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# Revenue Optimization: How Do You Price?

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## ABSTRACT

Hudson's Bay Company, Markdown Optimization – Our Implementation and Roll-Out Experience, a case study. To further optimize our markdown spend and benefit from markdown optimization at a style/store level, HBC upgraded to SAS® Markdown Optimization 4.3. Selling at full price longer where we can, while still ensuring we achieve our overall seasonal sell through target allows HBC to fully maximize their markdown spend and reap the benefits of increased sales and gross margin in better trending stores.

In this session, you will hear about the path HBC took to roll out this top initiative, how we gained top-down support of the process, and how we interacted with our business partners to make this tool one that could be utilized by all areas.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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