

Case Study

# B2B Retailer Displays2go Boosts Profits by over 5% with 7Learnings' Pricing Solution

**Displays2go steers toward their  
business goals by leveraging predictive  
pricing**

Learn how 7Learnings helped Displays2go  
reduce the complexity of pricing and automate  
the process



AI-POWERED PREDICTIVE PRICING.

# Company Overview



Founded in 1974, Displays2go is a leading manufacturer and B2B retailer of point-of-sales displays. Based in Fall River, Massachusetts, the company caters to different industries such as stationary retail and corporate tradeshow.

Today, Displays2go is part of TAKKT AG a leading German B2B retail group. The group earns an annual revenue of >1 billion EUR (2020)



In the face of a growing and complex market, 7Learnings has helped us to significantly increase our margins while automating and streamlining our pricing process at the same time.”

**Jon Rogers,**  
Vice President of Finance,  
Displays2go

## Challenges

### Large assortment of goods

Displays2go was looking for a solution that could help them manage a large assortment of products, each of which have several variants.

### Inefficient price setting

Their existing process of manual price setting was unable to tap into the full potential of their available data.

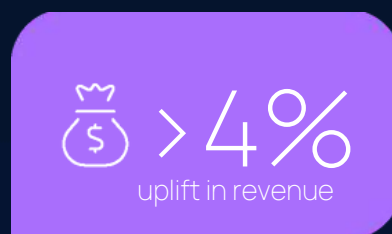
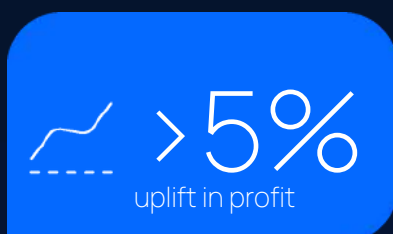
### Difficult market conditions

The company has found itself grappling with an increasingly competitive market environment as new players emerge. They wanted a new lever to adjust to help maximize their profitability.

### Lack of competitor price data

Displays2go's product offering is unique and not directly comparable to their competitors. This means it is difficult for them to utilize competitor data to base their prices on, and they need to rely on other influencing factors.

## Results



# Solution

7Learnings' solution helped Displays2go **increase their revenue and profits**, while **saving their teams the time and effort** of manual price management.

Demonstrated positive, measurable impact that helped to **improve their overall business performance**.

Facilitated **pricing for a unique assortment of products** without comparable competitor prices, based on price elasticity calculations.

# Conclusion

Displays2go faced a unique array of challenges given their product offering, their B2B retail segment, and the lack of available competitor data. With 7Learnings powerful price optimization solution, they were able to utilize their data to its full potential and use it to determine the price points that would maximize their business targets. Within a short time frame, Displays2go saw positive results and an overall uplift in their profits and revenue. The complexity of managing pricing for their diverse and growing product assortment was also reduced thanks to the high level of automation the solution provided.

The Displays2go team has benefitted from this reduced effort, which frees up time for other strategic business activities.





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are leveraging with 7Learnings.



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