



## Promotions Intelligence Suite



# Run profitable promotions

Get the right offer in front of customers at the right time by uniting your pricing, marketing, and category teams to deliver effective, targeted promotions.

## Advanced AI for optimal promotions and accurate forecasts

- Create tailored promotions based on your sales data, customer behavior, locations, goals and more
- Streamline promotion planning and execution across multiple teams
- Analyze prior promotion effectiveness across channels and quantify impact to eliminate under-performers
- Improve forecasting and simulate 'What if' scenarios to evaluate market or financial impacts



## Promo Planning & Optimization

Promo Planning & Optimization helps retailers improve promotional performance by tailoring their strategy to the most efficient promotions for supporting specific goals and targets. With guidance from our advanced AI, you can match the right items with the right promotional vehicles and timing to optimize offers and achieve the best results.



## Let go of ineffective promotions

- One unified platform for your Pricing, Merchandising and Marketing teams to seamlessly plan, manage and execute promotions
- Plan the right promotion based on your customer data with powerful AI simulations for what-if offers, vendor funds and vehicles
- Improve predictive planning with forecasting that supports and provides visibility to inventory constraints, cannibalization, affinity, and vendor funding impacts
- Stay on top of trends with daily updates including forecasts of sales and profits for all items and offers set up within each activity

### Key Features:

- Multi-year event and campaign calendars, including targets and budgets
- Flexible planning platform with support for excel uploads, data integrations and portal-based management
- Single view of performance, vendor funds, promotion vehicles and targets
- Transparent recommendations with item level data for forecasts, funding and target coverage and gaps, affinity, cannibalization and more



## Promo Effectiveness

A profitable promotions strategy starts with understanding which past promotions delivered positive revenue and profit impacts. With Promo Effectiveness, our AI evaluates past results and forecasts future direct and indirect lifts to determine overall promotional performance.

### Drive maximum promotional impact

- Reduce margin leakage and stop ineffective promotions
- Understand uplifts, affinity, cannibalization, and vendor fund impacts
- Identify effective offers that you want to repeat – by category or product
- Gain vendor funding negotiation leverage with insights and analytics on promotional impacts



### Key Features:

- Action-driven promotion segments for easy management – keep doing, find funding, change offers, or stop doing
- Vendor fund analytics for identifying additional funds per unit required to recoup margin on non-profitable promotions
- Cross-selling capabilities that suggest new promotional item combinations

## Deliver the Right Prices with Confidence

Revionics guides retailers on the lifecycle pricing journey with leading AI solutions for pricing, promotions, markdowns and competitive insights. As a trusted partner, we provide our customers with clarity and confidence to make optimal pricing decisions for powerful results.

Revionics is an Aptos company and plays a key role in their suite of unified retail solutions.

SEE SUCCESS IN ACTION

TALK WITH A PRICING EXPERT

**REVIONICS**<sup>®</sup>  
an aptos company