

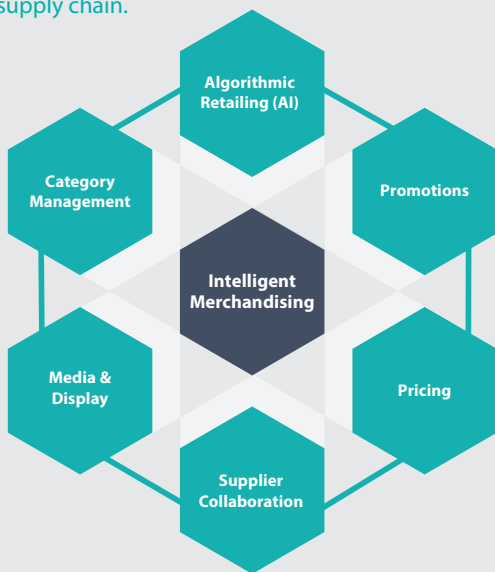
Promotions



Maximise the overall profit, margin or contribution of a portfolio of products, optimise regular and promotional prices, separately or concurrently and on demand, taking the effects of each other into account.

- 10-30% Increase in Profitability
- 5-10% Increase in sales
- 1-3% Increase in gross margins

The platform provides the operational aspects of managing, recording and delivering advertising, marketing, pricing, promotions, and assortment and forecasts for merchandising and the wider supply chain.



Promotion Management

Promotion Planning and Execution solution designed around machine learning technology to deliver optimum results for you and your customers providing increased revenues and improved customer loyalty while reducing loss-making promotions and management overheads.

Plan your promotions and evaluate alternatives, review all options, and select the best mix of ads, items, offers etc., thus creating a compelling and optimum go-to-market plan based on our AI analytic Engine.

Communicating via the Supplier Portal facilitates cooperation and integration with supplier plans and the combining of marketing and trading incentives with media provides the basis for a comprehensive financial view of offers, ads, flyer pages etc as part of the category P&L.

Optimise the selection and pricing of Promotional Offers; before and after promotion analytics give a 360-degree view of results. Workflow and Change Management makes it easier to control multiple overlapping promotion activities across multiple markets and time periods.

Promotional Planning

The Promotional Plan provides tools to build multi-year calendars of events and activities and then detail those entries as the plan is built out. The module supports promotional programs, themes, regular reoccurring events, ad hoc events, budgets, forecasts and the tracking and status of those activities, especially their completeness and access to the promotional offers that have been assigned to those individual events; the detail includes forecasts of sales, profits and margin.



Offer Planning

The Offer Planning workbench provides an environment to view, create, amend and analyse offers by item within families/categories across the time horizon with year-to-year comparisons, planning at the day or week level over one or more years. All aspects of the offer life cycle can be accessed from the Offer Planning workbench, using right-click and mouse over options. The Offer Plan is viewable at multiple levels, by item within a category, by item within a supplier, or by specific offer types, etc., The Offer Plan shows metrics for the number of offers by week across a category and for an item across the planning horizon.

Offer Creation

The system provides the ability to create promotional "offers" such as Price Off, BOGO, Coupons, Loyalty, Points, Limited Quantity Discounts, Meal Deals, Cheapest Free etc, with forecast support to evaluate the impact of the promoted item and those affected by the offer. Promotional offers can be linked to a specific program, campaign or event and through the offer screen can interact with setting an ad/flyer or promotional display or creating a sign or poster in the store. This function directly interacts with "offer comparison" which allows multiple offer alternatives to be analysed together.

Smart Offer Generator

Smart Offer Generator allows the building of more complex offers bringing together groups of items, categories or departments against which an offer can be assembled; this also supports complex discounts, offers across multiple store visits and multi-spend offers. Retail Express can set up and provide the POS with all the necessary data to execute these broader classes of offers.

Offer Pricing Evaluation

Retail Express manages all the customer demand touch points - price, offer, loyalty, mailers, kiosks, ads, flyers, events, promotions space, labels and signage - and creates elasticity demand models that understand the interaction and collision of those elements together. The science forecasts the likely outcomes of different promotional prices with ads and displays. Aligning the buying and selling with each other and incorporating collaboration with vendor support, ensures allows the user to review all options and choose the best mix of ads, items, offers etc., thus creating a compelling and most profitable go-to-market plan.

Optimised Promotion Selection & Pricing

Provides process, functionality and analytics to optimise the selection and pricing of Promotional Items. Showing the best combination of Individual Promotional Item offers to meet the Category/Department criteria showing the combined effects and

impact on the overall category/department taking account of cannibalisation and cross effects from each set of Promotional Offers.

The User Interface provides interactive screens to control and manage this process and graphs and visualisation tools to show a deep dive into each item and the output from the analytics engine. RE 2.0 can examine all vendor deals through this process and determine if the deal should be used or declined without Category or Analyst involvement!

Supplier Negotiation for Promotions

Supplier Negotiation enables the business to record the proposed/intended Category or items that will be in a Promotion before they are finalised. The function also allows promotional planners to record target discounts to be achieved. Buyers can use this function to record negotiations made with vendors for deals ('Proposed Deals') and when item selection decisions have been made to create or reserve promotional offers directly for these Items. At any stage in the negotiations, the buyers can access detailed item-level forecasts of sales/profits for all promotional offers and for promotional activity.

Collaboration between Marketing, Buying and Merchandising incorporating vendor support, ensures consistency of supply and a more profitable outcome.

