

Retailers' Excess Inventory Slashed with Metrical's AI

Metrical provides retailers a simple way to offload excess inventory at a fraction of the price of performance marketing. Instead of mass discounting, Metrical lets retailers offer excess inventory above COGS.



Dick's Sporting Goods used Metrical's flash sale software to **clear over 46%** of sports-related excess inventory in less than 24 hours.

JCPenney

JCPenney **sold 63%** of their excess swimwear inventory in less than two weeks with Metrical's software.

Problem

Retailers trying to get ahead of supply-chain constraints have accumulated billions of dollars of excess inventory. As a result, retailers will have to discount merchandise which will hurt cash flow. As Steve Dennis, best selling author of *Remarkable Retail* explains, "Too many retailers rely too heavily on poorly targeted coupons and other discounts that become cash give-away machines."

Solution

Metrical gives retailers an immediate path to offload excess inventory and is 80% cheaper than performance marketing. Its AI does away with discounting for all e-commerce visitors and instead only targets shoppers who are unlikely to purchase without an incentive.

Metrical also encourages the shoppers most likely to purchase with messaging to add excess inventory to their carts. With Metrical, retailers reduce inventory at a much faster rate, priced significantly above COGS, and with higher margins than with traditional methods.