

The PricingHUB pricing platform, a lever to get out of the crisis

September 10, 2020 - [PricingHUB](#), a dynamic AI-based pricing platform, has finalized a €2 million Seed financing round led by [Elaia](#), with the participation of [Lafayette Plug and Play](#). PricingHUB's mission is to help retailers protect their margins by putting the customer at the centre of the pricing decision.

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The analysis of customer data from groups such as Fnac Darty in Europe and Allopeus, combined with the PricingHUB methodology, *has made it possible to measure changes in customer price sensitivity by comparing it before and during the confinement phase*. The finding is that price sensitivity is significantly exacerbated during the confinement phase.

"We chose PricingHUB for their rigorous and innovative methodological approach to using price sensitivity measurement in pricing. They have been working with us for over a year on the deployment and optimisation of our prices in an ultra-competitive environment" explains Alexandre Devanne, Pricing Director at Allopeus.

Pricing, a critical issue - reinforced in times of crisis during which Cash is king!

In a context of contraction in demand and strong variations in price sensitivity linked to the drop in purchasing power, the use of AI allows the company to quickly adjust its pricing policy in order to achieve its financial objectives. This is all the more important as for retailers, managing cash and stock levels is a key issue in the post-confinement phase.

A product specific to the crisis

In order to adapt to the new retailer and e-retailer environment, PricingHUB has deployed a new "Insight for Pricing" offer, which is very simple to implement and which allows us to measure the price sensitivity of customers, anticipate sales variations from one product category to another and better analyze price variations from competitors. For the launch of this new product PricingHUB is offering a free three-month trial.

Jérôme Laurent, CEO of PricingHUB explains: *"PricingHUB was born out of the simple observation that mastering pricing means providing the company with a lever for profitable growth. We offer retailers our SaaS solution, which is the result of our pricing expertise gained from our experience in the online tourism industry. We are very happy to have Elaia and Lafayette Plug and Play at our side who have understood our approach, our added value and our challenges. They are committed to helping us take this first step in our growth"*.

Pauline Roux, Partner at Elaia explains: *"The solution developed by PricingHUB solves a major challenge in the retail industry: the ability to position itself with relevance and according to each player's own strategic objectives, in a competitive context marked by the weight of Amazon. PricingHUB's founding team has designed its solution around a robust methodology supported by artificial intelligence and developed on a foundation of pricing expertise in the online travel and airline industry".*

Pieter Lammens, Director of Lafayette Plug and Play adds: *"For the majority of retailers, the pricing policy, although essential, is dictated by that of the competition, which very often leads to a levelling down of prices and margins. Today, this subject deserves a real strategic evolution. We were attracted by PricingHUB's approach, which allows retailers to redefine their pricing policy according to turnover or margin optimisation objectives, by measuring price sensitivity. Finally, the team's business expertise which has proven to be remarkably well executed, was a decisive factor".*

A team of pricing experts

The experienced and complementary founding team has a strong track record in pricing in the Travel industry, a pioneering sector in dynamic price management:

- [Jerome Laurent](#) - co-founder, CEO and ex-CMO at eDreams ODIGEO
- [Guillaume Tujague](#) - co-founder, CPO and former Revenue Management Director at eDreams ODIGEO
- [Xavier Casellato](#) co-founder, CTO and ex-CTO at Liligo.com.

Thanks to this funding, PricingHUB will continue to work on its product modules, and expand its team with a strong data science and sales profile.

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