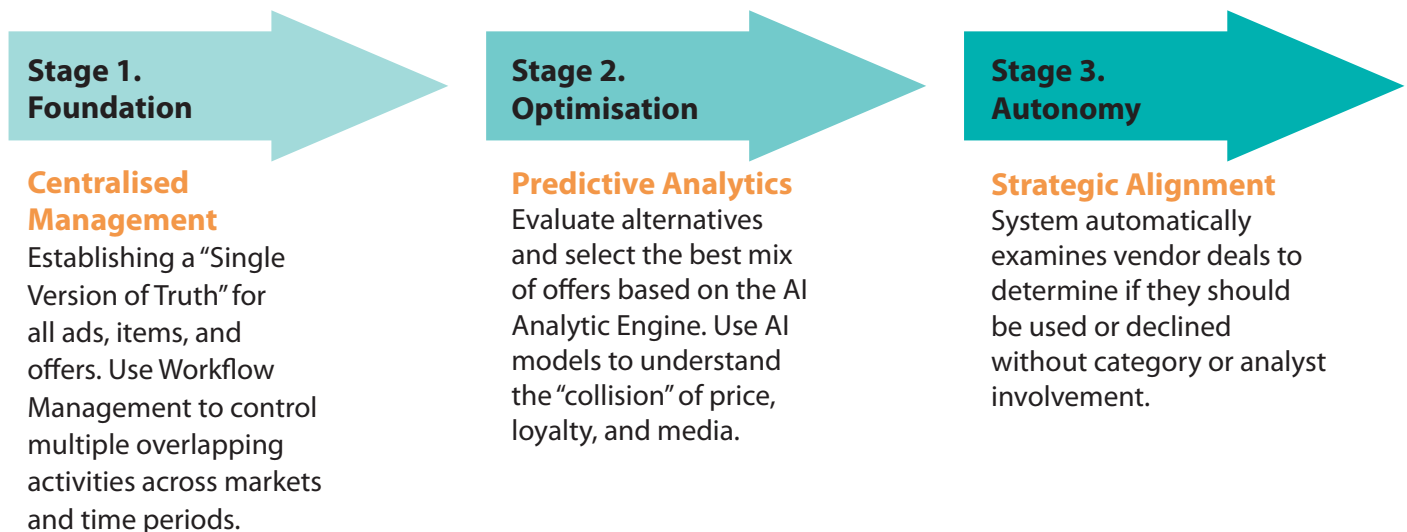


Promotion Management

Promotions are a vital driver of retail traffic, yet many retailers struggle with loss-making offers and heavy management overheads. Retail Express (RE) provides a machine learning-powered platform to shift your teams from manual coordination to strategic optimisation. By integrating AI-driven analytics, we help you manage the entire promotion lifecycle—from multi-year planning to real-time execution.

The Evolution of Promotional Maturity

Retail Express enables retailers to move beyond basic discounting toward a fully optimised, AI-driven promotional strategy.



Solving the “Promotion Leakage” Problem

In a complex grocery environment, poorly planned promotions can lead to cannibalisation and margin erosion.

Intelligent Selection

Our AI-powered engine identifies the best combination of items to meet category criteria.

Impact Awareness

The system shows combined effects and impact on the overall category, taking account of cannibalisation and cross-effects.

Complex Offer Support

The **Smart Offer Generator** allows for the assembly of sophisticated discounts, including BOGO, “Cheapest Free,” multi-spend offers, and loyalty-based rewards.

Supplier Collaboration

Utilise the **Supplier Portal** to integrate vendor plans and record negotiations, ensuring consistency of supply and more profitable outcomes.

Operational Excellence & ROI

Moving to an automated promotional system is a proven driver of financial performance.

Proven Financial Impact:

10-30%

increase
in profitability.

5-10%

increase
in sales

1-3%

increase
in gross margins.

360

Degree Visibility
Before and after
analytics provide a
complete view of results.

Detailed Forecasting

The platform delivers detailed forecasts of sales, profits, and margin.

Store Integration

RE provides the POS with all necessary data to execute broad classes of offers, ensuring promotional pricing and signage are perfectly synced.

Strategic Impact: From Coordinator to Architect

With Retail Express, the Promotional Planner's role is redefined. Instead of managing spreadsheets, they define the high-level strategy:



Event Strategy

Plan multi-year calendars of events and detail those entries as the plan is built out.



Offer Mix

Review all options to choose the best mix of ads, items, and offers to create a compelling go-to-market plan.



Target Discipline

Record negotiations made with vendors and set target discounts to be achieved.

Bottom Line: AI is the enabler. By predicting the impact of a promotional strategy before it hits the shelf, Retail Express allows you to create a compelling, aggressive, and profitable go-to-market plan.

