

## Revionics® Promotion Optimization

● Promotion strategy, planning, execution, and analytics

### Retail Performance Transformation with Life Cycle Pricing

Maximize promotion results with demand-driven promotions from Revionics.

Retailers are promoting their products at an unprecedented rate, driven by the need to discount in order to drive consumer traffic and hold off the competition. Pressure from vendors to promote certain brands adds to the complexities in delivering effective promotions. Retailers turn to Revionics to deliver optimized promotions that deliver perceived value to the consumer, and bottom-line results to the retailer. Benefits include:

- Deliver consumer-centric promotions with demand insight
- Reduce promotion cycle time to be more responsive to consumers
- Tightly integrated activities in a centralized, seamless environment
- Centrally managed promotion content and tasks
- Understand options and impact with pre-event simulation
- Accurately forecast impact with single demand engine
- Maximize sales potential by limiting promotion out-of-stocks
- Budget more effectively with promotion forecast

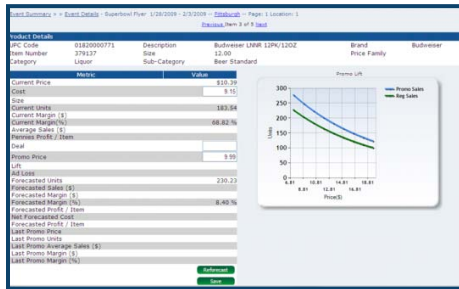
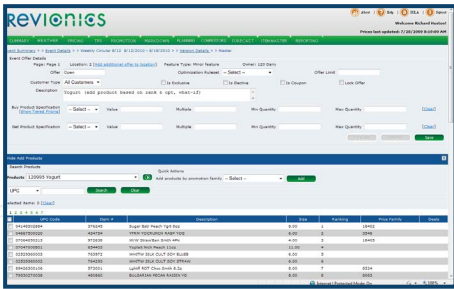
Predicting customer behavior, empowering retailers to achieve their financial objectives, improving customer loyalty, and making better, fact-based decisions

Revionics retailers see:

Sales increases  
**1-12%**

Gross Margin Gains  
**5-20%**

Unit movement growth:  
**1-9%**



**Strategic Promotion Insight for Executives** - Revionics provides an on-demand, birds-eye view of promotion performance. Attention is drawn to important trends, unexpected performance, and opportunities to shift strategies with shopper insight and integrated analytics. Understand the impact of multiple pricing events, including promotions, with Revionics Integrated Forecast.

**Promotion Execution** - Automate the delivery of planned promotional events and forecasts to point of sale, headquarter, labor planning, and financial systems with turn-key data exports from the Revionics centralized solution. Never miss a dollar of vendor funds with accurate performance tracking against vendor deals.



Schedule a consultation today.

**More Information**

Phone: 866-580-7277 x1

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www.revionics.com Life Cycle Pricing for Retailers

Join industry leading retailers representing over 30,000 retail locations who trust Revionics to optimize their over \$73 billion in annual sales revenue.



## Promotion Optimization

Visit our website to attend a webinar, download white papers or case studies, and view customer testimonials today! [www.revionics.com](http://www.revionics.com)

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### More Information

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## Science-based Promotions

Revionics® Promotion Optimization arrives at the right items and offers to feature by applying advanced algorithms that blend science, rules, and promotion strategies.

**Affinity and Cannibalization** - Science provides retailers insight into which products are trip drivers or basket builders. Avoid unnecessary discounts and promote the items that matter to your customers.

**Quantify Promotion Lift** - Based on merchandising activities: in-store or ad placement. On-demand modeling provides a sandbox for fact-based decision making.

**Measure Net Impact** - “What-if” modeling forecasts event and total store impact. Simulate a variety of promotion vehicles and merchandising types to understand the total net impact of the chosen event.

**Accurate Forecasting** - On-demand modeling at the event, version, or offer level predicts impact of merchandising or offer type.

### Today's wary consumer expects more from retail promotions

*“Without technologies to sense and shape consumer demand, how will your organization learn to adapt to the new consumer? Leading companies are providing their decision makers with insights and optimization capabilities that deliver better results as they focus on improving their relevancy to this new consumer.”*

AMR Research

*Purchasing Optimization Technology, Consider Making These Evaluation Best Practices Before Making Decision, January 2010*

**Revionics® Analytic Services** mine the gold in your data! Store Cluster Analysis, Key Value Item Analysis, Market Basket Analysis, Affinity Analysis, and Customer Segmentation Analysis are available as stand-alone services or coupled with Revionics' solutions.

[www.revionics.com](http://www.revionics.com) Life Cycle Pricing for Retailers

## Key Solution Features

Revionics® Promotion Optimization includes best-in-class features to appeal to retail merchants, marketers, buyers, and executives.

- Strategy planning and modeling
- Supports all types, including print, e-commerce, flyer, radio, in-store, etc.
- Layout configuration and cloning
- Deal collection and repository
- Event creation and delegation by role
- Versioning optimization
- Offer-level strategy configurations
- On-demand “what-if” simulation
- Supports complex promotions, including BXGY and tiered offers
- Recommends best items and offers
- Forecasts item impacts
- Category cross-effect analysis
- Location impact analysis
- Actionable reporting and insight
- Scan down report automation

Retailers in **Grocery, Convenience, Specialty, General Merchandise, Health and Beauty, Deep Discount, Home and Garden, Building Supplies** and **Grocery Wholesale** rely on Revionics!