

Natural skincare manufacturer Liz Earle maximizes profit with Nepa's pricing optimization tools

Data-driven decision-making results in £1,200,000 profit increase

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Nepa, a leading Consumer Science company providing customer experience insights and marketing optimization solutions, has released the results of a data analytics project with skincare manufacturer Liz Earle. Using Nepa's strategic pricing tool, the skincare company implemented price changes in multiple categories and increased profitability.

"Nepa's team provided an actionable solution which proved to have a high predictive accuracy. 12 months after implementing price changes in 7 categories, we have increased profit £1,200,000 in the first year. We are very happy with these results that are testament to our focus on the consumer and being a data-driven organization." Rian Edwards, Liz Earle Representative

"Nepa used a Discrete choice experiment approach, enabling us to test thousands of possible pricing configurations. This type of methodology is robust but often requires a combination of historical sales data and experimental choice data to accurately predict future consumer behavior. The Nepa team has great experience with these types of projects." - Niclas Ohman, Chief Product Officer at Nepa

"These results show Nepa's dynamic ability to provide clients with a range of actionable solutions powered by our passionate and talented team." Fredrik Östgren, CEO at Nepa.

About Nepa

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011. The company is publicly traded at the Nasdaq First North Stockholm stock exchange since 2016. Erik Penser Bank is Nepa's Certified Adviser.

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