

AI-native, unified lifecycle pricing solution PriceSmart seamlessly automates everyday pricing, promotions, and markdown strategies, empowering businesses to maximize revenue, boost profit margins, and elevate price perception with precision and efficiency.

3-5%

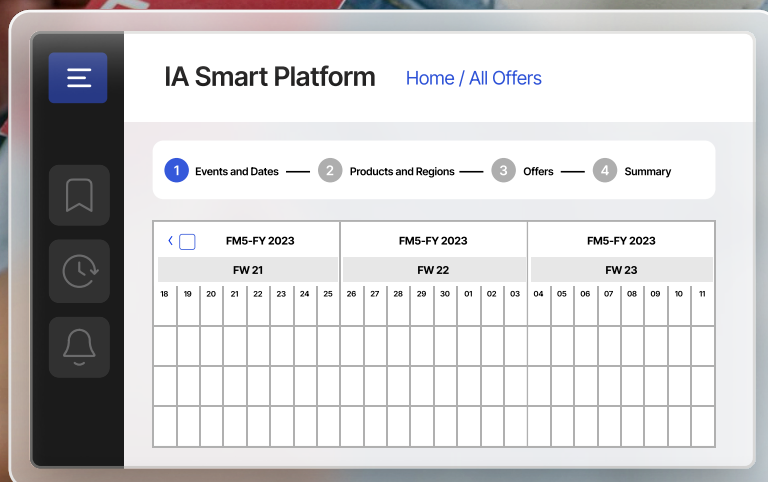
Increase in Gross Margin from
Everyday Price Optimization

5-10%

Incremental ROI on Margin-
Accretive Promo Spend

>10%

Improvement in Markdown
Gross Margin



Key Features

PriceSmart features a full suite of modules that optimize base price, promotions and markdowns. The next-level user interface is built on a powerful rule engine.



Granular rules for product and store groups to power KVI/KVC-driven pricing decisions.



Simulate what-if scenarios and analyze promo effectiveness to enhance future planning.



AI/ML model enhanced with weather and external factors to deliver smarter pricing insights.



Integrated marketing calendar view for seamless collaboration and campaign alignment.



Automated weekly model refresh and price recommendations across all product categories.



Interactive dashboard with exception-based workflow for faster, data-driven decisions.

Client Outcomes

A leading children's apparel retailer improves pricing and promotions planning efficiency by 50% with PriceSmart.

The retailer used PriceSmart to revamp its pricing across four brands and 30,000 products, achieving 5–7% EBITDA growth and a 60% cut in planning time. With full pricing compliance and data-driven insights, planners reduced manual work and optimized pricing and promotions effectively.



About Impact Analytics

Impact Analytics delivers AI-native SaaS solutions and consulting services that help companies maximize profitability and customer satisfaction through deeper data insights and predictive analytics leveraging Agentic AI. Our end-to-end platform for planning, forecasting, merchandising, pricing, and promotions powers smarter, real-time decisions across retail, grocery, QSRs, CPG and manufacturing.

Clients Who Trust Us



The Impact Analytics Smart Platform

Native AI & ML | End-to-End | Seamless Integration | Rapid Implementation

Merchandising

PlanSmart™ (MFP)

Merchandise financial planning

AssortSmart®

AI-native assortment planning

VisualSmart™

AI-native visual line planning

SizeSmart™

Optimize size curves using AI

ItemSmart™

AI-native item planning

StoreSmart™

AI-native store intelligence

Supply Chain

InventorySmart® (Allocation & Replenishment)

End-to-end inventory management & planning

SourceSmart™

AI-native sourcing optimization

SpaceSmart™

Space planning & optimization

Pricing & Promotions

PriceSmart®

Unified lifecycle pricing

BaseSmart™

AI-native base price optimization

PromoSmart®

AI-native promotion planning & optimization

MarkSmart®

AI-native markdown optimization

TradeSmart™

Trade promotion planning & optimization

Business Intelligence

CortexEye™

AI-native decision intelligence system

AttributeSmart®

AI-native product tagging and attribution management

TestSmart®

Hypothesis-driven automated testing

ForecastSmart™

AI-native demand planning & forecasting engine

Proud to be recognized by:

