retailers prior to covid. With the covid driven dynamics in the retail industry, it’s simply even much more. As retailers’ sales accelerated across multiple selling channels, pressure in the retail including the pricing departments has increased. Consumers have never been in such a great center of all retailers’ operation – this trend is massively accelerating now, we’ve never seen it before! On top of that, different working habits in retail organizations are being adopted. Professional pricing managers just need one place, one point of truth, to coordinate their whole pricing landscape. A place where they can react quickly and combine their experience with real-time data driven insights. A place where they can run their pricing-strategy simulations, price calculations, or targeted promotions,” says **David Klečka, the CEO of Yieldigo**. “We are very proud to be named among recommended vendors and it gives us the true support in our mission towards serving our clients.”

Under the ever-existing enormous retailing complexity, the recent trend in boosting digital channels in parallel with the traditional commerce in the pandemic times brings the new demand for greater controllability, accuracy, transparency and consistency across the channels. While hiring more pricing experts with increasing complexity not only would cost retailers fortune, at the same time it doesn’t support any of the

intentions listed above. Delegating the increased pricing operations to a software while keeping the strategic focus is the future trend.

After retailers appreciated Yieldigo next-gen Promotional Advisor module launched in 2020, Yieldigo now brings brand new Markdown/Sellout pricing optimization to its platform to satisfy increasing demand from its retailing clients.

Customers of Yieldigo come mostly from the large international retail chains, supermarkets and FMCG retailers, across the regions in EU markets and Russia.

To learn more about the pricing optimization tool by Yieldigo, book a demo with our expert or visit [Yieldigo homepage](#).

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About Yieldigo

Yieldigo, founded in 2016 by three mathematicians, develops the best in class pricing software for retail pricing professionals. They use it for optimizing prices and protecting margins. With their pricing predictable they are still one step ahead. They can meet their business objectives; and bring predictability to their everyday pricing and promotional strategies. Based on selected pricing strategy, and their chain specific customer behaviors being continuously captured from transactional data. Backed by unique Yieldigo future-proof AI technology supported by our human pricing experts.

Customers of Yieldigo recruit mostly from large international retail chains and supermarkets.

The innovative technology of Yieldigo recently received the prestigious **Cool Vendor 2019** from **Gartner** and also won Yieldigo the **2019 Microsoft Awards in the FMCG & e-Tail category**.

Learn more about us at www.yieldigo.com or follow us on [linkedin.com/yieldigo](https://www.linkedin.com/company/yieldigo).