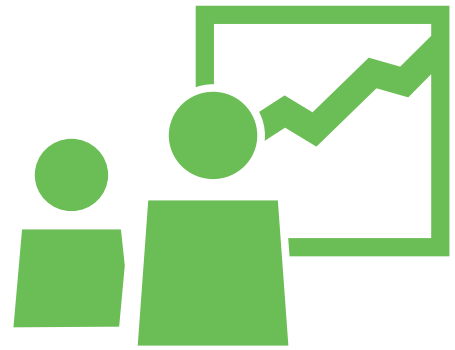# Revionics® Promotion Optimization

Making Promotions Smarter, Faster and More Profitable

Revionics® Promotion Optimization enables retailers to identify and execute the most profitable offers by segment, channel and vehicle that maximize the financial impact across categories. To maximize profitably, it incorporates vendor funds, product affinities, promotional uplift and consumer demand to help retailers incentivize shoppers. In addition, on-demand modeling helps to analyze different offer combinations and predicts the effectiveness and outcome.

Balancing the Promotional Scales

Promotions have exploded all over the retail landscape, crossing all verticals and channels. Retailers are driving deeper discounts and multiple offers in an effort to buy loyalty and fend off competition, but this model is not sustainable. It destroys margins, trains customers to wait for discounts, weakens loyalty and breaks down brand credibility. Leading retailers are rethinking the traditional ways of planning and executing promotions.
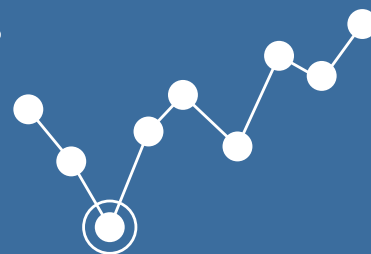
They are creating promotions that are aligned to the overall company business goals and category objectives while being more responsive to market fluctuations.

The Highlights
For those with limited time

- Optimal Offer Recommendation
- Optimal Vehicle Mix & Decomposition of Vehicle Lifts
- Configurable Strategies & Pricing Rules
- Efficient Workflow
- Offer Simulation & Side-by-Side Comparison

- In-Flight Reporting
- Leading Edge Science & Forecasting Including Affinity & Cannibalization
- Like-Item and Attribute-Based New Item Forecasting
- Analysis of Vehicle & Campaign Effectiveness

REVIONICS®

Let's Get to the Good Stuff

STRIKE THE OPTIMAL BALANCE

Finding that optimal promotional offer is many times a guessing game. Trying to figure out the best offer that balances traffic, sales and profit with strategy, cross-item impacts and marketing vehicles, is by no means a small feat. Revionics® Promotion Optimization finds that sweet spot quickly to achieve the right objectives based on your strategy and keep your process moving forward efficiently.

TIME IS MONEY

Solutions are meant to make you more efficient, your results better, and your life easier. Revionics® Promotion Optimization does exactly that. It simplifies the process of identifying the optimal promotion and with transparency and easy-to-understand forecast confidence indicators you can be confident with your decision.

"WHAT-IF…?"

It's natural to want to tweak things to see what happens. With Revionics® Promotion Optimization you can simulate optimized and manual offers together to compare outcomes side-by-side.

RESPONDING QUICKLY

Markets…they're predictably unpredictable. Some things don't go as expected. Winning retailers accept this but they can immediately respond to changes. With Revionics® Promotion Optimization you gain pre, post, and in-flight analysis of promotions. This gives you real-time insight into the success or failure of promotions, enabling quick responses and adjustments.

"HALF OF WHAT I SPEND ON ADVERTISING IS WASTED; THE TROUBLE IS I DON'T KNOW WHICH HALF" – JOHN WANAMAKER

Retailers aren't exactly sure how effective each marketing vehicle is. Revionics® Promotion Optimization decomposes the promotional forecast and provides you insights into the lift of each vehicle. With this you can match every promotion with the most optimal vehicle mix, ultimately maximizing your marketing investments.

MAKING DECISIONS CONFIDENTLY

People make decisions. But to make decisions, people need to know the reasons behind the decision. Revionics prides itself on transparency. Each recommendation and forecast comes with a confidence score that is easily interpretable to the user. Even when the recommendation isn't as confident, that information is shared with the user. This enables them to apply additional time and knowledge to alleviate any risk in the final decisions.

ALWAYS LEARNING

Retail is transforming. Revionics self-learning models naturally adjust and learn over time without the need of human intervention. This ensures the recommendations remain relevant and current.