



Stop losing profits during promotions

SIXTH JUNE

PARIS

The founding team

We were math researchers
from renowned French labs



Rata, CEO
PhD in Robotics



CentraleSupélec

13 years in AI, Researcher in
dynamic state estimation



Damien, CTO
PhD & agrégé in Maths

Inria

LE FIGARO

13 years in AI, Researcher in
rare probability

We led a Data science team at a
software unicorn



Ex-AI consulting Lead for Retail EMEA,
Dataiku



Ex-Data science lead for Financial services,
Telco & Public sectors, Dataiku

We have helped many retailers
optimize their promotions

Before Differs



With Differs



Most retailers think right discounts are mainly about stock & low price.

Basic rules on sell-through rates, stock, age, and competitors lead to aggressive discounts & unnecessary profit loss 💸



But accurate AI can help them stop losing gross profit

AI can consider more factors with greater precision, providing the **exact discount sweet spot** for each item 💰



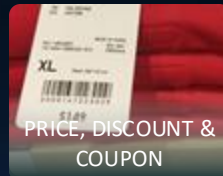
SALES TREND



PRODUCT CHARACTERISTICS



EVENTS & SEASONALITY



PRICE, DISCOUNT & COUPON



COMPETITORS



ECONOMY

Meet Differs

the most accurate AI for predicting customer discount sensitivity and calculating the optimal discount for each product.



Sell at a higher price

When they can



& at a lower price

Only when they should

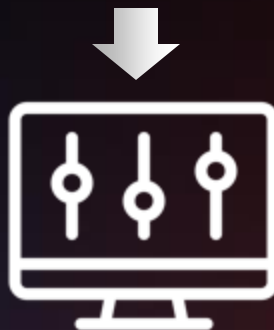
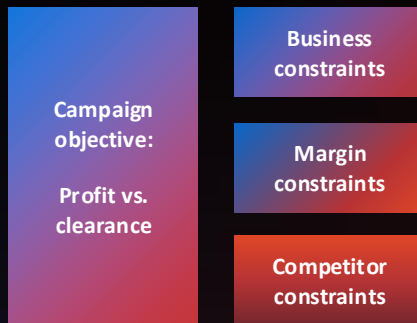
Top 10 French AI Innovation 2024

Le Point

Our algorithm sneak-peek



1. Ultra accurate discount elasticity
forecast



2. Optimization under constraints

4. For both physical stores & online channels



3. Optimal discount for each
product

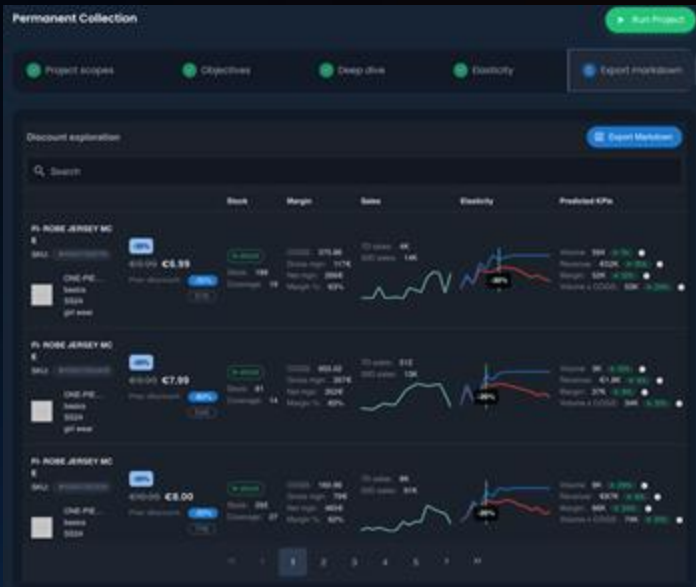
Our UI lets merchandisers create AI-powered campaigns independently

Design



Set the scope, campaign objective and constraints

Understand



Understand the logic behind optimal discounts, stock information, and financial predictions

Measure



Measure the financial uplift using our autonomous A/B testing feature

Success stories

Apparel 

”

They support A/B testing of their algorithm compared to our own method of pricing, which makes it easy to trust the results and also helps measure the algorithm's success.

We have gained **up to +25% profit uplift** thanks to Differs.

Lena Heinzelmann

Buying & Merchandising
Controller at BSTN



+25%

Profit uplift

Success stories

Apparel 

”

Differs eliminates human bias from discount selection, making it all about the math – and that’s why it’s so effective.

During 2024 summer sales, the A/B test revealed a remarkable **+36% profit uplift** on products using Differs compared to our traditional method.

Jean-Jacques Gov

CEO
At Sixth-June



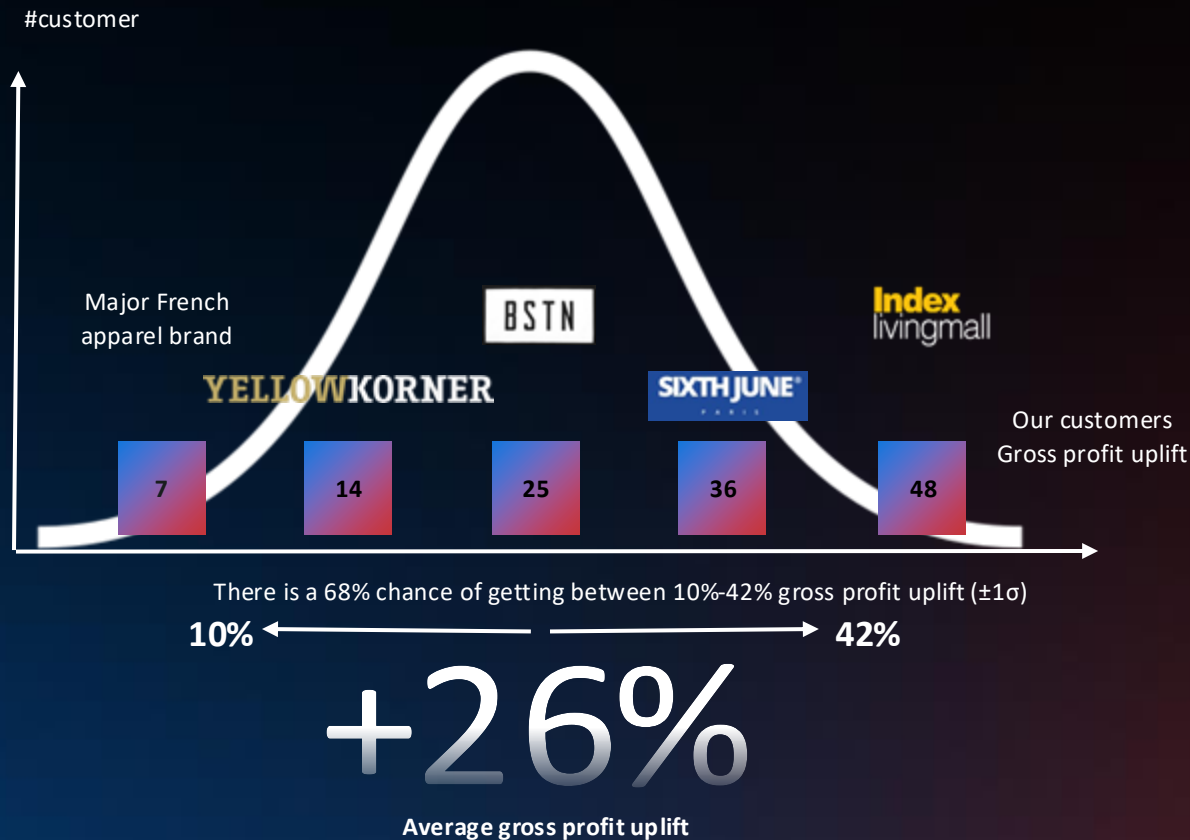
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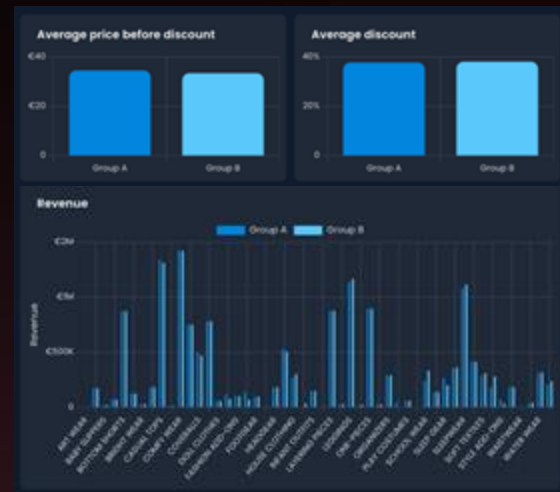
+36%

Profit uplift

Get a 98% chance of achieving at least 10% gross profit uplift.



We measure gross profit uplift through a 1-month live A/B test:



1. Promo products are split into two equivalent groups with similar expected gross profit.
1. Retailers apply their existing discount method to the control group (A) and use Differs for the test group (B).

Ready to fly?



3 weeks implementation

Fastest time to impact



No gain, no pay!

Measure the impact with a live A/B test during the PoC.
Success sharing option available.

Thank you!

Wanna learn more? Reach out to me!

Rata (CEO) - rata@differs.io



FUTURE 40

bpi**france**

STATION F

21st
CentraleSupélec

La
FRENCH TECH
SEED

Top 10 French AI Innovation 2024 recognized by

Le Point



Any questions? Let's connect!



Data you need to provide

MANDATORY

- Sales history
 - Transaction in preference ≥ 3 years (with reference price, discounted price, used coupon)
- Product characteristics
 - ex. Family, target, color, season, ...
- Promotion Calendar
- Product depreciation information
 - Current & coming stock
 - STR/ age or any depreciation-related info
- If your goal is to maximize margin: COGS & delivery costs for online

OPTIONAL

- Stock history if out-of-stock is your main challenge.
- Any other drivers you find related

Mandatory data 1/2

We accept **any format** (csv, excel, ...) with **any columns** as soon as they have the following information

1. Transaction history "Receipt data", avoid daily or weekly aggregated data if possible - We don't need personal data

- Date
- ref_co
- Sold quantity
- Ref price
- Final price (price after discount) or the applied Discount
- Coupon amount (if applicable)
- Location information: shop, country (if you need different discount per store)
- Currency (if applicable)
- Any other useful information

sku	order_id	qty	original_price	final_price	discount	currency	coupon_used	datetime
0276461	1266926	1.0000	109.9900	69.9900	0.0000	EUR	No	2023-04-05 22:22:58
0263441	446964	1.0000	449.9900	319.9900	0.0000	EUR	No	2022-01-02 21:13:09
0284607	1429495	1.0000	69.9900	49.9900	25.0000	EUR	Yes	2023-07-17 13:40:25
0263047	654777	1.0000	189.9900	189.9900	0.0000	EUR	No	2022-06-15 11:32:27
0285058	1354947	1.0000	119.9900	89.9900	0.0000	EUR	No	2023-05-28 21:33:12
0297831	1531228	1.0000	39.9900	39.9900	0.0000	EUR	No	2023-09-14 14:56:59

Example of a transaction dataset, yours might be very different

Mandatory data 2/2

2. Product characteristic

- ref_co
- All available product features: categories, color, size, gender, release date, permanent/seasonal, ...

3. COGS - If your goal is to maximize margin

- ref_co
- COGS

4. Product depreciation level

Differs can help computing this data

- ref_co
- STR/ age or any deprecation-related info
- Depreciation coefficient (optional)

sku	name	article_no	brand	category_lv2	category_lv3	category_lv4	gender	brand_color	color	material	season	bestseller	release_date
0002116	Black Roses Beanie	BSTN-BRP-22-01	Beastin	Accessories	Headwear	Beanies	men	black/grey	Black	Full: 100% Cotton	Q3 2013	No	0000-12-31 23:06:32
0009238	Adilette	280647	Adidas	Footwear	Sandals & Slides	All Sandals & Slides	men,women	Black / White	Black	Full: 100% Synth...	NOS	No	2020-12-15 23:00:00
0012650	4 oz. Premium Shoe ...	JM3691 / 1201- ...	Jason Markk	Accessories	Sneaker Care	All Sneaker Care	men,women	white	White		NOS	No	2020-12-15 23:00:00
0012651	Premium Shoe Clean...	JM4383-1201 OLD	Jason Markk	Accessories	Sneaker Care	All Sneaker Care	men,women	white	White	Full: 100% Synth...	NOS	No	2020-12-15 23:00:00
0012858	8 oz. Premium Shoe ...	JM1630/1201 OLD	Jason Markk	Accessories	Sneaker Care	All Sneaker Care	men,women	white	White		NOS	No	2020-12-15 23:00:00
0018519	BSTN Box Logo Snap...	BSTN-NOS151-S...	BSTN Brand	Accessories	Headwear	Caps	men	Red / White	Red	Full: 100% Cotton	Q3 2015	No	2020-12-18 23:00:00
0021428	BSTN ALL Star Crewn...	ALLSTARCREW	BSTN Brand	Apparel	Sweats	Sweatshirts	men	Black / Gold	Black	Full: 100% Cotton	Q1 2016	No	0000-12-31 23:06:32
0021713	Suede Cleaning Kit	JM0462 / 1201	Jason Markk	Accessories	Sneaker Care	All Sneaker Care	men,women	white	White	Upper material: ...	NOS	No	2020-12-15 23:00:00
0021714	Standard Shoe Clean...	JM1647-1201	Jason Markk	Accessories	Sneaker Care	All Sneaker Care	men,women	no color	Multi	Full: 100% Others	NOS	No	2020-12-15 23:00:00

Example of a product dataset, yours might be very different

Timeline example



Goal: Optimize your margin & stock for each product

Data sent

15/09 send reco

Live test starts
1/10

Go/ No go

	Sep					Oct				Oct
	W36 2/09	W37 9/09	W38 16/09	W39 23/09	W40 30/09	W41 07/10	W42 14/10	W43 21/10	W41 28/10	W41 07/10
Implem, Onboarding	Data sent & Implementation				UI customization		Run for the next promotions		Start Data automation	
A/B testing	1. Define control & test group 2. Set promotion campaign's parameters & constraints				Live AB test Group A: Your existing strategy (ex. sell-through rate based) Group B: Differs' recommendation					
Deliveries			Reco in .csv				Custom UI & Onboard users		We support you on running promo campaigns yourselves via the UI	

PoC Phase

SaaS Phase