

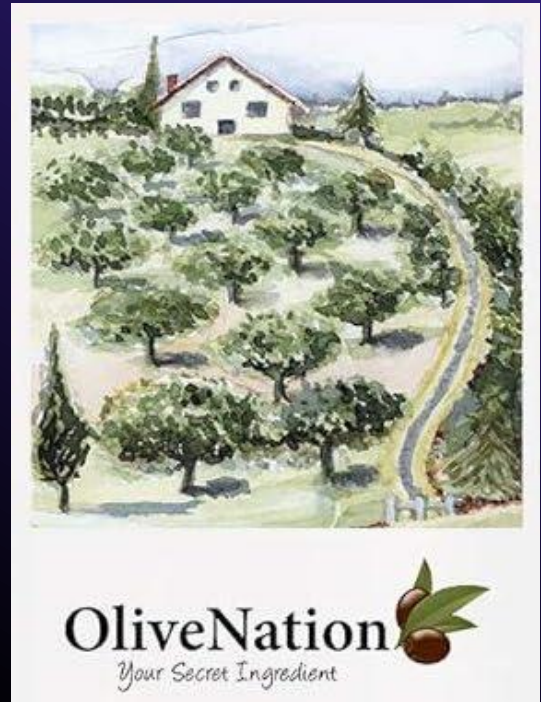


How OliveNation Improved Product Margins in just 90 days

About OliveNation

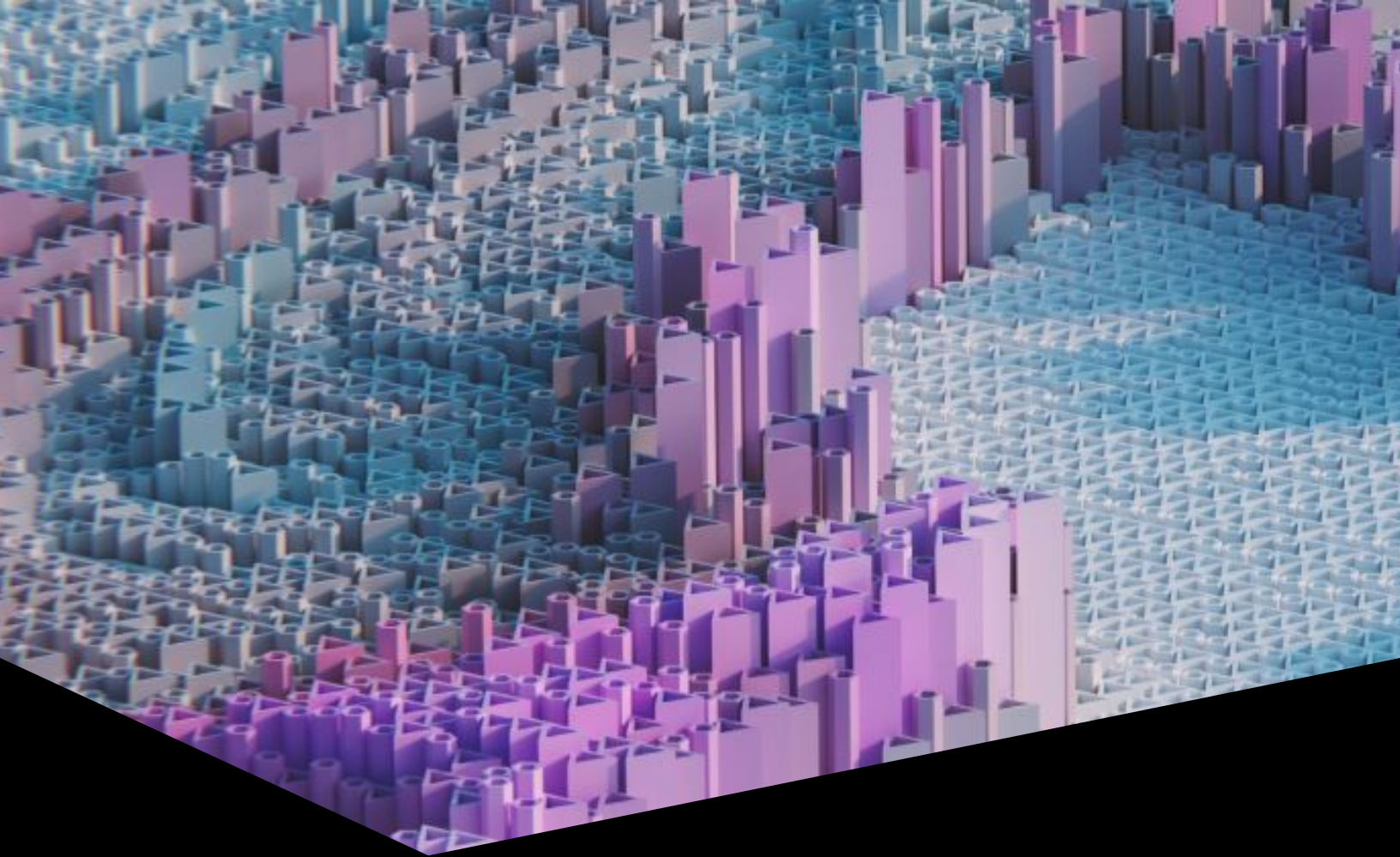
OliveNation is your premier destination for high quality cooking and baking ingredients tailored to the needs of bakeries, breweries, caterers, ice-cream makers, food manufacturers, and beyond.

OliveNation specializes in catering to commercial food and beverage businesses, offering bulk sizes, easy shipping, and free samples to support your culinary endeavors.



In an era marked by escalating food expenses, OliveNation strives to provide competitive prices alongside an extensive selection for their customers whether at-home bakers or large bakeries.

A cohesive pricing strategy that balanced revenue goals while protecting margins is critical for OliveNation.



Margin enhancing pricing for all SKU sizes

Pricing Intelligence's optimization capabilities allow each SKU variation to test different price points to achieve a campaign goal. With the expansive size options in OliveNation's assortment, their team was able to easily set up campaigns to price test all size options to maximize profit objectives.

Vanilla Extract: Consumer and Bulk Sizes

Consumer: Madagascar Vanilla Extract - 32 fl oz

A lower price point, compared to existing catalog price, performed better for a consumer sized product to maximize overall profit lift and revenue

Profit Lift
+25%

Sales Lift
+41%

**As of 90 days post launch*

Bulk: Madagascar Vanilla Extract - 1 gallon

Profit Lift
+46%

Sales Lift
+39%

**As of 90 days post launch*

A higher price point, compared to existing catalog price, performed best for a bulk sized product and despite a lower conversion, overall profit goals were met while also increasing revenue

"Spresso has been instrumental in **boosting our margins** and **driving profitability** across our product line, showcasing significant improvements in comparison to last year."

- Amit Mitra, CEO

About Spresso and Pricing Intelligence

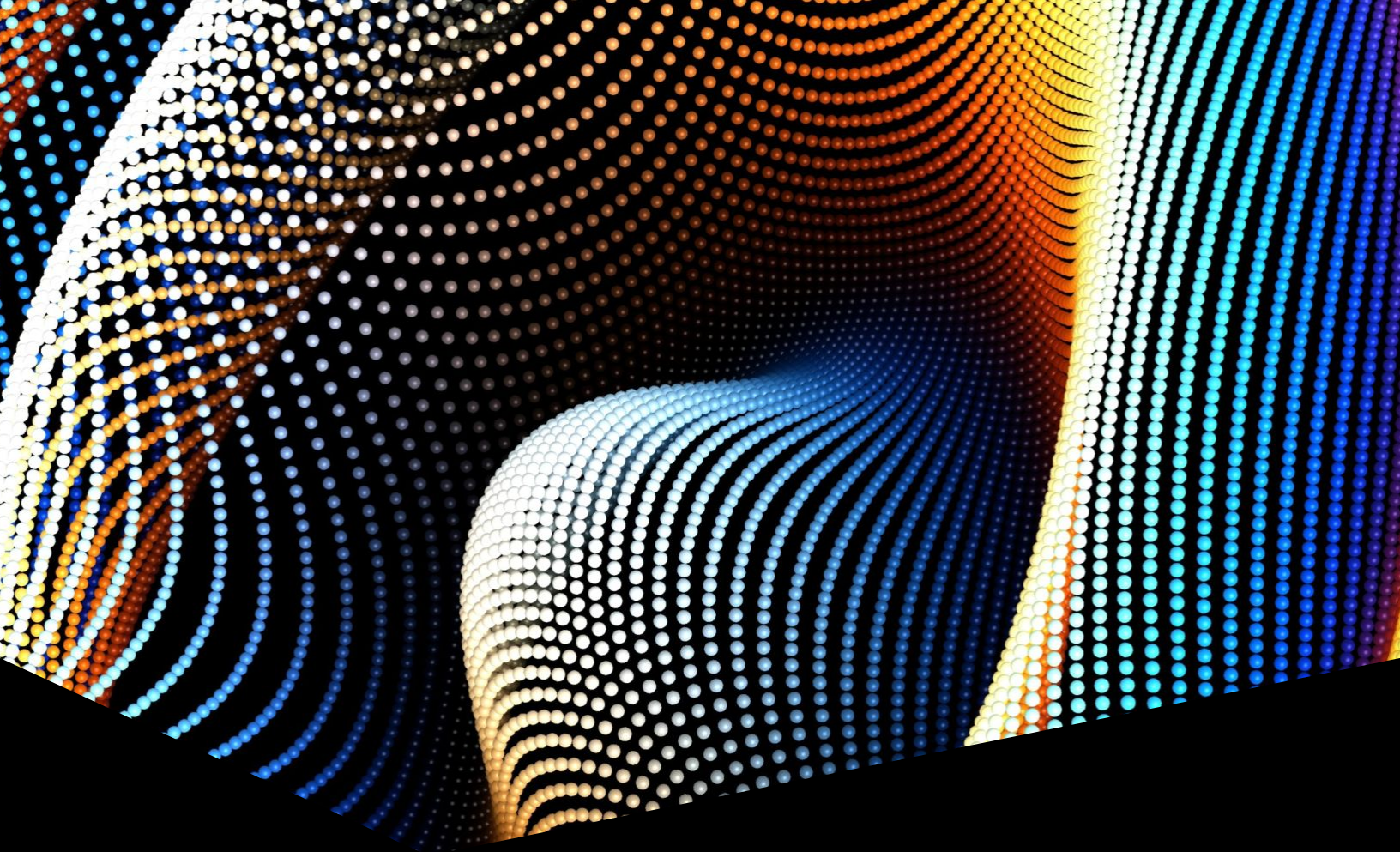
Spresso started in NYC by a team of technology and data operators with a passion for retail. They understood that pricing products with varying business strategies can be difficult and time-consuming.

Using machine learning, AI, and advanced analytics, they created their generative pricing solution, Pricing Intelligence, to address this challenge.



Pricing Intelligence's optimization feature maximizes revenue, profit, or a range in between by generating prices and their traffic allocation for multiple, simultaneous experiments.

It determines which price best achieves the business goal, and dynamically allocates traffic to the top performing price. It leverages first-party data, and does not scrape prices from competitor sites.



Let's Chat

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