Revionics Promotions Performance Analysis (PPA) reveals what is actually occurring with your promotions, allowing retailers to eliminate poor performers, continue to execute the high performers, and improve those in-between. Using machine learning science from Revionics Predictive Engine, retailers measure the real effect of their promotions through visualization of key metrics such as net revenue, profit, units, individual vehicle lift, cannibalization and affinity.

If it were easy, everyone would be doing it

Understanding promotional revenue and units, that’s easy. Knowing how items and categories perform when not on promotion, most businesses can infer the results. But having a detailed breakdown of each promotion, over time, across all your business and being able to roll it up or break it down into one visual tool that is using predictive science without just inferring through history? Well, that is a little more challenging.

Revionics PPA does that. It’s a detailed analysis of your promotions performance. What worked? What didn’t? What was the lift from each marketing vehicle? Which items were dragged? Which items were cannibalized? How is each item, category and department performing? And on and on and on... Why is this important? By seeing the detailed impact of your decisions, you can start eliminating those that aren’t performing and transform those on the edge into real winners.

The Highlights
For those with limited time

- Breakdown the Real Performance
- Identify Winners, Eliminate Losers
- Assess Affinities & Cannibalizations
- Intuitive Visualizations
- Understand Each Vehicle’s Lift
- Machine Learning, Predictive Platform
- Foundation for Promotional Success
ACHIEVE MORE BY DOING LESS
What would happen if you just eliminated the promotions that weren’t performing? What would be the margin gain? 2%, 4%, 10%? Do you know that you could actually improve sales by not promoting? Seems counterintuitive, but for some promotions that’s the case. Revionics PPA evaluates each and every promotion compared to doing nothing. This isn’t just for the individual items, but it considers all the effects of the promotion including affinities, cannibalization, marketing vehicles, and vendor funding. How much could you gain by getting rid of dead weight?

DRIVE PROMOTIONS TO THE RIGHT VEHICLES
That was a great social ad, but do you know how it translated into revenue or sales lift? What about that web banner, email, or the flyer? How well are departments and categories responding to the marketing vehicles? Revionics PPA provides insight into the lift for each and every vehicle, for each and every promotion, so you can make the right choice each and every time.

INCREASING THE R IN ROI
As part of the Revionics Promotion Suite, Revionics PPA leverages the same predictive engine and machine learning science. The affinity and cannibalization and vehicle lifts are used in the other parts of the suite, bringing your Revionics investment to its fullest potential. We seriously love delivering ROI.

FACTS, SUPPORTED BY PROVEN SCIENCE, NOT WHIMS
Decisions need to be supported by data. In the absence of data, there is only gut feel. Thus decisions are left to the most influential person in the room. PPA brings facts and insights to the table, enabling you to make data-driven decisions and implement your promotions strategies with proven science that is leveraged at many retailers across the world.

DRIVERS, DRAG, AND DEMAND TRANSFERENCE—DISCOVER AFFINITIES AND CANNIBALIZATION
The promotion may have hit the revenue and inventory targets, but at what cost? Which items’ sales were cannibalized? Did that item fulfill its loss leader role? Are there better driver items? And which items are really being dragged into the basket? To what degree does all of this affect my key metrics? Revionics PPA answers these kinds of questions, letting retailers see the driver, drag, and demand transference of their promotions and which categories tend to perform well or poorly in this area.