

# A Shift From Manual Processes to Data-Driven Pricing



## Implementation Highlights

### Modules Deployed

Quicklizard Active Pricing and CR-Pricing, powered by automation, full competitor coverage, and conversion-based pricing strategies.

### Scope

Up to 10,000 items priced dynamically weekly, including 55 A-brand suppliers in Hardware and 17 in Zoo categories

### Integration

Linked Online Analysis Tool for sales data and migrated pricing workflows from legacy ERP to SAP

### Governance

Minimum-price definitions, rounding rules, and category-specific conditions for CR-pricing were introduced to protect margins and ensure compliance.

Dehner, one of Europe's leading garden and pet retailers, partnered with Quicklizard to modernize its pricing operations and accelerate online growth. The collaboration began in mid-2024 with a focus on online pricing and was also expanded to brick-and-mortar stores. For 2026, an extension to Dehner's private-label assortment and initial pilot studies is also planned.

Before implementing Quicklizard, Dehner had very limited pricing capabilities – price updates required extensive manual effort, competitive visibility was limited, and master data was fragmented. With thousands of SKUs and a highly diverse product category (including garden design, garden supplies, garden furniture, and pet products), consistent, data-driven pricing had become increasingly essential.

## Performance & Measurable Impact

- Online revenue share shows a positive YoY trend, reflecting the impact of more frequent and data-driven price updates
- Clear uplift in slow-seller performance, supported by conversion-driven pricing adjustments
- Over 50% of the online turnover is priced by Quicklizard
- Dynamic-priced revenue remains anchored in Hardware, reflecting Dehner's online assortment structure. Despite a challenging competitive environment in this category, dynamic pricing helped stabilize performance, while Zoo shows the fastest relative growth in active-pricing adoption
- Efficiency: Managed almost entirely by one internal team member, highlighting ease of use and automation power.

## Operational and Strategic Outcomes



Developed an internal margin-calculation framework aggregating all costs (COGS, shipping, marketing)



Enhanced pricing agility through weekly, market-reactive uploads and automated, rule-based decision-making



Successfully harmonized online and in-store pricing for active pricing products



Improved data transparency and compliance (GDPR-ready, automated product exclusions)

“Quicklizard has helped us turn pricing from a manual, reactive task into a data-driven growth lever.

With automated rules, clear visibility into competitors, and seamless integration into our ERP and Shop Analytics systems, we can react faster, price smarter, and maintain full control across channels, all with a remarkably lean team and exceptional support by Quicklizard dedicated customer success team.”



**Enrico Welkert**  
Teamlead Online Pricing & Analytics  
Dehner

