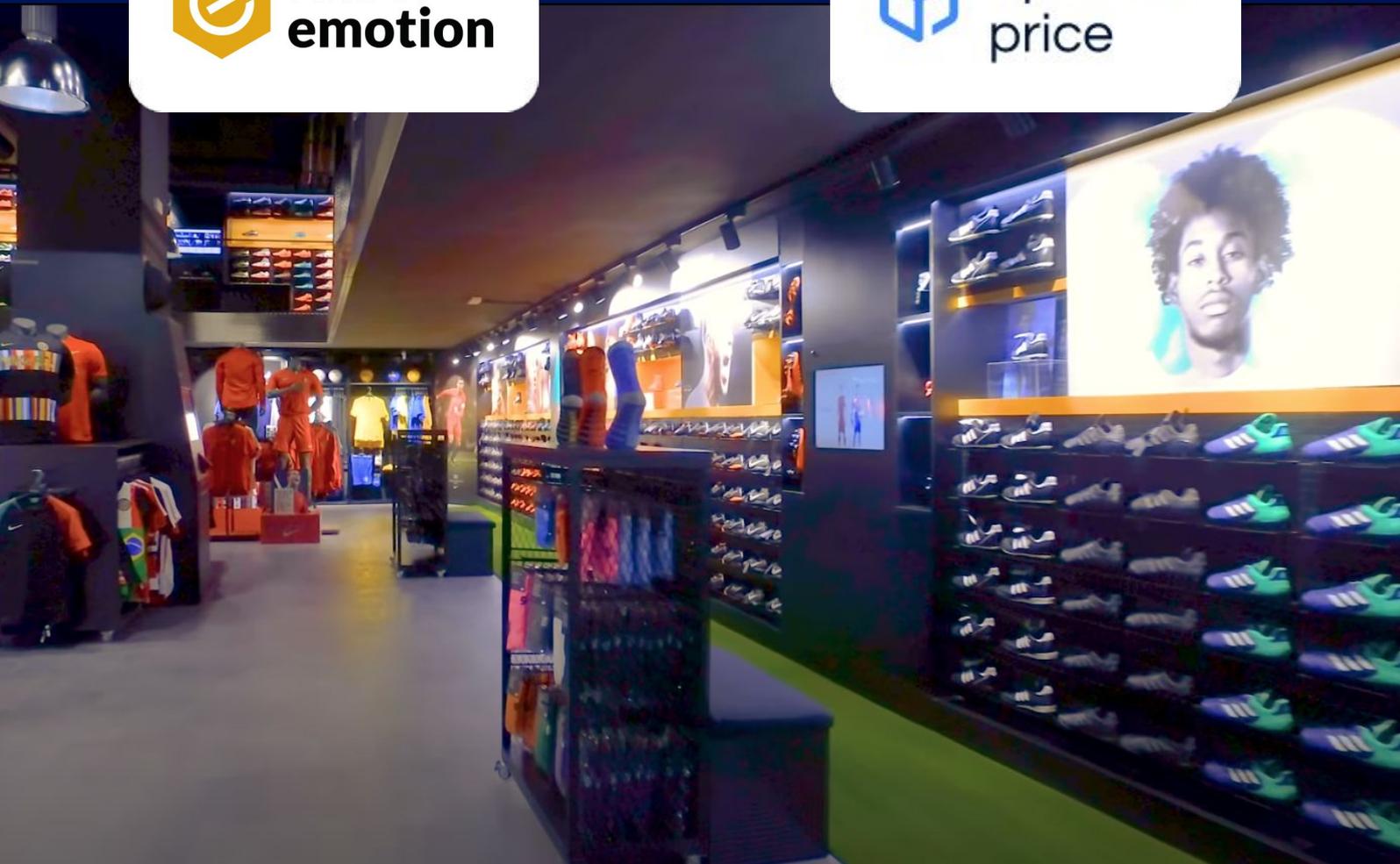


Fútbol Emotion automates its prices with Optimus Price

How Optimus Price provides support
to all the particularities of the sports sector
together with the Spanish online football leader



AI that significantly reduces the time and effort required to price products

Fútbol Emotion, leader of the football retail industry in Southern Europe, **uses Optimus Price to optimize its prices.**

As an omnichannel business, where online sales play a major role and competition is fierce, differentiation is key.

That is why the use of an AI that re-evaluates product performance every day and proposes the optimal price **provides a key competitive advantage.**

Alfonso Lamarca, Chief Commercial Officer at Fútbol Emotion, is the person responsible for pricing.

“Optimus Price allows us to **automate the pricing decision for every product in our catalog**, what is known as Dynamic Pricing.”

Before using Optimus Price, Fútbol Emotion used a manual procedure to price its SKUs.

With Optimus Price **“you save a considerable amount of time** devoted to manage pricing.”

Challenge

Automate the pricing process for more than 8.000 products

Solution

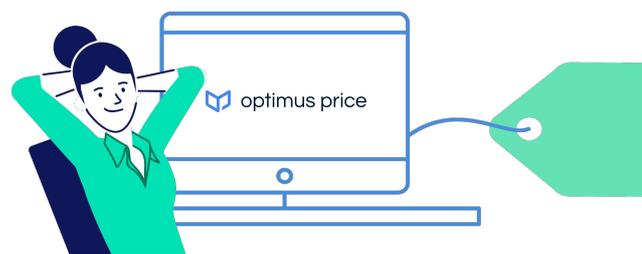
Dynamic Pricing based on AI models: price elasticity, demand prediction, and stock levels.

Results

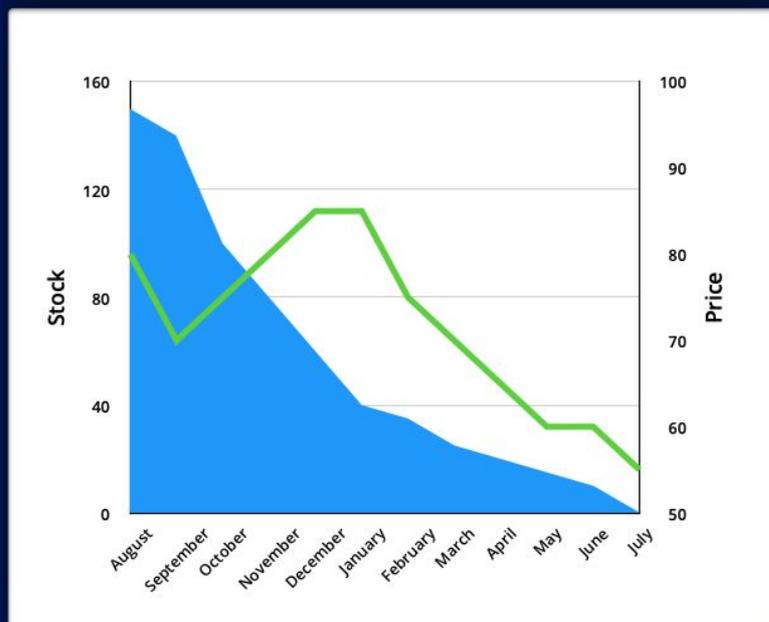
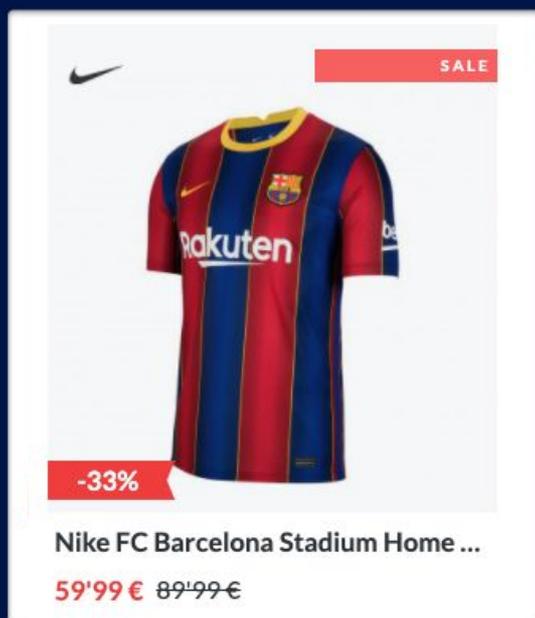
Considerable reduction of the pricing workload, with confidence in the prices proposed by Optimus Price

For Alfonso, **the experience has been very positive, “as the tool is highly configurable, and we can create rules which account for multiple parameters.”**

Thanks to the use of three different AI models, Alfonso declares, **“Optimus Price supports all the particularities of our sector.”**



Exclusive AI models to manage prices dynamically to maximize profits during the season while avoiding early stock-outs and leftover products.



“With Optimus Price you save a considerable amount of the time devoted to manage pricing.”



Alfonso Lamarca
Chief Commercial Officer
@ Fútbol Emotion

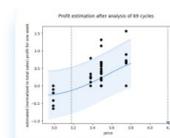


About Optimus Price

Optimus Price helps retailers increase their profits with an AI platform that optimizes pricing, stock, and promotions.

Our SaaS provides service from small ecommerces to leading stores and some of the top brands worldwide.

Founded by researchers of the Barcelona Supercomputing Center, the company has been awarded by universities, public institutions, corporates, startup accelerators and the press.



€39.99
sales 12

▲ 4.36%