



Revionics® Promotion Optimization

Promotion Strategy, Planning, Simulation & Measurement

Maximize Campaign Effectiveness with Shopper-Centric Promotions

Hyper-promotional activity is the new normal as retailers continue to discount in order to drive loyalty and traffic. Pressure from vendors, omnichannel shoppers, proliferating touchpoints and organizational siloes add to the complexities of promotion planning and execution.

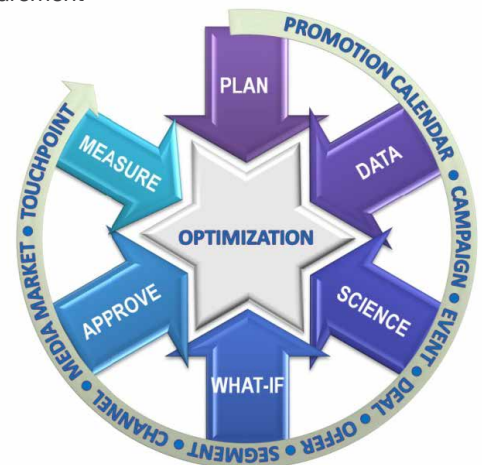
Startlingly, many retailers are incapable of quantifying the effectiveness of promotional events and are hard-pressed to adapt historical campaigns utilizing factual strategic insight into shopper response and promotion effectiveness.

Revionics® Promotion Optimization enables the planning and execution of optimized, relevant offers that provide a high perceived value to the shopper and bottom-line results for the retailer.

Process-Driven Promotional Planning

Black box recommendations delivered in an excel-like grid are a thing of the past, Revionics' optimization systematically operationalizes the promotion process in an interactive environment which:

- Supports cross-functional planning, ongoing analysis & effectiveness measurement
- Reduces complexity with a dynamic workflow that intelligently removes unnecessary steps & guides the user through the planning & optimization process
- Simulates uplift & forecasting performance of alternative offers & vehicles in a highly visual, user-friendly solution
- Creates optimal offers across the promotional matrix of channels, media markets, touchpoints & shopper segments

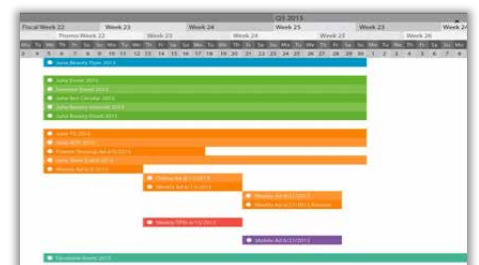


Collaborative Campaign Planning

Crossing over organizational barriers – from marketing to advertising to merchandising to supply chain – is critical to successful promotion planning and execution.

The promotion planning calendar provides a centralized dashboard with customizable views.

- Organizes & manages cross-functional objectives, strategies, content and tasks
- Supports annual plans & campaign, event & individual promotion planning across time & multiple promotional vehicles



Compete More Profitably

Shape Shopper Behavior

Enable Data-Driven Decisions

Revionics retailers see:

Sales Increases
1-12%

Gross Margin Gains
5-20%

Unit Movement Growth
1-9%

Schedule a consultation today.

More Information

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Integrating & Analyzing Disparate Data

Reflecting the most current data, trends & emerging shopper sentiment:

- Self-learning models automatically absorb the most current data
- Analyzes POS & T-Log data for price elasticity, cannibalization, affinity...
- Incorporates Inventory availability in optimization & forecasting models
- Optimizes Vendor Trade Funds & supports ongoing deal negotiation

Planning, Optimization & Simulation

Dynamic, automated workflow creation intelligently determines the necessary steps based on the scope of the promotion.

Setting strategies & financial objectives at multiple levels ensures:

- Promotions support category roles & strategies across multiple promotional vehicles
- Roll-ups of Forecasts & Costs reconcile to higher level financial targets



What-if modeling streamlines the decision process through:

- Dynamic & systematic versioning: Automatically creates new versions & updates changes across versions
- Offer pre-visualization with drag & drop uplift recalculation (circulars, web pages...)
- Net Impact calculation for alternative component combinations on event performance (promotional vehicles, media types, offer types...)



Execution & Effectiveness Measurement

An on-demand, birds-eye view of promotion performance draws attention to important trends, unexpected performance, & strategic opportunities:

- Automates delivery of event execution details & forecasts to stakeholders
- Accurately Forecasts demand: Limiting out-of-stocks & improving budgeting
- Actionable Insight into performance with Performance Intelligence reports
- Measures Campaign effectiveness with ongoing & post-event analytics

Key Solution Features

Promotional Calendar

- Calendar or Gantt view
- Filtering capabilities
- Annual promotion planning
- Visibility into campaign, events & promotion

Planning & Management

- Intelligent dynamic workflow
- Dynamic & systematic versioning
- Standard & alternate hierarchies
- Strategy planning and modeling
- Supports all vehicles & types
- Event creation & delegation by role
- Offer-level strategy configurations
- Supports complex promotions

Optimize

- Event & offer versions
- Visual layout configurations
- Planning matrix, vehicles & types
- Vendor trade funds
- Inventory aware

Data & Analytics

- Real-time data & model update
- Deal collection & repository
- Simulation visualization & version comparison
- Forecasts impacts & basket cross-effects

Execution & Measurement

- Approval & event status visibility
- Forecast roll ups versus budget & actual
- Actionable Performance Intelligence reporting
- Campaign effectiveness measurement