

An aerial photograph of a city skyline, likely New York City, showing numerous skyscrapers and buildings. The image is split vertically, with the left side being a darker, more dramatic view and the right side being a brighter, more detailed view.

## ONLINE RETAILER SECURES MULTI-YEAR DISCOUNT ON MARKETING AUTOMATION SOFTWARE

Online retailer saves hundreds of thousands of dollars through our negotiation expertise

As an online retailer known for their unique, interactive shopping experience, this client utilizes a live TV offering to connect with more than 87 million US homes. Their team conducts a great deal of one-to-one marketing. The online retailer's incumbent software provider was approaching their renewal date and was found to be more expensive than other competitors. Having previously undertaken an audit of marketing automation software, the client had narrowed their desired vendor down to one particular provider. In an effort to secure the best possible price and key commercial terms, Deal IQ was brought in to facilitate a successful negotiation.



### SOLUTION:

Direct negotiation with proposed vendor leads to impressive savings



## STRATEGY

Deal IQ began by gathering an in-depth understanding of the online retailer's specific needs, their procurement process to date, and the current deal that the provider had proposed. Once the context for the interaction was clear, the Deal IQ team leveraged their inside knowledge and expertise about the provider to develop guidelines for the desired terms - intentionally keeping the numbers within a range that would not require undue internal escalation from the provider's team. From there, Deal IQ took over the negotiation directly.



## PROCESS

The client introduced Deal IQ's team members as members of their vendor management team and handed off the negotiation process. Deal IQ advised the online retailer to remain radio silent throughout the negotiation and asked the provider to revise their best and final offer. Once received, a final demand of pricing and terms was given to the provider with a 24-hour response period.



## RESULTS

*All key commercial terms and pricing were met successfully*

Within a quick 7-day timeline, Deal IQ was able to conclude the deal successfully. The online retailer's procurement team quickly understood the value that Deal IQ brought to the negotiating table and were thrilled with the cost-savings outcome. Since the desired terms had been carefully developed to avoid undue escalation, the process remained smooth and efficient through to the end. The client secured a \$400k USD savings, and a software solution that would meet all their needs.