

Is price realization affecting your margin growth and profitability?



The Challenge

A billion-dollar label manufacturer was experiencing margin decline and needed to find and realize new growth opportunities. Their pricing was complex due to a wide range of services, competitive profiles, and product customization. Historically, the client struggled with price realization, vendor cost increases, and measuring pricing initiative impacts. They had limited product segmentation and inconsistent pricing and cost management across business units, highlighting the need for a unified approach and supportive systems to better understand and measure performance.

The Solution

INSIGHT developed a central master data source to eliminate offline excel work and enable data-driven decisions. We then developed a **customer pricing model that accounted for the company's unique value** based on products, services, and markets, setting target margin recommendations for both new and existing customers. We also designed and implemented a tailored quoting application, enabling the business to experiment with and adjust model parameters. Additionally, we built measurement tools to manage and assess price impact effectively.

THE RESULTS

\$21M

Margin impact over 4 years

90%+

Price realization



Adoption of price and margin recommendations

Establishing a price change process and measurement methodology led to increases in price realization and adoption of price and margin recommendations.

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