

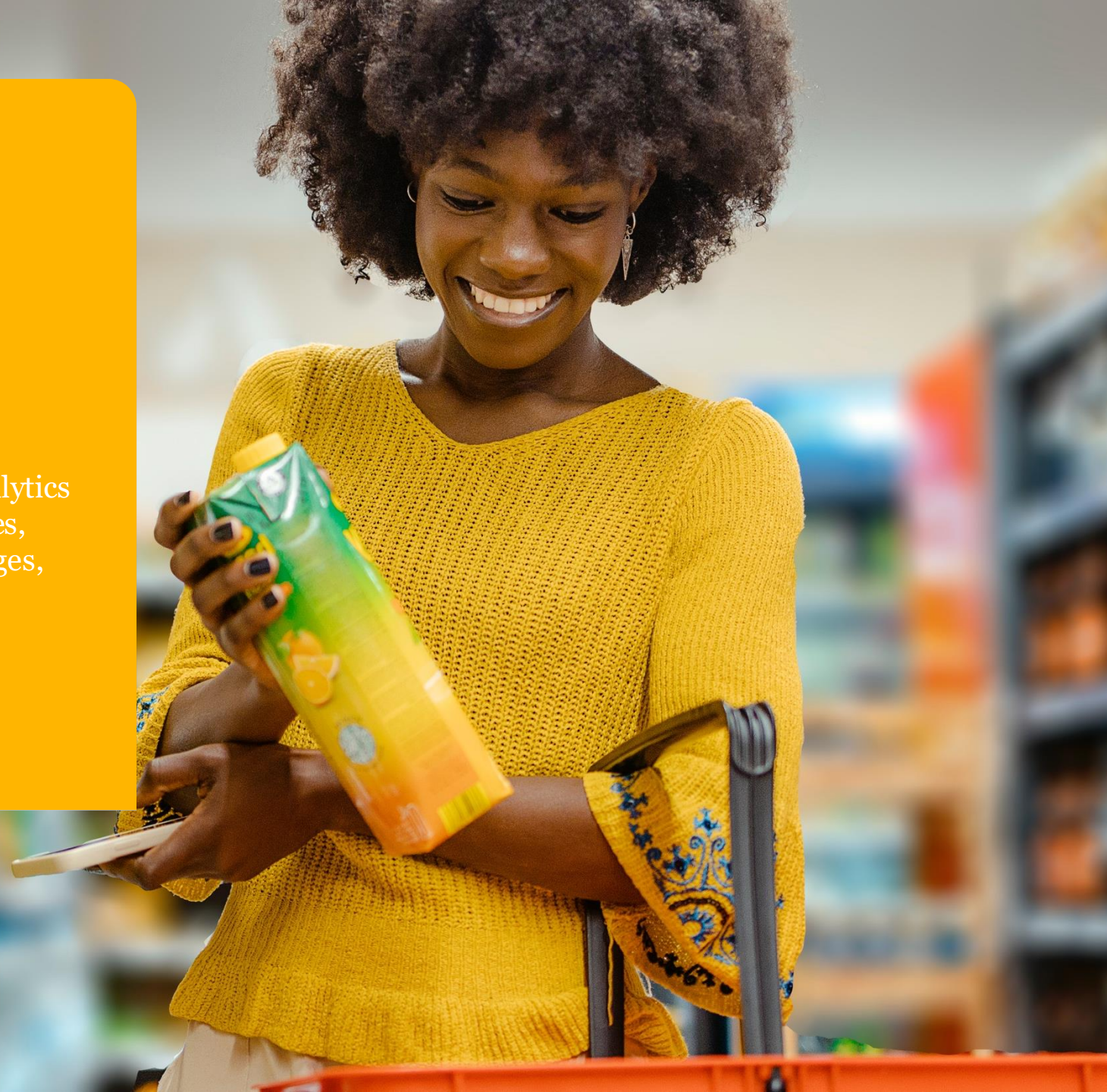
NIQ pricing analytics  
Case Study

## A SMARTER, DATA-DRIVEN APPROACH TO PRICING FOR RETAILER OMV

OMV uses NIQ's pricing analytics to meet customer preferences, simulate the impact of changes, and deliver business goals

NIQ

OMV



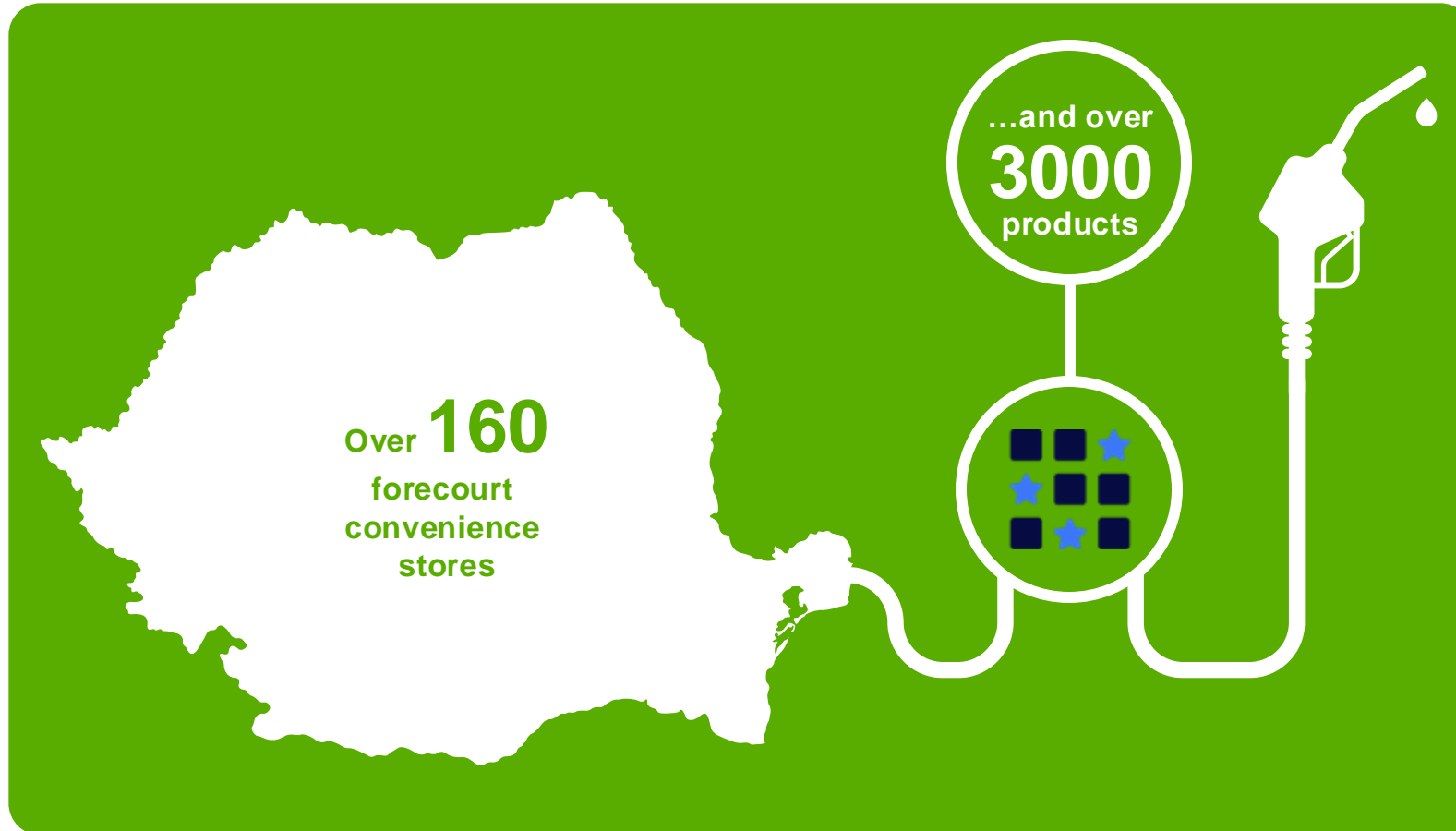
“In 2023 we transformed our approach to pricing, migrating from a manual process to NIQ’s sophisticated data-driven tool. Using its powerful analytical capabilities, we can adjust prices across our large product portfolio taking into account both our customers’ preferences and the wider market. The ability to simulate the impact of proposed adjustments means results can be achieved fast – without waiting to test and learn if changes are effective in-store. Meeting our 2023 business goals and sales targets came as a direct result of the pricing analytics.

We are convinced of the tool’s capabilities and effectiveness - and are working on a second phase of the project that will continue to deepen our pricing intelligence with NIQ.”

- LIVIA-MIHAELA BIBU, DEPARTMENT MANAGER  
OF CONVENIENCE RETAIL ROMANIA, OMV  
DOWNSTREAM



# Deepening pricing intelligence to deliver profit margin



OMV Petrom operates over 160 forecourt convenience stores in Romania under OMV brand, offering quality coffee and freshly prepared food and more than 3000 products. With such an extensive range, agreeing on price points for the stores had become a complex, time-consuming and resource-heavy process that involved analyzing millions of data points. The team at OMV Romania was keen to find a proven data-driven approach to optimize pricing that would support strategic and tactical decision-making to enable them to deliver the highest ROI.

# Taking control of pricing

NIQ analyzed two years of OMV's sales by SKU to integrate into its pricing tool. This level of detail provided essential insight into price elasticity by category and product and formed the basis from which to understand customers' perceptions of cost and value. The team at OMV was shown how to simulate the impact of proposed price movements on sales volumes and value by category and product to predict margins.

The pricing intelligence not only uses company-level intelligence but also provides aggregated market-level information, allowing OMV to set attractive and competitive prices. This ability to validate decisions is particularly valued by the category management team who can evaluate and respond to evolving market dynamics.



# Budget, sales targets, and business objectives delivered in 2023

Overall, this has been a successful project and a second phase is underway focusing on key value items. NIQ implemented the pricing tool much faster than OMV had anticipated, and as a result, the company has reaped the benefits quickly. Using the pricing tool, the business objectives were delivered in 2023 both in terms of budget and sales targets.

## LIVIA-MIHAELA BIBU, DEPARTMENT MANAGER OF CONVENIENCE RETAIL ROMANIA, OMV DOWNSTREAM:

“Managing pricing via this tool was a whole new experience, so we were grateful that the team at NIQ invested the time to provide us the support, guidance, and training to implement it. The transparency of the entire process gave us complete trust in the outcome. We’ve been able to take the more advanced, flexible approach to pricing that we always wanted, adapting them to customer preferences. It was a real surprise for us to see how quickly the tool was up and running and this meant that results were delivered fast and with limited involvement from our team. We have been impressed by NIQ’s team, analytics, and the outcome, and look forward to a long partnership.”

## THE ADVANTAGES OF OMV'S NEW PRICE STRATEGY

*Accurate, evidence-  
based approach*



*Able to adjust  
prices fast*

*Simulations predict the  
impact of movements*



*Designed around  
customer preferences*

*Freed valuable  
team time*



*A better-informed category  
management team*

*Optimize the performance  
of promotions*



*Insight into total  
market performance*

*Align pricing decisions  
with profit margins*



*Proven ability to  
achieve business goals*



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### About OMV

OMV Petrom is the largest integrated energy producer in Southeastern Europe, with an annual Group hydrocarbon production of approximately 41 million boe in 2023. The Group has a refining capacity of 4.5 million tons annually and operates an 860 MW high-efficiency gas-fired power plant. The Group is present on the oil products retail market in Romania and neighbouring countries through approximately 780 filling stations under two brands - OMV and Petrom.

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### About NIQ

NIQ is the world's leading consumer intelligence company, delivering the most complete understanding of consumer buying behavior and revealing new pathways to growth. In 2023, NIQ combined with GfK, bringing together the two industry leaders with unparalleled global reach. With a holistic retail read and the most comprehensive consumer insights—delivered with advanced analytics through state-of-the-art platforms—NIQ delivers the Full View™.

NIQ, is an Advent International portfolio company with operations in 100+ markets, covering more than 90% of the world's population. For more information, visit [NIQ.com](https://www.niq.com)