

# CLEARDEMAND

## How a Leading Convenience Retailer Unlocked \$6M+ in New Profit with Smarter Pricing

### CASE STUDY

If you're still stuck with manual pricing processes or struggling to measure the true ROI of your pricing decisions, the right solution can transform your margin performance — and turn pricing into a real competitive advantage.

Learn how ClearDemand can help you turn pricing into your next growth engine.

**CLEARDEMAND**

[cleardemand.com](https://cleardemand.com)

### CHALLENGES



Managing pricing manually across 600+ locations with basic spreadsheets meant lost profit opportunities, poor compliance, and limited visibility into what was working — or not.

### GOALS



- Increase profitability with smarter, localized pricing
- Move beyond broad, state-level groupings to more accurate store clusters
- Build a clear, repeatable process to measure pricing effectiveness
- Save time and improve pricing compliance at the store level

### PARTNERING WITH CLEARDEMAND



- Shifted to data-driven pricing with elasticity models identifying the optimal price by SKU and store
- Created dynamic pricing zones tailored to real customer behavior
- Automated pricing workflows, saving 8+ hours per week
- Boosted price change compliance from 50-60% to nearly 100%

### THE IMPACT



**\$6M+**

in incremental profit in 2.5 years (and still growing)

- ✓ stronger local market positioning through smarter price clustering

**20%**

gross profit uplift across key categories

- ✓ faster execution and greater confidence across the pricing team

