

price optimization

Optimize revenue with AI-driven pricing

"Gut feel" pricing is often rampant across sales teams who feel they know their deals best. Sales reps negotiate prices with their own pricing teams leading to friction and lack of trust. Pricing teams can take control of pricing, be confident in the impact of pricing strategies on demand, and move beyond cost-plus pricing. Pricing teams need an easy-to-understand, AI-driven solution that gives them the power of price optimization.

introducing zilliant price optimization

Price Optimization gives your pricing and sales teams the confidence to deliver revenue optimal pricing that is explainable, flexible, and actionable. Pricing teams can increase pricing precision with AI-driven pricing aligned to business strategy. Zilliant's transparent price optimization increases adoption among sales reps to ensure they're selling within the target price range while capturing more revenue. Take pricing from predictive to prescriptive with the ability to align prices to rules tailored to business and revenue goals.

key benefits

- Gain transparency into pricing decisions
- Increase confidence between sales and pricing teams
- Reduce margin leakage with optimized pricing
- Increase win rates with inference models

statistics



650k

prices automated in
near-real-time annually



12%

average win rate
above expectation

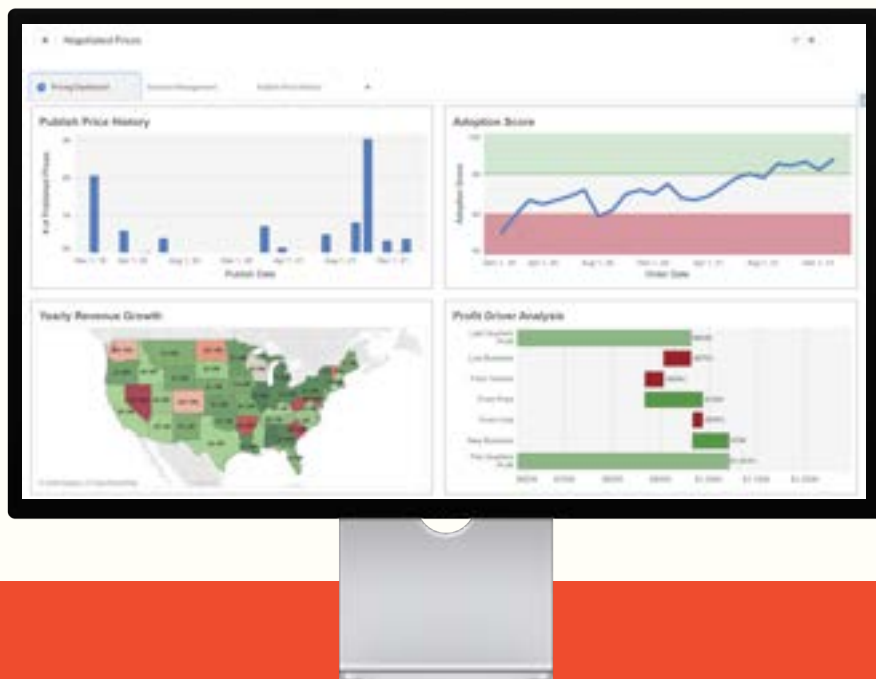


85%

reduction in
suboptimal pricing

core features

- AI-driven pricing recommendations
- Embedded analytics and step-by-step pricing explanations
- Inference engine to determine the impact of price changes
- Scenario modeling to accurately align prices to business goals
- Transparent segmentation models for visibility into key business drivers



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our customers

