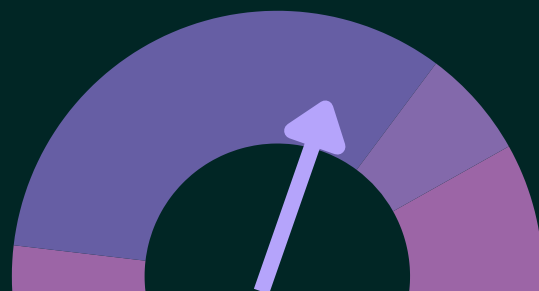


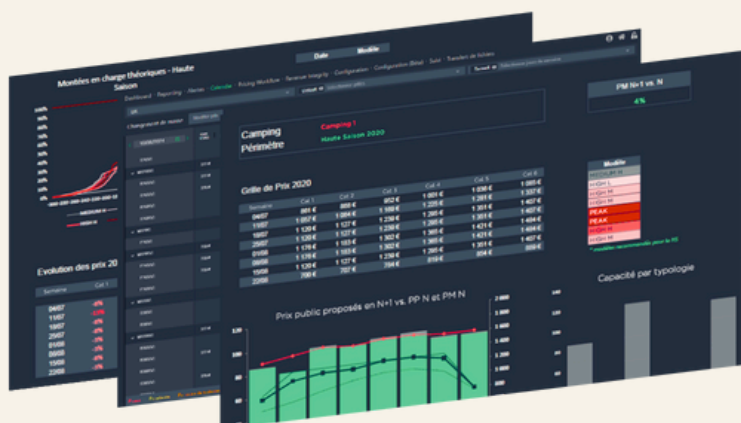


The right price isn't chosen by chance, it's built.



Optimize every rate to generate more revenue.

Our Pricing offering helps you build a robust pricing strategy aligned with your positioning. Initial pricing grid, seasonal calibration, price-product positioning, coherence between categories, distribution policy... an approach based on your data, designed for your challenges.



+150

pricing grids
deployed in 2024



**Your pricing grid
is not a just a static
tool: it's your
profitability lever.**



5 to 10 %
additional turnover



Industry

Expertise applicable to all industries.

Budget

According to the perimeter studied ·
Degressive rate applicable.



contact@revbell.com



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Our approach

01 · Analyze past performance

Identify successes and mistakes, review overbookings (spill) and undersold inventory (spoilage) and adjust your strategy to optimize the upcoming season.

02 · Assess pricing range

Measure the gap between your lowest and highest prices, ensuring a suitable range to capture demand while avoiding grids that are too narrow or too wide, which could harm overall performance.

03 · Conduct a competitive benchmark

Analyze competitor pricing, understand their pricing ranges and define your ideal positioning: cautious, balanced or premium.

04 · Structure inter-category positioning

Set coherent price differences between categories, expressed as percentages for clear logic and fair value perception.

05 · Ensure inter-price coherence

Harmonize prices across all distribution channels, limiting discrepancies to protect brand image and maximize revenue.