

DynamicAction addresses the most pressing challenges for retailers:

1. Increased competition fueled by advancements in technology has forced established retail brands to react rapidly to protect sales and slow customer loyalty erosion, but far too often at the expense of profit.
2. Seamless omnichannel customer experiences that include components like fast shipping, free returns and discounting are now expected by shoppers but are not efficiently created nor expertly managed with traditional retail solutions.
3. The proliferation of enterprise retail data creates a substantial advantage for organizations who can connect, make profitable decisions, and take actions from it vs. those who can't.

Retailers Using DynamicAction...

- Identify which products are the best action candidates for increased exposure, stock replenishment, or price adjustment based on a holistic view of the digital channel and stores.
- Understand which products have optimal stock levels, reviews, return rates and sell through velocity and can generate the most profit from inclusion in marketing campaigns.
- Uncover customer behaviors that generate the most profit based on factors such as promo usage, repurchase risk, profit history, return history, brand preference and channel engagement.
- Optimize store and warehouse inventory allocation based on connected data spanning online demand signals, conversion, reviews, returns and more.
- Exhibit confidence knowing their merchandise range and assortment, promotional activity, and cross sell strategies will deliver new customers and solidify the loyalty of the most profitable customers which are critical to meeting growth goals

Online, In Store & Omnichannel

The growth of online is changing retail forever. Omnichannel is the new normal and profit is increasingly elusive. Success in today's retail world relies on going beyond standard analytics and simply looking back on "what happened." Retailers need advanced analytics to harness the right data for the right actions at the right time—across every area and channel of the retail organization.



“DynamicAction makes sure we are actually thinking about the most important data, and then prioritizing the most powerful profit actions as a result of it.”



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